

# How to present in English

# Why Should I Do a Presentation?

- to gain visibility and inform others of the results you have achieved.
- to increase your chances of getting feedback on your work
- to establish new contacts.
- to get more funds.

# What Kind of Presentations Do Audiences Like to See?

- are professional and are delivered by someone who is credible and confident
- look like they were prepared specifically for us and make it immediately clear why we should be interested
- have clear slides, with minimal detail and helpful and/or entertaining images

# What Kind of Presentations Do Audiences Like to See? (cont.)

- tell us interesting, curious, and counterintuitive things
- are delivered in a friendly, enthusiastic, and relatively informal way
- entertain us and interact with us

# What Kind of Presentations Do Audiences NOT Like to See?

- has clearly not practiced the presentation
- has no clear introduction, a confused structure, and no conclusions
- appears to be talking to himself/herself rather than engaging with the audience
- reads the slides

# What Kind of Presentations Do Audiences NOT Like to See? (cont.)

- has a series of similar slides full of text and diagrams
- relies on animations
- is too technical, too detailed
- speaks too fast, speaks with a monotone, speaks for too long
- shows little interest in his/her topic

# Typical mistakes



- Long introduction
- Overcomplicated content
- Unsupported claims

'I'll tell you everything I know.'

# Typical mistakes

- Overengineering
- Unrelated pictures
- Very busy patterns
- Dazzling effects
- Bad colors and fonts

'I want it to be beautiful!'





# Typical mistakes

- Reading
- Poor articulation
- No interaction
- No voice variety
- Distracting gestures



'I am so nervous!'

# What's the presentation sequence?

- A. Present the speech main body
- B. Handle questions
- C. Greet the audience
- D. Summarize the main points
- E. Introduce yourself
- F. Have a strong end
- G. Introduce the topic and objectives
- H. Outline the presentation structure
- I. Thank the audience
- J. Thank the organizers
- K. Grab the audience attention

# Sequence

1. Greet the audience (C)
2. Introduce yourself (E)
3. Thank the organizers (J)
4. Grab the audience attention (K)
5. Introduce the topic and objectives (G)
6. Outline the presentation structure (H)
7. Present the speech main body (A)
8. Summarize the main points (D)
9. Have a strong end (F)
10. Handle questions (B)
11. Thank the audience (I)

# George Burns, actor

«The secret is:  
have a good beginning, a good ending  
and  
keep them as close together as possible».

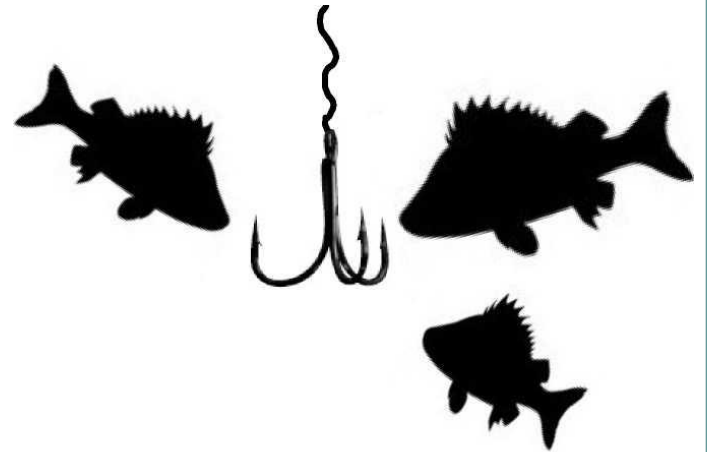


# What Constitutes a Professional Presentation?

- A “professional” presentation is one where you put the audience first.
- Grab your audience s attention
- The important thing is to be relaxed.

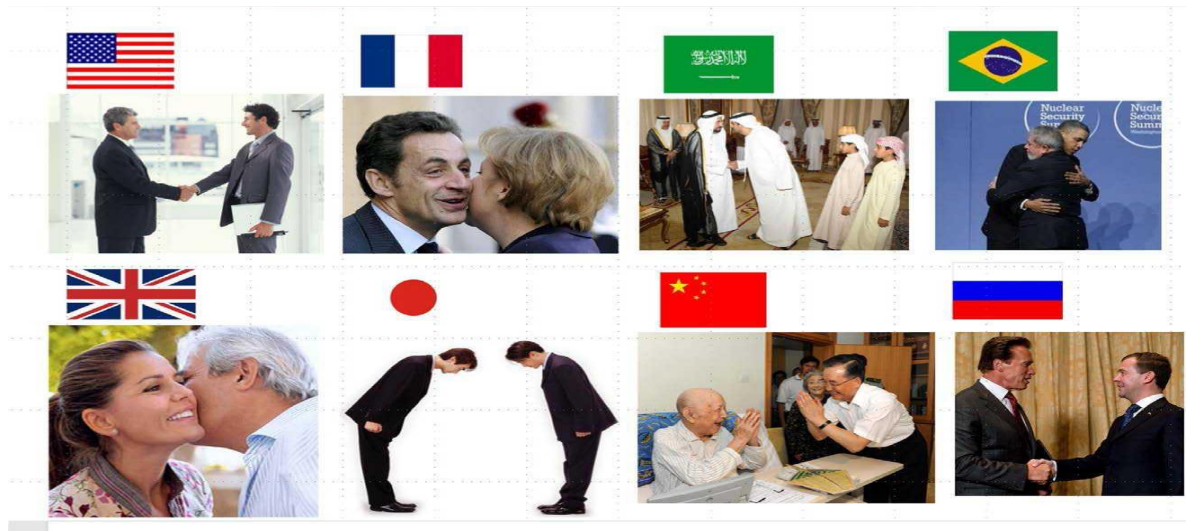
# Tip: Grab your audience s attention

- smile
- eye contact
- imagery and anecdotes
- humor



# ADVANCED TIPS (Cont.)

- Be aware of cultural differences



- Be serious and have a fun

# Handling Your Nerves

- Identify your fears
- Don't focus on your English
- Have a positive attitude
- Organize your time
- Learn relaxation techniques
- Do some physical exercises:
  - breathe in deeply
  - relax/warm your neck and shoulder muscles
  - exercise your jaw



# Tip: Demonstrate confidence

- thorough preparation
- first line memorized
- good timing
- control of body and powerful gestures



# Tip: Add variety to your voice

- voice modulation
- emphasis
- powerful pauses
- tempo
- loudness



# Tip: Tone may mean friendship or war

- business... (but I'm not really sure)
- business! (you MUST go there)
- business! (Hurray! I'm going!)
- business? (Me? No, I can't)
- business? (Will you agree to present together?)
- business! (Really! It's true!)
- business (What? I can't believe!)
- business (Why him? Not me?!)
- business (and so what?)

# Tip: Show emotions

One topic, one scheme audience's happy,  
you'll win. (joyful)

Five lines per slide, five words per line -  
your presentation will be fine. (angry)

One color, two fonts - That's right, not  
wrong. (surprised)

# Tip: Pauses are powerful

- woman without her man is a savage
- let's eat grandma
- panda eats shoots and leaves
- what do you call this love



# TIPS (Cont.)

- Don't speak too fast or too much
- Use stress to highlight the key words
- Vary your voice and speed
- Sound interested

# Find out about the potential audience

- It is very useful to find out how much the audience already know about your topic.
- If you are too general you will bore the experts.
- Need to find the right balance

# Give your presentation a structure

- Give your presentation a structure
- Divide your speech/notes into sections
- Introduction
- Methodology
- Results
- Discussion
- Conclusions



# Identify your key points/messages

- what problem you wanted to resolve/investigate and why this was important for the scientific community
- how you did it (your methodology)
- what success you had (your results)

# Stages in Preparing

- Prepare a two-minute talk
- Expand into a longer presentation

# Writing out your speech in English

Tell a story.

?

- Why did I choose this topic in general? Why am I enthusiastic about it? What can I tell the audience that they probably don't know but that they will find interesting? How can I make it interesting to those attendees who are not experts in this field?
- What motivated me to decide to test a particular hypothesis or investigate a particular aspect? Was I stimulated by someone else's research?
- What did I do to test the hypothesis/aspect?

# Writing out your speech in English (Cont)

- What did I find? And what did I *not* find? Did my findings confirm my initial hypothesis? Were there any inconsistencies or surprises?
- What is the significance of my work in the big picture of my field of interest? How and where can my findings be applied?
- What questions do I still have? What am I planning to do next? (Plus a reminder to the audience of most important results so far)
- Think of your presentation as the headlines in a newspaper.

# Create the slides

- makes an explanation less complicated and quicker
- helps people to visualize and recall something better
- makes something abstract become more concrete
- attracts attention

# What to Write on the Slides

- the title
- your name
- the name and date of the conference
- co-authors
- the name and/or logo of your institute/research unit
- your supervisor
- acknowledgments
- sponsors
- a photo
- a background image

# ADVANCED TIPS

- Check your grammar
- Check your spelling

# Use slide titles to help explain a process

- Outline:
- Methodology:
- Results:
- Discussion:
- Future work:
- Thank you:
- Why?
- How?
- What did we find? So what?
- What next?
- That's all folks



# Cut redundant slides, simplify complicated slides

- A: absolutely essential
- B: important
- C: include only if time permits

# Tip: Make effective slides

- one slide - one topic
- clear typeface and font size
- text & visuals: **less is more**
- **KISS**: simple graphics and language
- justified use of effects
- effective colors



# Learn English in Malta



# Death by PowerPoint

**An attempt to demonstrate the complete text of your written speech on the screen will definitely guarantee the complete failure of your presentation in public!**

- Too tightly packed slides with lots of illustrations and text of the size difficult to read.
- **confusing visuals**
- *inappropriate* colors & fonts
- unnecessary animations

# Recommendations

**Font & size - Verdana** >40 (for headings)

Arial, **Tahoma** > 28-32 (for text)

~~Times New Roman, Comic, SanS~~

**Headings** < 2 lines, 2-7 words, same style

**Text** < 3-4 lines max, 5-6 words per line

# Tip: Colors stir associations

RED	PINK	PURPLE	NAVY	GREEN	BLUE	ORANGE
<b>MEANS:</b> passionate <b>active</b> EXCITING <b>bold</b> energy youthful <b>physical</b> PIONEERING leader willpower confidence ambition <b>POWER</b>	<b>MEANS:</b> love <b>calm</b> <b>respect</b> <b>WARMTH</b> longterm <b>feminine</b> intuitive <b>care</b> assertive <b>sensitive</b> NURTURE <b>possibilities</b> UNCONDITIONAL	<b>MEANS:</b> <b>DEEP</b> creativity unconventional original <b>stimulation</b> individual WEALTHmodesty <b>compassion</b> DISTINGUISHED respectable <b>fantasy</b>	<b>MEANS:</b> trust order <b>LOYALTY</b> <b>sincere</b> authority communication confidence <b>PEACE</b> integrity <b>control</b> responsible <b>success</b> CALM masculine	<b>MEANS:</b> BALANCE <b>growth</b> <b>restore</b> sanctuary EQUILIBRIUM positivityNATURE <b>generous</b> clarity prosperity good judgement safetystable	<b>MEANS:</b> <b>spirit</b> perspective <b>CONTENT</b> <b>control</b> <b>rescue</b> determination self-sufficient modern goals awarePURPOSE <b>OPEN</b> ambition	<b>MEANS:</b> <b>INSTINCT</b> WARMTH gut reaction <b>optimistic</b> spontaneity <b>extrovert</b> socialNEW IDEAS <b>FREEDOM</b> impulse motivation
<b>BRANDS:</b>       	<b>BRANDS:</b>     	<b>BRANDS:</b>     	<b>BRANDS:</b>      	<b>BRANDS:</b>     	<b>BRANDS:</b>     	<b>BRANDS:</b>       

# Zack Holman

A good set of slides won't magically make your talk great. But a great talk is badly hurt by bad slides.



# Practice with colleagues

## Questions and Answers

- Practice and learning from other people's presentations
- Ask colleagues, friends, or family members to listen to you. When you have finished, get them to write down questions to ask you. Do this with a variety of people.



# Practice and Learn from Other People's Presentations

- Use your notes
- Practice your position relative to the screen
- Don't sit. Stand and move around
- Use your hands
- Have an expressive face and smile
- Learn how to be self-critical: practice with colleagues
- Improve your slides after the presentation

# TIPS

- Understand the critical importance of correct pronunciation
- Learn any irregular pronunciations
- Be very careful of English technical words that also exist in your language
- Practice the pronunciation of key words that have no synonyms
- Enunciate numbers very clearly
- Use your normal speaking voice

# TIPS: Q and A Session

- Don't underestimate the importance of the Q&A session
- Prepare in advance for all possible questions
- Always be polite

# Write a speech

- A written script will also help you to:
- identify words that you may not be able to pronounce
- check that the sentences are not too long or complex to say naturally and to understand easily
- understand when an example would be useful for the audience

# Write a speech (Cont.)

- clarify where you need to make connections between slides
- delete redundancy and unnecessary repetition
- think of how you could deliver your message in a more powerful or dynamic way
- time how long the presentation will take

# Have one idea per sentence and repeat key words

## ORIGINAL

The scenario is a typical wireless network, in which there is a single base station in the middle and subscriber stations around it. We used a simulator in order to understand how the power-saving mechanism influences the performance of the users in addition to calculating what effect it has on the environment. It is also worth noting that, testing can be classified in different ways on the basis of the part of the network being tested and how testing is performed.

## REVISED

The scenario is a typical wireless network. There is a single base station in the middle and subscriber stations around it. We used a simulator to help us understand two factors. First, how the power-saving mechanism influences how users perform. Second, the effect that power saving has on the environment. Another important aspect. [pause] Testing. [pause] Testing can be classified in different ways depending on which part of the network you are testing and on how you are doing the testing.

# Have one idea per sentence and repeat key words (Cont.)

- the sentences are much shorter.
- key words have been repeated in the place of pronouns (in the fifth sentence *power saving* instead of *it*). This helps the audience to follow you
- verbs are used in preference to nouns (fourth sentence: *how users perform* instead of *the performance of the users*)
- active forms are used instead of passive forms (final sentence)

# Have one idea per sentence and repeat key words (Cont.)

- Simplify sentences that are difficult to say
- Do not use synonyms for technical/key words
- Avoid details/exceptions
- Explain or paraphrase words that may be unfamiliar to the audience
- Only use synonyms for nontechnical words



# Have one idea per sentence and repeat key words (Cont.)

- Use verbs rather than nouns

X is meaningful for an understanding of Y = X will help you to understand Y

- Occasionally use emotive adjectives in descriptions of diagrams or when giving results

*exciting, great, amazing, unexpected, surprising, beautiful*

- Choose the right level of formality:

formal

neutral/relatively informal

very informal

# Introduction

- Good morning/afternoon, ladies and gentlemen.
- It's good to see you all here.
- Let me introduce myself. I'm Ann Brown from ...
- What I'd like to present to you today is...
- Today I'm going to talk about ...
- My topic is/will be very important for you because ...

# Outline

- Let me just outline what **I'll be discussing** today.
- First, **I'm going to tell** you something about the background to this work.
- Then **I'll take** a brief look at the related literature and the methods we used.
- Finally, and most importantly, **I'll show** you our key results.



# Referring to future points in the presentation

- As we **will see** in the next slide ...
- As we **will be seeing** in the next slide ...
- I'll **tell** you more about this later ...
- I'll **be telling** you more about this later ...
- I **will give** you details on that at the end ..
- I **will be giving** you details on ...



# Explaining the background and motivations

- Use the present simple to talk about the general situation, established scientific fact, and to explain your opinions and hypotheses.

*As **is** well known, smoking **causes** cancer. But what we **don't know** is why people still **continue** to smoke.*

*Despite some progress, not much **is known** about ...*

- Use the simple past for events and situations that have ended.

*We **decided** to address this area because:*

*We **started** working on this in May last year.*

- Use the present perfect to talk about open issues, the progress that has been made in your field so far and when; the precise time is not important.

*Other researchers **have tried** to address this problem, but no one **has yet managed** to solve it.*

*Our experience **has shown** that ...*

# Talking about the progress of your presentation

- So we **have seen** how X affects Y, now let's see how it affects Z.
- I **have shown** you how this is done with Z, now I am going to show how it is done with Y.
- As we **saw** in the first/last slide ...
- As I **mentioned** before/earlier/at the beginning ...

# Explaining and interpreting results

- We **found** that in most patients these values were very high.
- This **means/This may mean/This seems to suggest** that/**This would seem to prove** that patients with this pathology should ...

# Giving conclusions

- Okay. So we **used** an innovative method to solve the classic problem of calculating the shortest route, and this **gave** some interesting results which we then **analyzed** using some ad hoc software.
- During this presentation, I **have shown** you three ways to do ... Well, this brings me to the end of my presentation.
- OK, I think that's everything I wanted to say about..
- As a final point. I'd like to ...
- Finally. I'd like to highlight one key issue.



# Outlining future research

- We **are currently looking** for partners in this project.
- We **plan/are planning** to extend this research into the following areas ...
- We **hope/are hoping** to find a new way to solve PQR.
- In the next phase we **will be looking** at XYZ.
- This will involve ABC.

# Useful Phrases

- use the most appropriate phrase in different stages of your presentation
- recognize, and thus understand, the typical phrases used in other people's presentations

# Tip: Manage the time

Type	Time	Time for Q&A	Number of slides
<b>Conference presentation</b>	<b>10</b>	<b>5</b>	<b>7-9</b>
<b>Formal Seminar</b>	<b>45-50</b>	<b>10-15</b>	<b>30-40</b>
<b>Keynote speech</b>	<b>30</b>	<b>0-10</b>	<b>20-25</b>
<b>Business presentation</b>	<b>60 max</b>		<b>&lt;20</b>

Zanders, E., Macleod, L. 2010. Presentation Skills for Scientists. CUP, p 7.

# Presentation maxims

- Put the audience first.
- A picture is worth a thousand of words.
- A clear structure leads to success.
- Use the art of argumentation.
- Show your personality.



# Plea bargaining across borders

by postgraduate student  
of law department

**Olga Klimanova**

## *Purpose of research:*

- to study and compare the experience of plea bargaining in the USA and Russia;
- to find positive and negative sides of plea bargaining in Russia;
- to understand if Russian plea bargaining model needs modification according to the USA one.

# Problems and aims

## Problems:

- 1. the ways of integration of international law into the English national law;
- 2. the borders of judicial precedent.

## Aims:

- 1. to find out the most appropriate ways of incorporation international law into the English national law by analyzing the English law practice;
- 2. to propose some mechanisms which can protect human rights in the context of English legal system.

# Overview

- 1) General review of British legal system;
- 2) Types of law in England;
- 3) Human rights and English legal system.



# Conclusion

Russian plea bargaining institution appeared only in 2001. Russian legislators tried to adopt this institution but didn't generally adjusted it to our specific legal system. These are the reasons of some practical problems. It will be effective to use experience of other countries (for example, USA) for correction of foresaid application difficulties.

# References

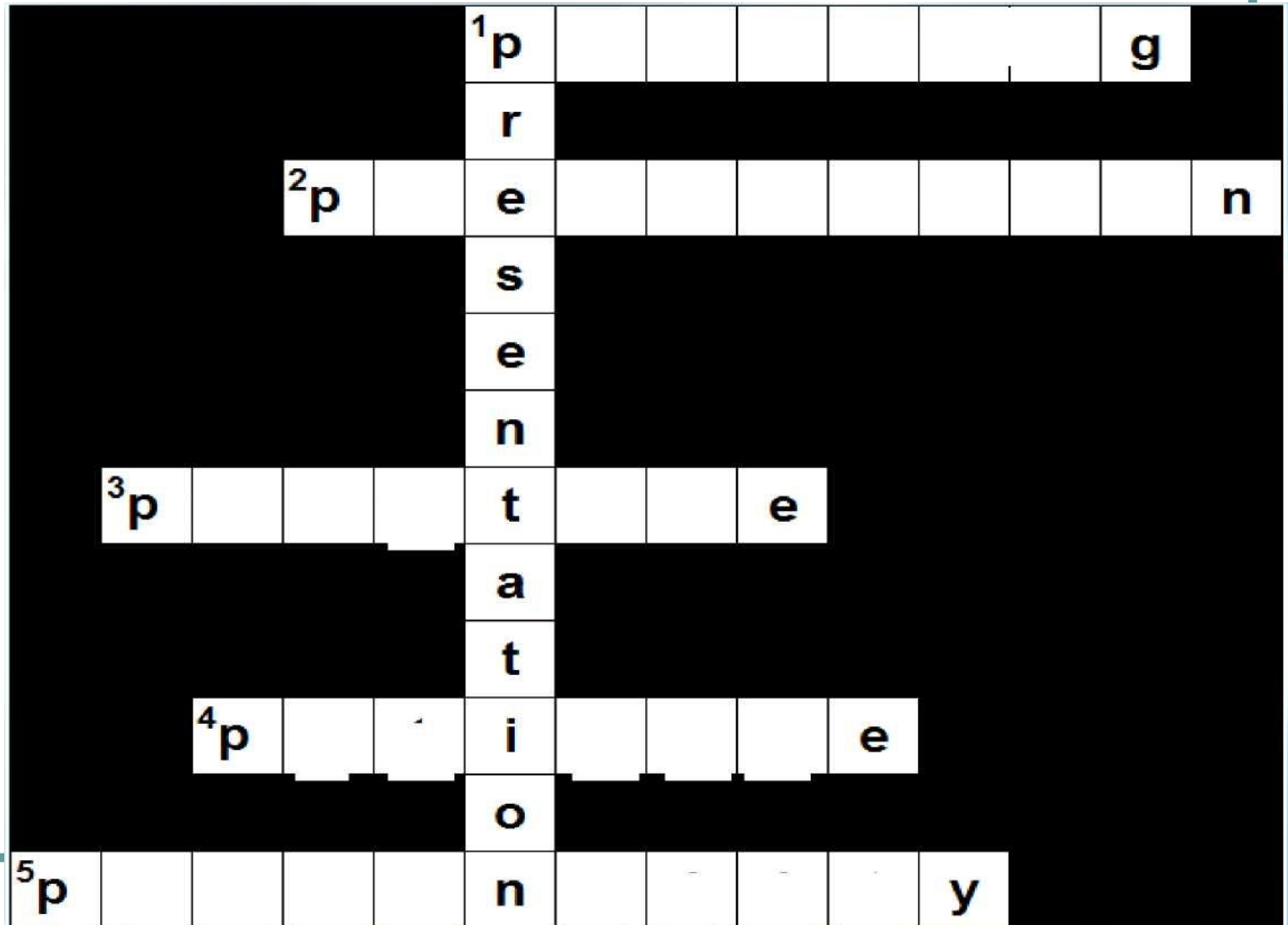
1. Presidential Speech at the Plenary Meeting of the 70<sup>th</sup> Session of the UN General Assembly  
<http://en.kremlin.ru/events/president/news/50385>
2. Rosenberg M.G. The necessity of an explicit list of law principles // Zakon. 2008. N 10.



*Thank you!*



# 5 Ps of success



# References

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Any

Questions