

# Academic project presentation



# Key aspects of project proposal in UK

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- organization
- content
- use of source material
- language

# Project proposal organization

- I. Title page
- II. Introduction
- III. Main body
- IV. Conclusion
- V. References

# Title page

- Name of university, department
- Title of project proposal
- Name of author
- Name of research adviser
- City/ town
- Year

# Introduction

- Brief abstract
- Background of study
- Justification
- Definitions / explanations of the terms and key concepts
- Problem statement
- Professional significance (aims, objectives)

# Main Body

- Literature review: theoretical literature, empirical research
- Methodology
- Brief report on the results anticipated

# Conclusion

- Brief summary
- Acknowledgments  
(if necessary)



# References: Harvard system

- **Textbooks:** Luhman, N.(1979) *Trust and power*. New York: John Wiley and Sons.
- **A paper in a periodical:** Vasilyeva, I. (1998) Who am I/who are we in Academic writing. *International Journal of Applied Linguistics*, Vol.8, pp.163-190.
- **Electronic journal:** author, date, title of article, journal title, volume, location, URL
- **Internet site:** author/editor, date, title, location of server, publisher/ maintainer of site, URL.



# Useful lexicon

- Opening sentence: our present day life is unthinkable without ...
- Justification: it is important to reveal the problems related to ...
- Structural outline: the project will first demonstrate ..., then... will be considered by ...
- Thesis statement: ... is one of the solution to the problem
- Writer's purpose: to show possible ways for solving the problem

# Basics of Academic writing and speaking

- I. Audience
- II. Purpose
- III. Organization
- IV. Style
- V. Flow
- VI. Presentation
- VII. Positioning
- VIII. Checklist

# Essential aspects of audience analysis

- The audience's interests
- Knowledge (background)
- Attitudes

# General purpose and appropriate supporting material

- to display : familiarity, expertise, intelligence
- to inform: to clarify, to make speech memorable
- to persuade: to establish the truth of claim, to present evidence, to cite sources

# Main areas of Organization

- Introduction
- Development of main idea
- Conclusion

# Levels of formality

- Level 5      Very formal
- Level 4      Formal
- Level 3      Neutral
- Level 2      Informal
- Level 1      Rude and vulgar

# Ways of creating coherence in written or oral text – FLOW

- **Clearly stated topic sentence**
- **Use of transition words and phrases**
- **Repetition of keywords or phrases**
- **Using linking words, synonyms, demonstratives**

# Presentation

- A.** Consider the overall format of your work
- B.** Proof read for careless grammar mistakes
- C.** Check for misspelled words



# Positioning

Audience\*Purpose\*Organization\*  
Style\*Flow\*Presentation

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**POSITIONING**

# Checklist: characteristics of academic presentation

- a.** Thoroughly choose the style
- b.** Express enthusiasm and commitment
- c.** Be cautious about generalizations
- d.** Use references
- e.** Evaluate the work of authorities in the field

# KISS principles of presentation: Keep It Short and Simple.

## Four main parts of presentation:

Say what you are going to say, say it, then say what you have said.

- I. Introducing yourself:
- II. Preparing the audience.
- III. Delivering the message.
- IV. Winding-up.

# Introducing yourself

1. Good morning, ladies and gentlemen.
2. We haven't all met before, so, I'd better introduce myself, I'm ... from ... .
3. I hope you'll excuse my English. I'm a little out of practice.

## II. Preparing the audience

1. I'm going to be talking about ... .
2. I'll start with ... and then move on to ..., finally, I'm going to ... .
3. I think, if you don't mind we'll leave questions to the end.

# III. Delivering the message



2. Firstly, ... . Secondly... .
3. This brings me to my next point ... .
4. I must emphasize ... .
5. At this point we must consider ... .
6. Now, to digress for a moment ... .
7. To go back to my earlier point... .
8. Finally... .

## IV. Winding-up

2. Before closing I'd like to summarize the main points again...
3. That's all I have to say for the moment... .
4. Thank you for listening.
5. Now if there are any questions, I'll be happy to answer them.

# Electronic resources

## EBSCO Publishing *Удаленный доступ*



EBSCO Publishing, крупнейший агрегатор научных ресурсов ведущих издательств мира, предоставляет доступ к 14 тематическим книжным и журнальным базам данных по экономике, бизнесу, менеджменту, естественным наукам, здравоохранению

[Подробнее...](#)

Нравится ресурс?

Нравится: 97 Не нравится: 40

## EBSCO Publishing - eBook Education Collection *Тестовый доступ*



До 1 февраля 2015 г. открыт тестовый доступ к новой коллекции электронных книг компании EBSCO Publishing - eBook Education Collection. eBook Education Collection - это обширная подборка электронных книг, состоящая из 2,800+ названий для студентов и преподавателей, работающих в сфере обучения и образования

## Harvard Business Review



Предоставлен доступ к «Harvard Business Review» (Гарвардский бизнес-обзор) — ежемесячному научно-популярному журналу, посвященному различным вопросам управления бизнесом. Издаётся с 1922 года Гарвардской школой бизнеса (с 1993 года — через издательство бизнес-школы «Harvard Business School Publishing»).

[Подробнее...](#)

Нравится ресурс?

Нравится: 26 Не нравится: 16

## IMF eLibrary *Открытый доступ*



Свободный доступ к статистическим коллекциям и базам данных Международного валютного фонда IMF eLibrary: Direction of Trade Statistics, International Financial Statistics, Balance of Payments Statistics, Government Finance Statistics, Trade and Investment.



# Electronic resources

