

Summer Semester -2023-
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Business Language

Faculty of Business and Economics

Chapter 1 – Section 2

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BRANCH

Chapter-1



Business Presentations and Public Speaking in English

Structure

A well organised presentation with a clear structure is easier for the audience to follow. It is therefore more effective. You should organise the points you wish to make in a logical order. Most presentations are organised in three parts, followed by questions:

Beginning	Short introduction	<ul style="list-style-type: none">• welcome your audience• introduce your subject• explain the structure of your presentation• explain rules for questions
Middle	Body of presentation	<ul style="list-style-type: none">• present the subject itself
End	Short conclusion	<ul style="list-style-type: none">• summarise your presentation• thank your audience• invite questions
Questions and Answers		

Notes

When you give your presentation, you should be - or appear to be - as spontaneous as possible. You should not read your presentation! You should be so familiar with your subject and with the information that you want to deliver that you do not need to read a text. Reading a text is boring! Reading a text will make your audience go to sleep! So if you don't have a text to read, how can you remember to say everything you need to say? With **notes**. You can create your own system of notes. Some people make notes on small, A6 cards. Some people write down just the **title** of each section of their talk. Some people write down **keywords** to remind them. The notes will give you confidence, but because you will have prepared your presentation fully, you may not even need them!

Rehearsal

Rehearsal is a vital part of preparation. You should leave time to practise your presentation two or three times. This will have the following benefits:

- you will become more familiar with what you want to say
- you will identify weaknesses in your presentation
- you will be able to practise difficult pronunciations
- you will be able to check the time that your presentation takes and make any necessary modifications

So prepare, prepare, prepare! Prepare everything: words, visual aids, timing, equipment. Rehearse your presentation several times and time it. Is it the right length? Are you completely familiar with all your illustrations? Are they in the right order? Do you know who the audience is? How many people? How will you answer difficult questions? Do you know the room? Are you confident about the equipment? When you have answered all these questions, you will be a confident, enthusiastic presenter ready to communicate the subject of your presentation to an eager audience.