

Summer Semester -2023-  
2024

# Business Language

Faculty of Business and Economics

## Chapter 1 – Section 3

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BRANCH

# Chapter-1



# Business Presentations and Public Speaking in English

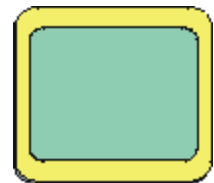
## Equipment

Easily your most important piece of equipment is...**YOU!** Make sure you're in full working order, and check your personal presentation carefully - if you don't, your audience will!



The **overhead projector (OHP)** displays **overhead transparencies (OHTs or OHPTs)**. It has several advantages over the 35mm slide projector:

- it can be used in daylight
- the user can face the audience
- the user can write or draw directly on the transparency while in use




The **whiteboard** (more rarely **blackboard** or **greenboard**) is a useful device for spontaneous writing - as in brainstorming, for example. For prepared material, the OHP might be more suitable.

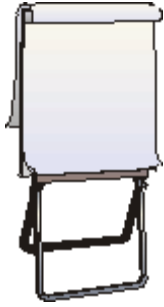


The **duster** is used for cleaning the whiteboard. It is essential that the duster be clean to start with. You may consider carrying your own duster just in case.

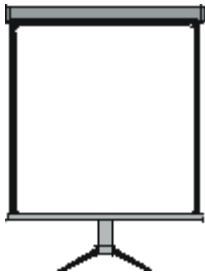


**Markers** are used for writing on the whiteboard (delible - you can remove the ink) or flipchart (indelible - you cannot remove the ink). They are usually available in blue, red, black and green. Again, it's a good idea to carry a spare set of markers in case you are given some used ones which do not write well.

 "A good workman never blames his tools."



The **flipchart** consists of several leaves of paper that you 'flip' or turn over. Some people prefer the flipchart to the whiteboard, but its use is limited to smaller presentations.



Transparencies are projected by an overhead projector or a slide projector onto a **screen** - in this case a folding screen which can be packed up and transported.



The **notebook computer** is increasingly being used to display graphics during presentations. It is often used in conjunction with an overhead projector, which actually projects the image from the computer screen onto the wall screen.



**Handouts** are any documents or samples that you 'hand out' or distribute to your audience. Note that it is not usually a good idea to distribute handouts *before* your presentation. The audience will read the handouts instead of listening to you.

## **Delivery**


'Delivery' refers to the way in which you actually deliver or perform or give your presentation. Delivery is a vital aspect of all presentations. Delivery is at least as important as content, especially in a multi-cultural context.

## **Nerves**

Most speakers are a little nervous at the beginning of a presentation. So it is normal if you are nervous. The answer is to pay special attention to the beginning of your presentation. First impressions count. This is the time when you establish a rapport with your audience. During this time, try to speak slowly and calmly. You should perhaps learn your introduction by heart. After a few moments, you will relax and gain confidence.

## **Audience Rapport**

You need to build a warm and friendly relationship with your audience. Enthusiasm is contagious. If you are enthusiastic your audience will be enthusiastic too. And be careful to establish eye contact with each member of your audience. Each person should feel that you are speaking directly to him or her. This means that you must **look at** each person in turn - in as natural a way as possible. This will also give you the opportunity to detect signs of boredom, disinterest or even disagreement, allowing you to modify your presentation as appropriate.

 Your objective is to communicate!