

## UNIT 4: TALKING LIKE AN EXPERT

### LESSON 1: WHAT MAKES A GOOD (OR BAD) PRESENTATION?

#### Unit overview

- Giving an academic oral presentation
- Signposting (presentation sequence language)
- Dos and don'ts of presentations
- Giving a review: summarizing and expressing opinion

#### Lesson aims:

- Recognizing the elements of a good presentation
- Brainstorming ideas about a topic
- Using linking words and phrases to create a cohesive presentation
- Using intonation and stress to communicate ideas clearly

#### Lead-in

1. *Discuss the following questions in pairs or small groups.*
  - a) Have you ever given a presentation in Spanish? If so, what was it like?
  - b) What is difficult about giving a presentation?
  - c) Have you ever watched a really good or bad presentation? If so, what made it so good or bad?
  - d) Have you received any training for public speaking? If so, what did you learn?

#### Listening I

**Good presentation vs Bad Presentation (Project I-DEA):**  
<https://www.youtube.com/watch?v=V8eLdbKXGzk>

1. *Watch the video to 1:38 and make a list of reasons why the presentation was bad.*
2. *Watch the video to 2:53. The class gives Ranjit constructive feedback. Which of the following ideas were mentioned?*

- |   |   |
|---|---|
| <input type="checkbox"/> Use a personal story or experience as an example | <input type="checkbox"/> Make eye contact with the audience |
| <input type="checkbox"/> Turn off or silence your phone                   | <input type="checkbox"/> Practice                           |
| <input type="checkbox"/> Know your audience                               | <input type="checkbox"/> Speak loudly and face the audience |
| <input type="checkbox"/> Smile  |   |

3. Watch the end of the video and notice how Ranjit improved his presentation. Put the stages of his improved presentation in order to make an outline.

#### The Causes and Effects of Stress

<input type="checkbox"/>	Greet the audience
<input type="checkbox"/>	Personal story about last year
<input type="checkbox"/>	Introduce topic
<input type="checkbox"/>	Advice from counselor
<input type="checkbox"/>	Changes I made
<input type="checkbox"/>	Effects of stress
<input type="checkbox"/>	Causes of stress
<input type="checkbox"/>	Closing- thank the audience

### Planning a Presentation

#### Brainstorming Ideas

1. At the end of this unit, you are going to **give a presentation about a topic in your field that you are interested in**. You should begin by brainstorming some ideas.

One way to do this is to make a list of main ideas connected to the topic. Below is a sequence of ideas for a presentation about the history of Apple, Inc.

#### 1976 Apple Computers founded

- Apple I personal computer
- Apple II

#### 1985 Steve Jobs left Apple

- bought Pixar (Toy Story, Finding Nemo, etc.)

#### 1990s Steve Jobs returned to Apple

- new products (iMac, iPod, iPhone, iPad)

2. Choose a **topic** that you want to talk about in your presentation. Now spend some time **brainstorming the main ideas** that you want to present. You can go online and do some research.

## Organizing Ideas

### 1. *Put the stages of the presentation in order.*

- |                          |   |
|--------------------------|---|
| <input type="checkbox"/> | Talk about the first point, give details and describe. Think about who, what, where, when, why, how, etc. |
| <input type="checkbox"/> | Explain why this topic interests you.   |
| <input type="checkbox"/> | Finish by summarizing what you talked about.  |
| <input type="checkbox"/> | Introduce yourself (name, faculty, subject of study)  |
| <input type="checkbox"/> | Explain what your presentation is about.  |
| <input type="checkbox"/> | Describe the main points you will include in your presentation.   |
| <input type="checkbox"/> | Talk about the second point with details etc.   |

### 2. **Signposting phrases.** *These phrases (discourse markers) can help you organize your presentation. Match the example phrases to their purpose.*

- |                          |  |
|--------------------------|--|
| 1. Greeting              | a. To summarize...<br>So, to sum up...<br>I'd like to finish by saying...  |
| 2. Purpose               | b. I'm here today to talk about....<br>The main focus of this presentation is...<br>Today, I'd like to tell you about... |
| 3. Introduce first topic | c. I'd now like to move on to...<br>Let's move on to...  |
| 4. Transitions           | d. Good morning / afternoon / evening everyone.  |
| 5. Finishing             | e. First of all, I'd like to start by...   |

## Listening II – Pronunciation

1. *It's not a good idea to read your presentation. Instead, you should **practice your presentation** so that you sound more natural. Listen to part of a presentation about Apple, Inc. and underline the words that the speaker stresses.*

Apple Computers was founded on April 1, 1976, by Steve Jobs and Steve Wozniak. They wanted to create a computer that people could use at home. They had very little money, so they worked in Steve Jobs's garage.

In 1977, Jobs and Wozniak created the Apple I. It was the first personal computer, with a keyboard and a screen. They sold 200 units for \$666 each.

The following year, they introduced the Apple II. It was a better design, and it was lighter than the Apple I. It also had color graphics. This was a very successful product. Sales went from \$7.8M in 1978 to \$117M in 1980. Apple sold about 6 million units over 16 years. In 1980, Apple became a public company.

Source: Diamond-Bayir, S., & Russell, K. (2022). Prism Level 1, CUP.

2. *Listen again and pause so that you can repeat. Try to replicate the **intonation and stress**.*

## Final Lesson Task: Presentation Practice

1. *Choose a **topic that you can easily talk about**. For example, a free time activity, your best friend, your favorite food, a computer game, etc.*
2. *Brainstorm ideas and make **an outline for a 2-minute presentation** about your topic. The outline should include some main ideas and supporting ideas, as well as examples and explanations. Only write key words or phrases and not complete sentences.*

3. Now, **give the same short presentation three times**, presenting to a different partner each time.

*For the first time, you will have **4 minutes** to talk, for the second time you will have **3 minutes**, and the last time you will have **2 minutes**.*

### Exit Ticket

*Can you do these things?*

<input type="checkbox"/>	I can recognize the elements of a good presentation.
<input type="checkbox"/>	I can brainstorm ideas about a topic.
<input type="checkbox"/>	I can use linking words and phrases to create a cohesive presentation.
<input type="checkbox"/>	I can use intonation and stress to communicate ideas clearly.

### My Top 5 Words from this lesson:

1	
2	
3	
4	
5	

### Homework: Self-study

[90 minutes per week]

1. Watch the **video** of a Toastmasters winning speech. Notice the **intonation and stress**:  
<https://www.youtube.com/watch?v=v26CcifgEq4>
2. Prepare your presentation for the Final Unit Task.