

Language of Presentation

A successful presentation is one of the most effective ways of communicating your message. However, presenting or speaking publically can be very stressful and challenging for foreign language speakers. This is why, it is necessary to make use of the Language of presentation to guide you throughout the whole presentation.

Language of presentation or **Signposting language** refers to the words and phrases that guide listeners (the audience) coherently so that they can easily comprehend and grasp what is being said. It helps them clearly understand what has just happened and what is going to happen next, providing structure to speech.

I. Introduction:

The first two to three minutes of your presentation are important. During this time, you'll make contact with the audience; you'll introduce yourself; you'll tell the audience the purpose of your talk; and you'll give them a map of your presentation. Depending on who you are addressing, you should extend a more or less formal welcome.

1. Greeting the audience - Calling for attention:

Give the audience a signal that you're ready to start. Take advantage of these few words to find your position and adapt your voice to the size of the room:

- Good afternoon ladies and gentlemen.
- Good afternoon everyone. Shall we begin?
- Ladies and gentlemen. Good morning. It's a pleasure to be here with you today.
- Good afternoon. If everybody's ready, I think we can begin now.

2. Introducing yourself:

The level of formality of your welcome address will also apply to how you introduce yourself. Customize it to match your audience. Examples:

- It's a pleasure for me to be here today.
- It's an honour for me to be here today.
- Let me briefly introduce myself.
- I've met some of you before, but for people who don't know me, my name is.....
- Let me start by saying a few words about my own background.

3. **Stating the purpose of the presentation:** Begin by telling the audience why you are there. Or begin by giving a short introduction to your subject.

- My purpose today is to
- What I want to do this afternoon is to
- My objective today is to
- I'm here today to
- My presentation this morning will concern primarily

4. **The overview - presenting the structure of the talk:**

Give your audience a map. They'll be much more willing to follow you if they know where you intend to take them and how you intend to get there. As P.T. Barnum, founder of the Barnum Circus, said: in any talk, the speaker must do three things: "Tell them what you're going to tell them; tell them; then tell them what you told them." By giving them the overview, you're telling them what you're going to tell them.

- **To make an overview, choose a sequencer:** first of all, next, finally - to begin with, Then, last of all, - to start with, Later, In the final part, first(ly), subsequently, second(ly), after that...
- **Select a verb that reflects the approach you intend to use:** present, discuss, analyze, examine talk about, consider, explain, describe speak about, look at...

II. The Body of the Presentation:

In a written paper, the eye sees how the paper is divided into sections and subsections by the section numbers, titles and subtitles, and the page layout in general. In an oral presentation, you must provide verbal transitions. Guide your audience through your talk by referring to the overview you presented at the beginning. As you go from one section to another, use transitions. Restate or sum up what you've just seen. Announce what you're going to see.

Present your main points one by one. Take a moment to pause at the end of each main point to give your audience time to absorb what you have said and to take notes. Use phrases to make it clear you are moving to a new point.

➤ Starting the presentation:

- Let's start by looking at ...
- I'd like to start by ...
- So let me start by ...
- The first issue is in relation to ...

➤ Introducing a new point:

- The next point is that ...
- Now I am going to talk about ...
- Moving on to ...

- Before we go on to the next section, let me briefly restate ...

III. Conclusion:

The aim of the conclusion is to provide a clear summary of your main points, indicate to your audience that your presentation has finished, to answer questions and to thank your audience. Be sure to End with a strong statement .Examples of some useful phrases for the conclusion and audience questions are listed below:

- To sum up ...
- In conclusion ...
- To recap the main points ...
- That concludes my presentation. Now, if I can just summarise the main points.

IV. Questions time:

➤ Starting the questions:

- Thank you. Are there any questions?
- Thank you for listening. Does anyone have any questions?
- You no doubt have many questions.

➤ Dealing with questions:

- That's a really good question that I'm not sure I can answer right now, but it would be interesting to look into ...
- This is a highly relevant question.
- I'm sorry; could you repeat the question, please?
- Yes, absolutely, I agree.
- Yes, perhaps that is true in some cases, however ...
- No, I think I have to disagree with you on that point, because ... o