

Today

Visualise your work

Metalanguage

Presentation Skills

Good writing techniques review

Presentation Dos and Donts

Task 1:

Each group post a video link to a **GOOD presentation example**. You will also need to write down **WHY** you think it is a good example.

Task 2:

Each group should post at least **three tips**. Post your tips with the names of your group members at the end of the sentence. Example:

- Do not say "so" before each slide. (Laura, Max, Anna)

Since the document is **collaborative**, you can continue the ideas of the others or simply add a new idea. In the end, we will get a nice compilation of your views on academic presentation skills.

Your ideas can be founded on your prior experiences, but you can also try to think of tips that would apply particularly at your level (Master's studies, scientific topics) and what you would like to see (and not see :) in presentations as a member of the audience.

Visualise your work

- Why use **visuals** in presentations?

It has been said that people retain

20% of what they **hear**

30% of what they **see**

50-85% of what they **see** and **hear**

**How do you help
your audience get
from Point A to
Point B to Point C in
your talk?**



Metalinguage

- Using metalinguage is another aspect of keeping our audience on the map
- The larger pattern (the overall structure) should be predictable (outline/ overview)
- But what happens during the presentation, as you move from part to part, must also be signaled
- Metalinguage is essential to help our audience ‘keep up’ with you

What is metalanguage?

- Also known as **transitions**, **sign-posting** and **signalling**
- Words, phrases, or sentences that connect the speech ideas together
- Act as “verbal bridges” between ideas
- Alert the audience that a new point will be made

- Examples:

Let's now...

In conclusion, ...

To sum up,...

However,...

Another reason is...

I'd now like to...

Group task:



- How is the talk organized and structured?
- Can you write down the metalanguage used in his talk?

Important meta-stages to plan for:

- Presenting the **purpose**
 - Previewing the **organization**
 - Summarizing the **main idea**
 - Introducing a new point (with a full-sentence transition)
 - Summarizing the main points
- > **Ensuring that the central & previous message 'trails' are referred to even as we branch off**

Singal

- When moving from one main point to another, **full-sentence transitions** are especially effective

Next, let's look at exactly what sales contests can do for us.

SALES CONTESTS

- I. Top management should sponsor sales contests to halt the decline in sales over the past two years
- II. Sales contests will lead to better sales presentations

Transitions between main points can be done in the following ways:

1. Rhetorical questions
2. Topic sentences
3. Restate-forecast

1. Rhetorical questions

Audience wants to see if you agree with their answer

Will contests be too expensive? [pause...]

Well, actually they won't because...

How do the costs of contests stack up against the expense of training new people? [pause...]

Well, if you take a look at the following graph...

2. Topic sentences

Introduce the topic by **summarizing** the content/main message or **making a claim**

*There are three reasons for using contests.
First, contests are... A second reason for using contests is that...*

The costs of contests are significantly lower than the expense of training new people. This can be seen in the following graph...

3. Restate - forecast

Restates the point just covered and **preview**s the point to be covered next

*Now that we've established a need for sales contests (**restatement**), let's now take a look at what sales contests can do for us (**forecast**).*

Now that I've shown you that "junk" is the appropriate word to describe junk bonds, let's turn to an analysis of three secure financial instruments: bank certificates of deposit, Treasury bonds, and high quality corporate paper.

Metalanguage must also be used as you move from one sub-point to another

1. **Adjectives**, like ‘*another*’ and ‘*other*’
2. **enumeration**, such as *First*, *Second*, *Third*,
3. **superordinate terms** in guiding your audience between points.

Another way that sales competitions will benefit us is by their relative cost effectiveness.

SALES CONTESTS

- I. Top management should sponsor sales contests to halt the decline in sales over the past two years
 - A. Sales personnel will be motivated by competition
 - B. Contests are relatively inexpensive
- II. Sales contests will lead to better sales presentations

***In addition to** costing less than a loss in revenues, **sales contests** are less expensive than **training** new people.*

SALES CONTESTS

- I. Top management should sponsor sales contests to halt the decline in sales over the past two years
 - A. Sales personnel will be motivated by competition
 - B. Contests are relatively inexpensive
 - 1. Contests cost less than losses in sales revenues**
 - 2. Contests cost less than training new sales staff**
- II. Sales contests will lead to better sales presentations



Don't forget to use **superordinate** terms to remind your audience of the **type of point** you are explaining

'**Umbrella**' terms that can stand for an entire **class** or **category** of things.

VEHICLES

(superordinate)



lorries **cars** **bicycles** **trams** **ships**

Typical superordinate terms:

<i>Option</i>	<i>Benefit</i>	<i>Technique</i>	<i>Reason</i>	<i>Phase</i>
<i>Alternative</i>	<i>Advantage</i>	<i>Method</i>	<i>Rationale</i>	<i>Stage</i>
<i>Example</i>	<i>Drawback</i>	<i>Strategy</i>	<i>Consequence</i>	<i>Step</i>
<i>Criterion</i>	<i>Problem</i>	<i>Approach</i>	<i>Effect</i>	<i>Effect</i>
<i>Feature</i>	<i>Issue</i>	<i>Solution</i>	<i>Motivation</i>	<i>Procedure</i>
<i>Aspect</i>				

How they are used in practice

So, let's now take a look at the **three advantages** that our company can gain by sponsoring sales contests.

The **first advantage** is that competition will motivate...

SALES CONTESTS

1. Sales personnel will be motivated by competition
2. Contests are relatively inexpensive
 - a. Contests cost less than losses in sales revenues
 - b. Contests cost less than training new sales staff
3. Sales contests will lead to better sales presentations

The **most important reason** is that...

The **second advantage** of choosing a contest instead of ... is that...

Another reason is that...

In addition to being cheaper than the other options, a **third advantage** of sales contests is that...

Summaries are especially useful to clarify or emphasise what you have just said

In short, the Finnish family today is not what it was sixty years ago. As we have seen, with the majority of women working outside the home and with divorce and remarriage bringing stepchildren into the family picture, the traditional family—made up of a working father, a non-working mother, and 2.3 kids—is definitely a thing of the past.

Use **transitions** to organize info, create flow and remind your audience

1. Do you include **enough transitions** to adequately guide your listeners through your speech ?
2. Do you include **full-sentence transitions** that will alert listeners to shifts from one main point to the next ?
3. Do you make appropriate use of
 - the **restate-forecast** technique?
 - **Topical sentences**
 - **Rhetorical questions?**
 - **Summaries?**
4. Do you use a transition word or phrase to alert listeners to the **conclusion** of the speech?
5. Do you use **superordinate terms** to help your listeners see the connection between separate points in a **bulleted list** within a single slide?

Your own presentation

- A formal oral presentation of your review article
- Length: 8-10 minutes
- Q&A is also a very important skill in academic contexts

Outlining a paragraph: elements

1. Topic sentence

- A. First supporting point
- B. second supporting point
- C. Third supporting point

2. Concluding sentence

1. Learning to outline will improve your writing for three reasons

- A. it will help you organize your ideas
- B. it will help you write more quickly
- C. It will improve your grammar

2. Improved organization, speed and grammar will make learning to outline well worth the effort.

Equivalence: important points

1. Learning to outline will improve your writing for three reasons

A. It will help you organize your ideas

1. You won't include irrelevant ideas
2. You won't leave out important points

B. It will help you write more quickly

1. It may take practice
2. 75% of the work is done
3. You don't worry about what you are going to say

C. It will help you improve your grammar

1. You will be able to concentrate on grammar.

2. Improved organization, speed, and grammar make learning to outline well worth the effort

Topic sentences

- The most general statement in the paragraph
- Often the first sentence, but may also follow from an initial inking sentence.
- At times, in academic writing, the topic sentence is only implied in the paragraph; it is not explicit.

Topic sentence example

- Topic sentences establish a focus of attention at the beginning of a paragraph. In a well-designed paragraph, the reader should be able to anticipate what is to come in the rest of the paragraph. Topic sentences orient readers by identifying what the paragraph is about . When writers stay within the limits they establish, paragraphs are easier to follow. They feel unified, since they do not seem to digress or run off the point.

Features of a strong paragraph

1. UNITY

2. COHERENCE

3. TRANSITIONS

1. Unity : One topic to one paragraph

When discussing advantages of electric cars, do not discuss the *disadvantages* in the same paragraph.

Contents are directly related to the topic of the paragraph; they must explain or prove the main idea.

Do not include *off topic material* which does not relate to the main idea of the paragraph

1. 1. Improve the unity of your writing

- Identify the topic sentence.
- **Relate:** Check each sentence to see that it relates to the main topic.
- **Eliminate:** Any sentence that violates the unity of the paragraph needs to be cut. •
- **Clarify:** Any sentence that “almost” relates to the topic sentence should be rewritten.
- **Rewrite:** Either edit the topic sentence so that it includes all the topics raised in the paragraph or split the paragraph in two

1.2. Sample : an unified paragraph

- ***New York has a museum to suit almost every taste. The Metropolitan museum and the museum of Modern Art are famous for their art collections. Other important collections of art can be found at the Frick, Guggenheim, and Whitney museums. Visitors interested in the natural sciences will enjoy the Museum of Natural History. Those interested in American history should visit the Museum of the City of New York. Getting around the city to visit the museum is easy once you have mastered the subway system. Part of Ellis Island has become a museum devoted to the history of immigration.***

To sum up:

When outlining, go to the idea and paragraph level

The more sources you use / paragraph, the more careful you need to be about noting and citation

Try out the organizational writing techniques from outline to paragraph level.

HOMWORK

- 1. Assignment 8: Outline of your presentation (we will discuss with your draft on the feedback sessions)**
- 2. Start writing the full draft of your review paper**
- 3. Online modules**