

## VIDEO COMPREHENSION EXERCISE

'Devil Wears Prada - Meeting the Boss'

<https://www.youtube.com/watch?v=bfZs5eD9ukQ>

### PART A.

- 1) What kind of magazine is 'Runway'?
- 2) What is Miranda Priestly's job?
- 3) Which job has Andrea Sachs applied for?
- 4) What kind of job would Andrea Sachs really like to do?
- 5) What sort of work experience has Andrea Sachs had so far?
- 6) Do you think Andrea Sachs got the job?

### VOCABULARY:

Skinny

To fit in

Smart

A before-and-after piece

Glamorous

"Gird your loins !"

## APPENDIX 6: CONDITIONAL SENTENCES

1) In business, the most useful conditional sentences are as follows:

**FORM:** Type 1 - If + Present , Will / Shall / May / Might + Infinitive without 'to'

**USE:** Type 1 describes the real, probable or likely consequence of a present and/or future action.

*If the value of the Yuan rises, Chinese exports will suffer.*

*If you give me your address, I shall send you the prospectus by registered post.*

*The delivery will be late if you don't hurry up.*

*I shan't start the meeting if the Chief Accountant isn't there.*

**FORM:** Type 2 - If + Simple Past , Would / Could / Might + Infinitive without 'to'

**USE:** Type 2 describes the hypothetical consequences of a present and/or future action which is either unreal or contrary to the known facts.

*If I could speak Indonesian, I would work in Jakarta.* (But I can't speak Indonesian)

*I would buy a new car if I had the money.* (But I don't have the money)

*If I were rich, I would live in the Caiman Islands.* (But I'm not rich)

**FORM:** Type 3 - If + Past Perfect , Would have / Could have / Might have + Past Participle

**USE:** Type 3 describes the hypothetical consequences in the past of an unreal action or event in the past.

The condition cannot be fulfilled because the action or event described in the 'if' clause did not happen.

*If you had spoken to me first, I would have advised you not to sign the contract.*

*I could have become a doctor if I had studied Medicine at university.*

**FORM:** If + Past Perfect , Would + Infinitive without 'to'

**USE:** It describes the hypothetical consequences in the present of an unreal action or event in the past.

The condition cannot be fulfilled because the action or event described in the 'if' clause did not happen.

*If all our customers had paid us on time, we wouldn't be in financial trouble now.*

*I wouldn't be where I am today if I hadn't taken an MBA.*

**FORM:** If + Present , Imperative

**USE:** It tells someone what to do following a real or probable action in the present and/or the future.

*If the computer gets stuck, press the 'reset' button.*

*If your order doesn't arrive within seven days, ring our Customer Service helpline at 0923 888555.*

*Call the operator if you can't find the number you're looking for.*

*Please don't hesitate to contact me if you need any further information.*

2) PRACTICE: Now complete the conditional sentences below by putting the verbs into the appropriate form.

- 1) If the photocopier jams again, ..... (call) the technician.
- 2) There won't be any seats left if you ..... (not book) the flight now.
- 3) I wouldn't do that if I ..... (be) you.
- 4) Our turnover would have increased by 10% if the workforce ..... (not go) on strike.
- 5) If I had started my own business last year, I ..... (be) making a lot more money now.
- 6) If you hold on, I ..... (put) you through to Mr Bryant.
- 7) We ..... (leave) London at 10.15 if the train hadn't been delayed.
- 8) I ..... (drive) the car if I could but I lost my licence last year.
- 9) If you ..... (get) lost on the way to Cumbernauld, use the Sat Nav.
- 10) If we don't do something soon, it ..... (be) too late.

11) Here is a Human Resources expert talking about how to answer some typical questions at a job interview.

- "Why do you want this job?"

Well, if someone ..... (ask) me this, I would say: "Because I heard you were hiring" — certainly not "For the long summer holidays" or "Because you get free meals in the staff canteen."

- "What is your greatest weakness?"

If someone ..... (ask) you this, just say: "Kryptonite", "Nutella" or, best of all, "That's easy, I'm a hopeless workaholic!"

- "Can you work under pressure?", "Can you take criticism?" or "Are you a team-player?"

Of course, if you ..... (answer) "No" to any of these questions, you would fail the interview immediately.

- "Why should we hire you and not the other candidates?"

The correct answer, here, would be: "If you let me read their CV's, I ..... (let) you know" although, if you actually ..... (say) that, you wouldn't get the job.

- "Where do you see yourself in five years' time?"

If someone ..... (ask) me that back in the 1950's when people had 40-year career paths with a single company, I would have said, "Still working for you guys." Nowadays, I don't know anyone like that and, if I did, I probably ..... (not hire) them.

- "What would your colleagues say about you?"

How about, "Some guys have all the luck" or "If you call my referees, they ..... (tell) you."

## PROPOSALS & REPORTS

### PRESENTATION

1) Proposals and reports present the reader with information and opinions that are the result of detailed investigation and consideration. Their purpose is to further an organization's business operations and help it attain its goals (Yeung 2007: 159). These documents may be External (e.g. consultancy reports for a client company) or Internal (prepared by an employee of the firm for its own members). **Proposals** aim to persuade the reader(s) to make a specific decision; **Review Reports** evaluate past performance; **Problem-Solving Reports** identify and address particular difficulties; **Market Reports** analyze and forecast market potential, and outline strategies; **Feasibility Studies** indicate whether a project or proposal is practicable (ibid.: 160).

If a report or a proposal is well presented and visually effective, it is more likely to persuade the addressee(s) to accept the addresser's recommendations.

### PROPOSAL FOR A MEMORIAL EVENT FOR SAINT MATTEO RICCI

#### INTRODUCTION

Father Matteo Ricci (1552–1610), the Jesuit priest, is Macerata's most famous son. The first European to enter the Forbidden City, he is best known today for introducing western innovations to the Chinese court, such as mechanical clocks, the first atlas of the world in Chinese characters plus the mathematical and astronomical knowledge necessary to predict solar eclipses. In China, his influence on the intellectual life of the Ming Dynasty is widely acknowledged. The Church, on the other hand, sees him as a spiritual figure and a man of God. In fact, if Ricci hadn't impressed the Wanli Emperor so favourably, Peking's first cathedral would not have been built. So now, at last, the Pope intends to honour him for his role in developing the dialogue between East and West.

#### STATEMENT OF THE PROBLEM

If Pope Francis and the Congregation for the Causes of Saints agree, Matteo Ricci will soon become a saint. Clearly, this will be a major event for the province of Macerata. So, what should the University of Macerata do to mark the occasion ?

#### PROPOSED SOLUTIONS

I have looked into the matter and there appear to be three obvious solutions to the problem. Firstly, if the University were in favour, it would be fitting to open a library in his honour. Ricci himself was a prolific writer whose texts on everything from Chinese government to the art of printing are still studied today. I'm sure that if the Vatican supported this option, Ricci's journals, known as 'De Christiana Expeditione Apud Sinas', would have pride of place in its historical manuscripts collection. Secondly, a new department might be dedicated to Linguistic Mediation and Oriental Languages to continue the work he started when he compiled two Chinese-Portuguese dictionaries in Zhaoqing and Beijing. Alternatively, the University could organize a major international conference concerning, 'The True Meaning of the Lord of Heaven', a book written by Matteo Ricci which argues that Confucianism and Christianity are not, in fact, opposed but are actually similar in key ways. Ricci used this treatise in his missionary effort to convert the Chinese literati, men who were educated in Confucianism and the Chinese classics, so perhaps we could invite their modern-day counterparts at major Chinese universities to Macerata to debate the issues he raised.

#### CONCLUSION

In conclusion, I propose a major international conference because it would cost less than either the library or the new department and would raise the University of Macerata's profile in China.

#### RECOMMENDATIONS

Since Matteo Ricci's beatification is imminent, I urge the University to start organizing the conference without delay. If you agree, I shall instruct the Confucius Institute to issue a call for papers immediately.

## 2) ORGANIZING THE TEXT: Six Steps From Purpose To Objective

In business, every proposal has a **purpose**, which is to persuade the reader(s) to take action, and an **objective**, the action they are expected to take. We can divide its rhetorical structure into six **Steps**.

### PROPOSALS: The Conventional Order of Steps

**STEP 1: TITLE:** indicating what your proposal is for or about.

*Proposal for...                      Recommendations concerning...*

**STEP 2: INTRODUCTION:** situating the proposal in its context (what, where, who, when, why etc.).

*Unfortunately, fortunately, in fact...*

Type 3 conditional sentence:

*If Ricci hadn't impressed the Wanli Emperor so favourably, Peking's first cathedral would not have been built.*

**STEP 3: STATEMENT OF THE PROBLEM**

Type 1 conditional sentence:

*If Pope Francis and the Congregation for the Causes of Saints agree, Matteo Ricci will soon become a saint..*

*Obviously, clearly, as a result, consequently, for this reason, so, thus...    Because, as, since, owing to...*

**STEP 4: PROPOSED SOLUTIONS:** listed in sequence or in order of importance.

*Firstly, secondly, thirdly... lastly*

*First of all, in addition, moreover, furthermore, finally...*

*Alternatively, on the other hand, by contrast...*

*Although, while, whereas...*

*It could be, may be, might be, cannot be...*

*We could, may, might, cannot...*

Second conditional sentence:

*If the University were in favour, it would be fitting to open a library in his honour.*

**STEP 5: CONCLUSION:** presenting your own opinion.

*In conclusion, to sum up, on balance...*

**STEP 6: RECOMMENDATIONS:** practical suggestions for action.

*I propose, I recommend, I strongly suggest, I urge you to...                      It is therefore essential that...*

Type 1 conditional sentence:

*If you agree, I shall instruct the Confucius Institute to issue a call for papers immediately.*

## **PRACTICE ACTIVITY**

Study the report below and fill in the gaps with linking words, phrases and logical connectives.

### RECOMMENDATIONS CONCERNING CIVITANOVA BARCHE'S TRAINING NEEDS

#### INTRODUCTION

The purpose of this report is to outline what the Human Resources department sees as Civitanova Barche's principal training requirements for the coming year.

#### BACKGROUND

For the last three decades, Civitanova Barche has been the market leader in Italian pleasure craft construction and design, supplying the rich and famous with robust ocean-going vessels and cutting-edge maritime technology. (1)....., demand for our products has fallen this year and profits have declined steadily (2)..... the credit crunch and the economic slowdown which followed. It is (3)..... time to cut costs, maximize the potential of our workforce (4)..... seek out new customers.

#### FINDINGS

(5)..... of the Board of Directors' decision, taken at its last meeting in December, the Training section of the Human Resources department has carried out a detailed survey to ascertain perceived training needs throughout the company.

(6)..... 95% of our employees welcomed the EDP department's recent investment in leading-edge hardware and software, 63% felt they would not be able to exploit the new technology to the full without a training course. The Research & Development department, in particular, felt that the introduction of the Avatar wide format printer, AutoCAD 3D and the Windows 10 software which supports it would be of limited effectiveness in the short term without a full explanation and/or a practical demonstration of the most useful applications.

The Sales and Marketing staff, (7)....., felt that language courses in Russian, Mandarin and Cantonese should be a priority (8)..... of the growing demand for high-profile status symbols, such as yachts, amongst Russian oligarchs and Asian entrepreneurs, (9)..... the recent economic slowdown in the CIS and the Far East.

## CONCLUSION

(10)....., the Training department finds itself in a quandary. (11)....., like every other department, we need to cut costs but (12)....., we need to cultivate a smarter, faster workforce and this inevitably entails regular training in order to up-date our approach and keep one step ahead of the competition. Until now, we have always sent key personnel to Rome or Milan for specialised training (13)..... this policy now seems unsustainable (14)..... the cost of the courses themselves, accommodation, travel and other expenses is now prohibitive.

## RECOMMENDATIONS

I (15)..... propose four measures: (16)....., we should hire a local consultant to provide a three-day in-house training course to demonstrate the advantages of Windows 10 to all office staff; (17)....., we ought to try the online distance-learning option for AutoCAD 3D. In this way, the technicians concerned can take the course in their spare time on their own computers at home. (18)....., we could invest in the Avatar wide format printer training software. (19)....., we might offer selected sales staff the option of two free afternoons per week to study Russian, Chinese and Intercultural Communication at the University of Macerata's Linguistic Mediation department. As an added incentive, we could (20)..... subsidize their fees.

If we implement this policy now, I am convinced that it will pay dividends in terms of faster, more efficient service, slicker marketing of our products, state-of-the-art presentation and better customer relations, all of which will enhance the company's image at home and abroad.

## 6) WRITING

6a) The Managing Director has asked you to write a report about the way information technology is used in your department. Firstly, describe the hardware and software that you and your colleagues currently use. Secondly, explain how it could be upgraded and improved. Thirdly, list the benefits that these improvements would bring. Finally, recommend which makes and models of hardware and/or software the company should invest in, stating how much they would cost and what additional expenses, such as training, might be involved.

6b) Your firm employs ten sales representatives and has a fleet of ten company cars. This year, though, the Chief Accountant has decided to economize by replacing them all with one of three eco-friendly models: the TESLA Volthead, the GPL Groundhog or the Methane Marauder. Write a report comparing the costs associated with the three vehicles, i.e. the initial purchase price, as well as projected fuel and maintenance costs for the first twelve months. Conclude by recommending the best make to buy.

## 5) USEFUL WORDS, PHRASES & EXPRESSIONS

### 5a) TEXT COHESION:

#### Sequencing Words (to be followed by a comma):

- i) *Firstly, secondly, thirdly, lastly.*
- ii) *First of all, moreover, furthermore, finally.*  
*To begin with,*

#### Sentence Adverbs (to be followed by a comma):

*Naturally, of course, anyway, in fact, fortunately, unfortunately, in any case, nevertheless.*

#### Logical Connectives (these fall into six basic groups):

<b>And</b>	<b>Or</b>	<b>But</b>	<b>Because</b>	<b>As a result</b>	<b>In conclusion</b>
<i>In addition</i>	<i>alternatively</i>	<i>however</i>	<i>as</i>	<i>therefore</i>	<i>to sum up</i>
<i>Moreover</i>	<i>on the one hand</i>	<i>although</i>	<i>since</i>	<i>thus</i>	<i>on balance</i>
<i>Furthermore</i>	<i>on the other hand</i>	<i>by contrast</i>	<i>owing to</i>	<i>so</i>	
<i>Also</i>		<i>whereas</i>		<i>consequently</i>	

### 5b) PRACTICE: Now complete the following paragraph using words and phrases from 5a above.

Demand for our products has declined this year. ....*Moreover*....., sales and profits have fallen, too.

(1)..... we need to either cut costs (2)..... improve productivity, preferably both.

We could save money, (3)....., by cutting the workforce at our Bristol branch;

(4)....., by making better use of the Internet as a marketing tool;

and (5)..... by downsizing our Customer Service call-centre in Glasgow.

(6)....., we could outsource it to India.

(7)....., this last option could generate bad publicity and would probably cause unrest.

(8)....., productivity might be improved by offering bonuses and other incentives.

I imagine the shop floor would be in favour of this option (9)..... the clerical staff would not.

(10)....., I would recommend that we avoid making anyone redundant, if at all possible.



### 5c) MAKING A CONTRAST:

Look at the examples below. All of these sentences mean the same thing.

*Although* he did not speak Chinese, he decided to work in Hong Kong.

*Even though* he did not speak Chinese, he decided to work in Hong Kong.

*In spite of* the fact that he did not speak Chinese, he decided to work in Hong Kong.

*Despite* being unable to speak Chinese, he decided to work in Hong Kong.

In each case, *although*, *even though*, *in spite of*, *despite* are used to indicate an unexpected contrast between the statement expressed in the main clause and the comment provided by the adverbial clause.

NB. *Although* and *even though* are followed by a **clause** with a finite verb.

e.g. *Although he did not speak Chinese*, he decided to work in Hong Kong.

*Even though he did not speak Chinese*, he decided to work in Hong Kong.

NB. *In spite of* and *despite* are followed by a **noun phrase** or **the -ing form**.

e.g. *In spite of the fact that he did not speak Chinese*, he decided to work in Hong Kong.

*Despite being unable to speak Chinese*, he decided to work in Hong Kong.

### 5d) PRACTICE ACTIVITY 1:

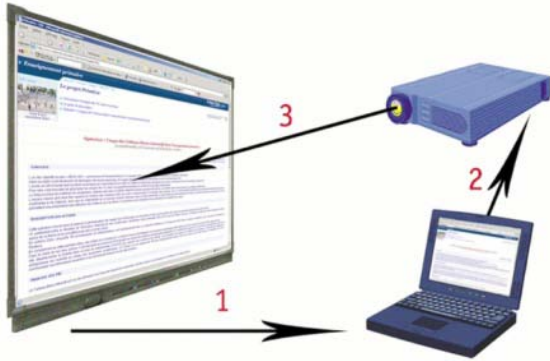
Now try to complete these statements using *although*, *even though*, *in spite of* or *despite*.

- 1) I really enjoyed my holiday in London ..... the rain.
- 2) ..... it rained the whole time, I really enjoyed my holiday in London.
- 3) ..... playing badly, the Spanish team won the match 1- 0.
- 4) ..... the downturn in the world economy, the company made a profit.
- 5) Civitanova Barce made a profit in 2014 ..... it was far less than in 2013.
- 6) ..... he earns a lot of money, he always seems to have an overdraft.
- 7) ..... earning a good salary, he always seems to have an overdraft.
- 8) I couldn't live without my smart phone ..... the contract is expensive.
- 9) ..... the cost of the contract, I couldn't live without my smart phone.
- 10) ..... being new to the agency, she sold more package holidays than anyone else.

# PRESENTATIONS AND CONFERENCES

What are these objects called in English ?

1. ....

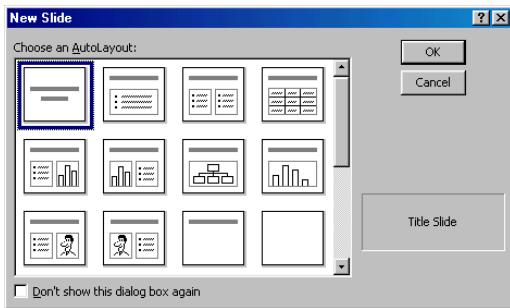


2. ....

3. ....

4. ....

5. ....



6. ....

7. ....

8. ....



9. ....

10. ....

11. ....

12. ....



13. ....

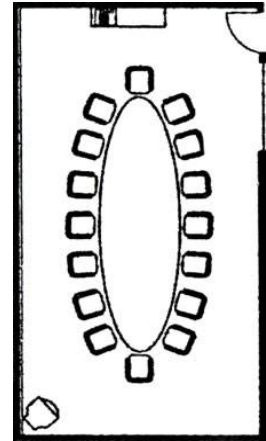
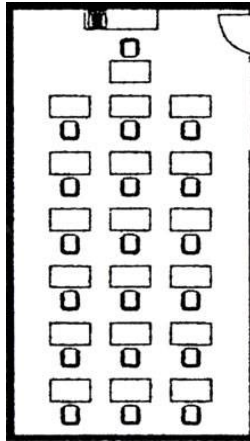
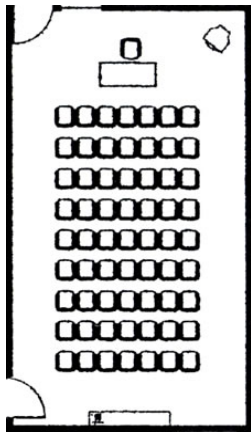
14. ....

15. ....

16. ....

2) SEATING ARRANGEMENTS

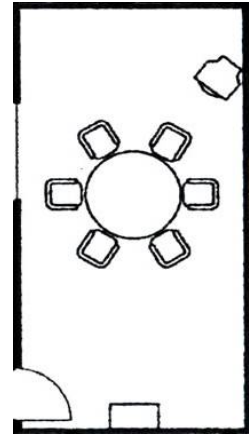
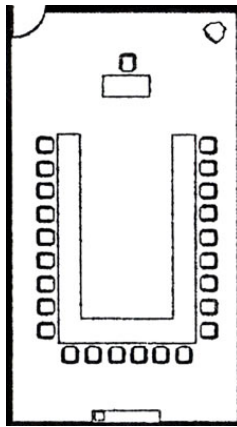
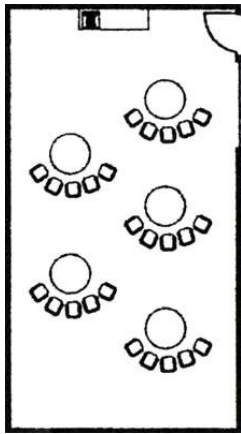
2a) Which of the seating plans shown below are known as, (i) banqueting style; (ii) classroom or schoolroom style; (iii) meeting room style; (iv) boardroom style; (v) theatre style; (vi) horseshoe or u-shape style?



A. ....

B. ....

C. ....



D. ....

E. ....

F. ....

2b) Which of the above would be suitable for, (i) presenting a new product; (ii) holding a board meeting; (iii) a workshop; (iv) an Annual General Meeting (AGM); (v) a formal dinner; (vi) a seminar; (vii) a press conference; (viii) an awards ceremony; (ix) a presentation to the board of directors; (x) a team-building exercise.

**WRITING TASK 1**

You work for Tolentino Torroncino and the Managing Director wants you to organize an international sales conference. Write a letter to VIP Conference Co. Ltd. explaining when the conference will take place, how many days it should take, approximately how many delegates will attend, what kind of room and seating arrangement you require, and what sort of equipment the speakers will need. Do not forget to ask about transport links, accommodation, and any entertainment in the area which might be included in the social programme.

**WRITING TASK 2**

You work for VIP Conference Co. Ltd. Write a reply to Tolentino Torroncino explaining what kind of rooms and seating arrangements are available at your venue, what sort of equipment you have at your disposal and how much the event will cost to organize. Describe the accommodation available, transport links and any entertainment in the area which might be suitable for inclusion in the social programme.

### **3) PRESENTATIONS**

Here is the text of a short presentation:

#### **A 21<sup>st</sup> Century Epidemic**

Good morning, everyone, I am Doctor Jekyll. I work at the Institute of Tropical Medicine in London and I am here to tell you all about a new and terrifying epidemic that has swept the world. Now, I expect this talk to last about ten minutes and I need your utmost attention throughout, so I would ask you to save your questions until the end.

Just this morning, I heard that the Covid-19 Coronavirus virus has killed over 6 million people in the last four years. Now, I know that Covid-19 has been compared to the Black Death but, frankly, the worst is over, you are now unlikely to die of it and it's become a manageable disease. So, let's talk about something you may already have.

Getting married, getting divorced, starting a new job, chronic illness or going to the dentist have long been recognized as sources of great stress but Nomophobia (No Mobile Phobia), the fear of being out of mobile phone contact for any length of time, is a new, peculiarly 21<sup>st</sup> century affliction. Sufferers report feelings of anxiety, disorientation and, in extreme cases, panic when they run out of credit, forget to recharge the battery, lose their handset or find themselves without network coverage.

In the course of this presentation, I shall attempt to address three questions: firstly, how widespread is Nomophobia in the UK ? Secondly, how serious is the problem ? And thirdly, what can sufferers do to combat the syndrome ?

Nomophobia was identified as a distinct mental condition by Doctor Graham Bell in 2009 – although anecdotal evidence suggests that the phenomenon began in the late 1980's. In order to acquire some hard data about the present situation, we questioned 2,000 mobile phone users nationwide and 1,000 office workers in London about their experience of the problem. The results of various questionnaires and focus groups were collated, together with the views of expert informants, such as Andy Gadget, head of telecommunications at the Post Office and Dr Annabelle Lecter of Rampton Psychiatric Hospital.

The survey confirms that, by now, the problem is widespread. 65% of those questioned said they never switch their phones off. 50% of teenagers aged 15-19 consulted their phones at least 75 times a day. 30% said they needed to be contactable at all times because of their jobs, 15% said that not having their phone on made them nervous and 20% admitted to texting while driving. Overall, some 64% of mobile phone users suffer from Nomophobia, with 60% of women and 55% of men questioned admitting to feelings of anxiety connected with signal and/or battery failure or when losing sight of their phone. Young Londoners, in particular, seem to attach disproportionate importance to their mobile devices. Apparently, 72% of them take their phones with them to the beach on holiday, 38% reply to messages from work while abroad and 81% of 18-34-year-olds read their texts and social media in bed. 40% of the 1,000 workers polled admitted taking calls while on a date; with up to three quarters of them checking texts and social media surreptitiously under the table.

Whether or not their fears are justified, digital natives, who need to be available 24/7, perceive losing their cell-phone as a threat to their livelihood. The concomitant Nomophobia may have lasting psychological effects, including demoralization, depression and low self-esteem. Our expert informants stressed that those wishing to avoid Nomophobia

should keep their credit topped up, carry a charger at all times, give family and friends an alternative contact number and always carry a phone-card in order to make emergency calls if their mobile is broken, lost or stolen.

So, that brings me to the end of my presentation. Let me leave you with the following thought: Nomophobia does not merely inconvenience young urban professionals but may, in fact, represent a very real threat to their mental health and general well-being. Partly, this is because modern British society is increasingly reliant on mobile devices, not only for personal use but for business purposes, too. Many respondents are justifiably concerned that, with so much information stored on them, confidential office documents, contact details, emails, photos and bank log-ins may be exploited by others if they are lost or stolen and end up in the wrong hands.

On the plus side, we can reassure sufferers that they can ameliorate the most acute symptoms by adopting a few straightforward avoidance strategies.

As for you, did you turn your phone off when I started talking ? If not, you may have a problem.

Thank you, thank you so much. Now if there are any questions.... ?

#### 4a) **COMPREHENSION QUESTIONS**

- i) Who is the speaker ?
- ii) Why should the audience listen to his opinions ?
- iii) Who discovered the syndrome he is describing ?
- iv) Briefly summarize his findings.
- v) What are his recommendations ?

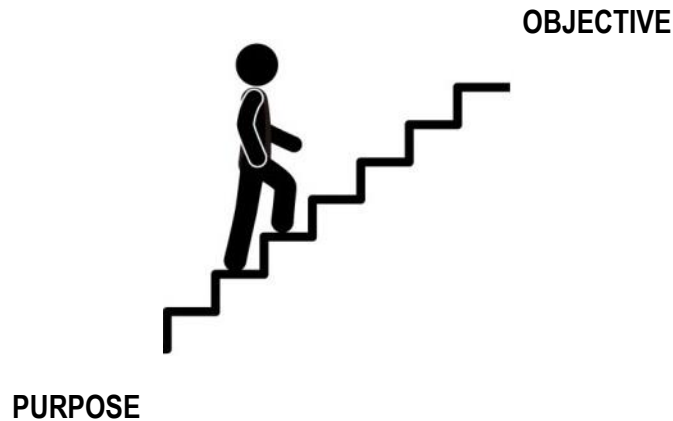
4b) Now read the text again. What is the main **purpose** of his presentation ?

- (a) to remind the audience about the Covid-19 Coronavirus epidemic.
- (b) to describe the Covid-19 Coronavirus.
- (c) to explain the phenomenon of Nomophobia and suggest some practical avoidance strategies.
- (d) to persuade the audience to stop using their mobile phones.

## 5) PREPARING A PRESENTATION

### 5a) ORGANIZING THE TEXT: Eight Steps From Purpose To Objective

Remember, the purpose of a presentation is (i) to persuade your audience to believe something and/or (ii) to persuade your audience to do something.



#### PRESENTATIONS: The Conventional Order of Steps

**STEP 1. TITLE:** indicating what your presentation is for or about.

This should be written on a PowerPoint slide behind you.

**STEP 2. GREETING:** acknowledge your audience, establish a connection with them.

*“Good morning / Good afternoon / Good evening / Welcome to...”, “It’s a pleasure to welcome you here today”*

**STEP 3. INTRODUCTION:** this should take about 90 seconds and cover four points.

**WHO:** introduce yourself. Explain to the audience who you are, what your position is and why you are qualified to offer an opinion. In most cases, you should try to persuade the audience that you are one of them.

*“I’m Joe Bennett, CEO of ICT”, “Let me introduce myself, I’m...”, “For those of you who don’t know me, I’m...”*

**WHAT:** explain what you are going to talk about, the main points and the order in which you are going to make them, using sequencing words, such as ‘firstly’, ‘secondly’, ‘thirdly’, ‘finally’.

*“As you can see from the screen behind me, our topic today is...”, “The subject of my presentation is...”*

*“I’ve divided my presentation into three parts, ...”, “I shall begin by describing / explaining..”,*

*“After that, I shall move on to...”, “And finally, I shall talk about...”*

**WHY:** explain the purpose of your presentation and why the audience should be interested in your message.

*“I’m here to explain...”, “I’m here to describe...”, “I’m here to show you...”, “I’m here to update you on...”*

*“By the end of this presentation, you should be familiar with...”, “This topic is very important to us all because...”*

*“My presentation is particularly relevant to those of you who...”*

HOW: explain to the audience how long the presentation will last, if and when their questions will be answered, if handouts and/or copies of the PowerPoint presentation are provided, if refreshments are available etc.

*“I expect this presentation to last fifteen minutes”, “Don’t worry about taking notes, I’ll be handing out hard copies of the PowerPoint slides at the end”, “I shall email the PowerPoint presentation to you all”, “Does everyone have a handout ? Please take one, and pass them on...”, “There will be five minutes for questions at the end of the presentation” “Coffee and biscuits are available at the back of the room”, “And there is a coffee machine / a water cooler in the corridor”*

#### **STEP 4. EXPOSITION:**

Identify a problem or dilemma in the field of International Political and/or Economic Relations.

Establish the context / the general situation / the conventional wisdom / what has happened up to now. Engage the spectators with an appeal to their self-interest, a rhetorical question, a memorable quotation, a problem to think about, a shocking statistic, a story, an anecdote, the expert opinion of a leading figure or an example from real life.

*“Most of us, by now, are addicted to our smartphones. But how would we cope if ..... restricted the supply of rare earths, like neodymium, praseodymium, gadolinium, terbium and dysprosium ?”, “According to the International Labour Organization, 49.6 million people are now living in modern slavery, of whom 27.6 million are in forced labour and 22 million in forced marriage”, “How many businesses went bankrupt last year as a direct result of Brexit ? 20,000 !”, “Earlier this year I went to Madagascar where 75% of the population lives on less than \$1.90 per day. This means that three-fourths of the 25.6 million inhabitants live beneath the international poverty line as defined by the World Bank”, “The UNHCR recently estimated that, for the first time in recorded history, the number of people forcibly displaced is now 108.4 million, comprising over 35.3 million refugees”, “President Xi Jinping has said that China’s Belt and Road Initiative will be ‘The Project of the Century’ – but what does that mean for an indebted nation like Sri Lanka ?”*

#### **STEP 5. POSSIBLE SOLUTIONS:** the body of your presentation. Present your argument and the evidence to support it.

POINT 1. Outline your first possible solution, then recap the most important information.

*“Firstly...”, “One solution might be...”, “Before I move on, let me briefly sum up what I’ve said so far...”*

POINT 2. Outline your second possible solution, then recap the most important information.

*“Alternatively...”, “Another solution might be...”, “Now, as I mentioned before...”*

POINT 3. Outline your third possible solution, then recap the most important information.

*“Finally,...”, “A third possible solution might be...”*

**STEP 6. CONCLUSION:** a judgement, decision or recommendation based on your findings.

**SIGNAL:** indicate to the audience that you are about to end your presentation.

*“So, that brings me to the end of my presentation...”, “Well, that completes my presentation...”*

**SUMMARY:** briefly summarize your main points. What do you want the audience to remember ?

*“To sum up”, “Let me just summarize...”, “Let me just go over the main points again...”, “So, in short...”*

**CONCLUSION:** draw a logical conclusion based on the arguments and evidence you presented earlier.

*“To conclude...”, “And that is why...”*

**RECOMMENDATIONS:** offer practical suggestions for action.

*“I think we need to...”, “I think it’s important to...”, “If we don’t solve this problem now, we will/won’t...”*

**FINAL THOUGHT / FINAL IMAGE:** try to leave the audience with a striking image or a memorable phrase.

*“Remember: nobody plans to fail but too many countries fail to plan”, “Imagine a world in which the richest 1% of North Americans owned 35% of the country’s total wealth, the next 19% owned 50% and the remaining 80% of the population owned just 15%. Well, you don’t have to imagine it. That’s the situation right now”, “Artificial Intelligence won’t steal your job - you’ll lose it to those who can use it”.*

**STEP 7. CLOSING REMARKS:** thank your audience for attending and for their attention. At this point, you can also distribute your handouts.

*“Thank you”, “Thank you for your attention”, “Thank you so much for being here today...”*

*“Please take a handout and pass them on”*

**STEP 8. QUESTION & ANSWER SESSION:** ask the audience if they have any questions. Try to answer them.

*“And now I would be very happy to answer any questions you may have...”, “Now, if there are any questions ?”*



## THE ROADMAP

Giving a presentation is like taking your audience on a journey.



At the start, they will require some basic information before they can accompany you on this journey. Once they have the facts, they will be on your side, attentive and ready to follow you every step of the way to your final message.

**INTRODUCTION:** this should take about 90 seconds and cover four points.

**WHO:** introduce yourself clearly and succinctly. Explain to the audience who you are, what your position is and why you are qualified to offer an opinion. In most cases, you should try to persuade the audience that you are one of them.

*“I am Gordon Bennet, I’m a researcher at the University of Macerata”, “Let me introduce myself, I’m...”, “For those of you who don’t know me, I’m...”*

**WHAT:** explain what you are going to talk about, the main points and the order in which you are going to make them, using sequencing words, such as ‘firstly’, ‘secondly’, ‘thirdly’, ‘finally’. When your audience has a clear view of the roadmap you want to navigate, they can follow you more easily. Research shows that your audience listen better and remember better when they already know the structure and shape of your presentation.

*“As you can see from the screen behind me, our topic today is...”, “The subject of my presentation is...”, “I’ve divided my presentation into three parts, ...”, “I shall begin by describing / explaining..”, “After that, I shall move on to...”, “And finally, I shall talk about...”*

**WHY:** explain the purpose of your presentation, it’s eventual destination and why the audience should be interested in your message.

*“I’m here to explain...”, “I’m here to describe...”, “I’m here to show you...”, “I’m here to update you on...”, “By the end of this presentation, you should be familiar with...”, “This topic is very important to us all because...”*

**HOW:** imagine yourself in your listeners’ position, address their needs and answer their unspoken queries about how the talk is organized. Explain to the audience how long the presentation will last, if and when their questions will be answered, if handouts and/or copies of the PowerPoint presentation are provided, if refreshments are available etc.

*“I expect this presentation to last twenty minutes”, “Don’t worry about taking notes, I’ll be handing out hard copies of the PowerPoint slides at the end”, “I shall email the PowerPoint presentation to you all”, “Does everyone have a handout ? Please take one, and pass them on...”, “There will be five minutes for questions at the end of the presentation”, “Coffee and biscuits are available at the back of the room”, “And there is a coffee machine / a water cooler in the corridor”.*

## PRACTICE

Which part of the introduction do these sentences belong to ? Read through the phrases and write 'who', 'why', 'what' or 'how' next to each one.

- 1) "The reason we're here today is to..."
- 2) "Allow me to introduce myself, my name is..."
- 3) "And we'll take a short break for coffee at around eleven o'clock."
- 4) "The presentation should take half an hour and there will be five minutes for questions at the end."
- 5) "I would like to start with... before moving on to.... and then, finally..."
- 6) "So, I'll be addressing three points. The first one is going to be... The second point will be... And, finally, the last point is..."
- 7) "Good morning everyone. Thank you for coming. My name is Joe Ash and I work for..."
- 8) "On behalf of the Economics faculty, let me welcome you all to the conference. My name is..."
- 9) "The purpose of this presentation is to review..."
- 10) "To date, there has been far too little research into... As a result, far too many people don't know enough about..."

## SPEAKING

Now write a 90-second introduction to a presentation you would like to make about an exciting piece of research you want to share with the international academic community.