

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ
«ХАРКІВСЬКИЙ ПОЛІТЕХНІЧНИЙ ІНСТИТУТ»

РОЗРОБКА ПРЕЗЕНТАЦІЇ

Методичні вказівки з англійської мови для студентів 2 курсу

MAKING A PRESENTATION

English learner guide for 2nd year students

Затверджено
редакційно-видавничою
радою університету,
протокол № від 2023 р.

Харків
НТУ «ХПІ»
2023

Розробка презентації: Методичні вказівки з англійської мови для студентів 2 курсу = Making a presentation: English learner guide for 2nd year students / уклад. Ю.О. Романов. Харків: НТУ «ХП», 2023. 36 с.

Укладач: Ю.О. Романов

Рецензент: Т.Є. Суханова

Кафедра іноземних мов

CONTENTS

TO THE STUDENT.....	4
1. WHAT IS A PRESENTATION?	5
1.1. Presentation definitions.....	5
1.2. Presentation types.....	7
1.3. Means of presenting	8
1.4. Presentation platforms and methods	9
1.5. Body language in presentations	11
2. PRESENTATION INTRODUCTION.....	17
2.1. What does a presentation introduction consist of?	17
2.2. Getting the audience’s attention.....	20
3. PRESENTATION MAIN PART. VISUAL AIDS	23
3.1. What does a presentation main part consist of?.....	23
3.2. Visual aids	25
3.3. PowerPoint	26
3.4. Rule of six	27
4. PRESENTATION CONCLUSION	30
ANSWER KEYS.....	33
REFERENCES.....	34

TO THE STUDENT

This guide is for students who want help with making a presentation in English on the topics relevant to their scientific interests.

Working on Section 1 – WHAT IS A PRESENTATION? – you will be able to discuss presentation definitions, presentation types, learn about means of presenting, presentation platforms and methods, and gradually have a general idea of what a presentation is. In addition, a special attention is paid to the body language, which is very important in presentations.

Having learnt Section 2 – PRESENTATION INTRODUCTION – you will absorb detailed information on the introduction structure and get to know about audience-acquisition technique. You will be ready to write the text of your presentation introduction.

In Section 3 – PRESENTATION MAIN PART. VISUAL AIDS – the structure of a presentation main part is revealed and a variety of visual aids for delivering both statistical and illustrative information is considered. You will be able to write the text of your presentation main part and make a working version of your PowerPoint presentation (presentation introduction and main part).

After learning the material of Section 4 – PRESENTATION CONCLUSION – you will be ready to write the conclusion according to its structure and complete the working version of your PowerPoint presentation. And lastly, you will be suggested to make a recording of the slide show of the final version of your PowerPoint presentation using a microphone, video camera, and a laser pointer.

1. WHAT IS A PRESENTATION?

1.1. Presentation definitions

Task Look at the definitions given below. Which of them do you like best?
Give your reasons.

A presentation conveys information from a speaker to an audience. Presentations are typically demonstrations, introductions, lectures, or speeches meant to inform, motivate, or present a new idea or a product. A good presentation normally consists of three parts: introduction, main part, and conclusion.



A presentation is the practice of showing and explaining the content of a topic to an audience or learner.



A presentation involves talking in front of a group of people to explain an idea, system, process, recent performance, forecast, or other topic. The person who does the explaining is the presenter and may use visual aids to help convey his or her message more effectively.



A presentation is a formal talk to one or more persons that presents ideas or information in a clear, structured way. All presentations have a common objective: they are given in order to inform, train, persuade or sell.

A presentation in the context of public speaking can be described as an activity where a presenter presents his/her ideas, explains a process, provides information, or raises questions regarding a subject for public debate.



Task Read these sentences; correct them if necessary or write “correct”.

1. A presentation conveys information from a speaker to an audience and normally consists of 3 parts (introduction, main part, and conclusion).

2. A presentation is not meant to show and explain the content of a topic to an audience.

3. A person who does the explaining of a topic (a presenter) should be a representative of an audience.

4. A presenter must not use visual aids to help convey his or her message.

5. All presentations have no common objective.

6. The aim of any presentation is to inform, train, persuade or sell.

7. A presenter should present ideas or information in a clear, structured way.

8. Presentations are typically demonstrations, introductions, lectures, or speeches.

9. A presenter may explain a topic, provide information, or raise questions regarding a subject of the talk.

10. The topic of a presentation in the context of public speaking can be a subject for public debate.

1.2. Presentation types

Task Read about 5 different types of presentations. Which type is the most appropriate for the purpose of your presentation?

1. Informative. You might need to create an informative presentation to explain important details tied to a topic before an audience. This type of presentation might be brief, with essential information. Such a presentation is usually based on facts and avoids too many complicated details and assumptions.

2. Persuasive. A persuasive presentation is geared towards convincing the audience to believe a specific point of view. Such a presentation might conclude with a call to action.

3. Instructional. Such a presentation might be to provide an audience with instructions, such as regarding a process, or the use of a product. Such presentations are usually longer, as they require demonstrations and detailed explanation of each aspect of the topic.

4. Arousing. This type of presentation is meant to make the audience think about a certain topic. This can be to appeal to the intellect and emotions of the audience to point them towards a certain point of view.

5. Decision making. Some presentations are conducted with the sole aim of providing facts and figures to help the audience reach a decision.

Task Suggest an appropriate type of a presentation (1, 2, 3, 4, or 5) for the occurrences listed below.

- a. research findings ___
- b. description of a production process ___
- c. debates ___
- d. motivational presentation ___
- e. business meeting ___

1.3. Means of presenting

Task Read about means of presenting. Why is the use of both visual and an oral explanation considered to be the most effective method?

Oral only. This might simply include a presenter speaking directly to the audience, without any visual aid. This type of presentation can be difficult, since it can be hard to grab audience attention without any visual aid. If you are looking to give an oral presentation, you must have very good presentation skills and a compelling story to tell your audience. In fact, your audience is likely to be more interested in your presentation if you can present your ideas, concepts and explanations as a story.

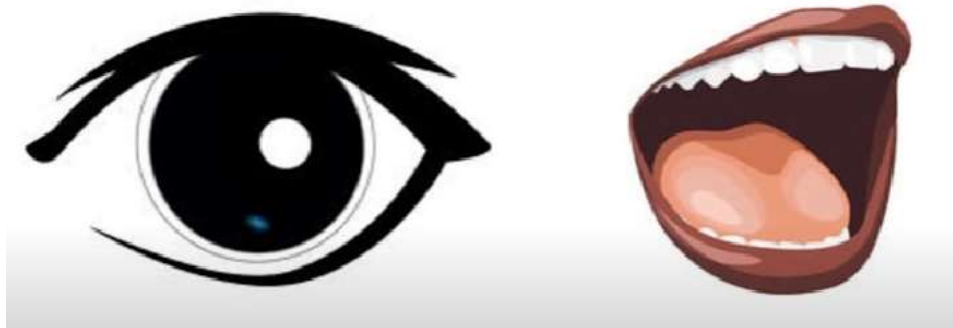


Visual Only. This might include a set of images or a video playing out before an audience. Such a presentation might include slides or a video clip with text that the audience requires to read to understand the visuals, a silent animation with a symbolic message, a set of images played like a slideshow, and the like.



Visual & Oral. This is the most common method of presenting. Whether it is a presenter directly or remotely presenting a presentation, or a video presentation playing out before an audience, the use of both visual and an oral explanation is

usually the most effective method for presenting a presentation. Such a presentation may also include background music, and audio effects to make the presentation more compelling.



1.4. Presentation platforms and methods

Task Read about commonly used presentation platforms and methods.
Which are you going to use?

Slide Decks. Nowadays, most people simply relate the word ‘presentation’ with a slide deck, typically created in PowerPoint. This includes various slides, each with bits of information. These slides are presented one by one, usually starting with a title slide, introduction of the topic, main content, followed by a conclusion. According to some estimates, 30 million PowerPoint presentations are created on a daily basis. PowerPoint, Keynote, Prezi, and Google Slides are a few of the most famous presentation platforms for designing and presenting slide decks.



Video Presentations. Presentations can also have other forms, such as video presentations. These can include slides converted from PowerPoint to video format, video clips created using web apps like PowToon, YouTube videos, as well as elaborate videos produced using sophisticated video editing and production software.



Handouts. Other than apps, some presenters might choose to go old school and use paper handouts, with an oral speech or discussion to present a presentation. It is also worth mentioning that some presenters like giving their audience handouts for their PowerPoint presentations so the audience can follow their slides more conveniently.



Whiteboards and flip charts. The presenter might use a marker to draw diagrams, or write down points and explanations on the whiteboard or flip chart to explain the topic.



1.5. Body language in presentations

Task Read about the usage of body language in presentations. Why is it that important?

To create a great presentation, you need more than an interesting topic or the perfect PowerPoint template. While those things are important, there is one more element that you need to pay attention to – your body language.

Body language is the way your body communicates without the use of words. It includes hand gestures, posture, facial expressions, and movements that send messages of their own. Body language can happen consciously and unconsciously.

Using body language in presentations the right way can help you engage your audience and be confident and relaxed during your presentation. When you make eye contact and maintain a confident posture, your presentation is more likely to connect.

Bad body language can break your presentation. If you are not aware of it, bad habits like slouching, no eye contact or arms on your hips can stunt your connection to the audience. The bottom line is: don't forget about the importance of body language in presentations.



Here are some tips that will help you use body language effectively:

Smile. Believe it or not, a smile is the most powerful tool you have got in your body language toolbox. What is more, a smile can instantly change the perception we have about someone, not to mention it leads people to smile back at us. While it is true that smiling can be hard when you are nervous, keep in mind that smiling reduces stress.



Move towards the audience. As you think of how to stand during a presentation, focus on a positive connection with your audience. As you speak, you will likely have one or more key points that you want to emphasize. As you stand and present, take a step towards your audience when you reach one of these ideas.



Don't slouch. Slouching makes you appear less confident and like you're carrying the weight of the world on your shoulders. If you're physically able to stand straight, then be sure to do so when you're giving a presentation. Stand tall with your shoulders pulled back and your stomach tucked in, and you will appear more confident.



Don't be afraid to gesture. If you watch other presenters, you will notice one thing in common: great presenters use hand gestures as part of their delivery. Hand gestures will help you stress what is important as well as express feelings and convictions.



Speak clearly. Practicing your speech before the presentation is a must! It's a good way to make sure you feel comfortable delivering it and that your audience will be able to understand you.



Maintain eye contact. As you give your presentation, be sure to maintain eye contact with your audience and face them. Doing so will make them feel like you're talking directly to them and will help keep them interested in your presentation. Avoiding eye contact or turning your back to them will come off as rude and break the connection with the audience.



Task Mark each statement *T* for true or *F* for false. Rewrite the false statements to make them true.

1. ___ To create a great presentation, you need an interesting topic only.

2. ___ Body language includes hand gestures, posture, facial expressions, etc.

3. ___ Using body language in presentations the wrong way can help you engage your audience.

4. ___ Bad habits like slouching, no eye contact and others can absolutely destroy your presentation.

5. ___ Despite the fact that smiling can be hard when you are nervous, smiling at the same time reduces stress.

6. ___ Taking a step towards your audience is important when you emphasize a key point of your talk.

7. ___ Slouching makes you feel more confident and independent.

8. ___ Great presenters use hand gestures as part of their delivery.

9. ___ Practicing your speech before the presentation is up to you.

10. ___ Avoiding eye contact or turning your back to your audience will come off as very polite.



Write on the topic according to the plan given below (150 words).

Use the beginning proposed for each paragraph.

Topic: What is a presentation?

1. Presentation definition.

A presentation is...

2. Presentation types.

There are 5 different types of...

3. Means of presenting.

Means of presenting include...

4. Presentation platforms and methods.

The most famous presentation platforms for designing slide decks are... Other forms of presentations are...

5. Body language in presentations.

To create a great presentation, you also need to pay attention to...

2. PRESENTATION INTRODUCTION

2.1. What does a presentation introduction consist of?

Task Read about the structure of a presentation introduction. Study the examples proposed.

A presentation introduction is the first period of a presentation when you inform your audience of who you are and what you'll be talking about. Your presentation introduction may include visual aids like charts or graphs or a summary about yourself. An introduction should present you as a capable professional and earn your audience's attention so they want to learn more about your topic.

1. Before you start delivering your talk, **greet the audience and introduce yourself**.

Example: *Good morning, ladies and gentlemen!
It's good to see you all here. For those of you who don't know me, my name is...*



2. You should **clarify your position and function**. This does not need to be long or incredibly detailed, but will help build an immediate relationship between you and the audience. It gives you the chance to briefly clarify your expertise and why you are worth listening to. This will help you make the audience trust you more and think you are credible.

Example: *I am a second-year student of National Technical University "Kharkiv Polytechnic Institute". I study at the Institute of Education and Science in Chemical Technologies and Engineering majoring in "Oil and Gas Engineering and Technology".*



3. Then you should **introduce your general topic**.

Example: *In my presentation, I would like to report on the "Types of oil and gas deposits".*

4. You have to **explain why your topic is important** for the audience.

Example: *Today's topic is of particular importance to those who want to enter the specialty "Oil and Gas Engineering and Technology" and connect their lives with this area, to those who are interested in oil and gas production, and who wants to explore the types of sources of oil and gas.*

5. Tell the audience about the **purpose** of your presentation.

Example: *The purpose of my presentation is to get you interested in this area and provide you more information about it.*



6. Describe the **structure** of your talk (the main points and when you will be dealing with them).

Example: *I have divided my presentation into three parts. In the **first part** I will explain how oil and gas fields are explored and give the classification of oil fields. The **second part** is devoted to the types of oil and gas deposits according to the phase and the complexity of geological structure. The **third part** is devoted to the oil and gas industry of Ukraine, as well as the dynamics of oil and gas production. I will **end with** explaining why knowing the types of oil and gas fields is so important. And I will share my opinion about the future of the oil and gas industry in Ukraine.*



7. Say **how long** the talk will be. You should specify the length of your talk.

Example: *My presentation will take about 15 minutes.*



8. Say when you will **answer questions**. Signal whether you want audience interaction – some presenters prefer the audience to ask questions throughout whereas others prefer to answer them after the talk.

Example: *There will be time for questions after my presentation. We will have about 10 minutes for questions in the question-and-answer period.*



9. Say whether there are any **handouts**. Inform the audience whether to take notes or whether you will be providing handouts.

Example: *I can email the PowerPoint presentation to anybody who wants it.*



Task Look at the other examples given below. To what part of a presentation introduction does each of them belong? (There may be more than 1 answer.)

greeting the audience and introducing yourself ____

clarifying the position and function ____

introducing the general topic ____

explaining why the topic is important ____

naming the presentation purpose ____

describing the structure of the talk ____

specifying the length of the talk ____

specifying the time for questions ____

informing about handouts ____

1. *Good morning. My name is Alina Ivanenko, and I'm here today to talk to you about the internal structure of the Earth.*
2. *For those who don't know me yet, my name is Anastasiia Lutsenko. Let me start by saying a few words about my background. I am studying at the Department of gas and oil of NTU "KhPI", and I'm a second-year student.*
3. *In my talk, I'll tell you about the gas hydrates as a promising fuel.*
4. *The surfaces of metal objects are crucial for medical equipment, electronics, and much more. And while chemists know a good deal about "absorbed oxygen" and how it affects metals, we don't know much about "subsurface oxygen" which is also very important.*

5. *The purpose of my presentation is to show the importance of oil for humanity and consider the top three countries that consume the most amount of oil.*
6. *I've divided my presentation into four parts. Point one deals with the types of energy carriers. Point two gives the definition of oil. Point three covers the oil use. Point four considers the situation on the world oil market. I will end with giving my view on future prospects of oil and gas industry.*
7. *If you have any questions feel free to ask me during the presentation.*
8. *My presentation will take about 15 minutes.*
9. *I'll be handing out copies of the slides at the end of my talk.*
10. *There will be time for questions after my presentation.*

2.2. Getting the audience's attention

Task Learn how to grab the audience's attention and study the examples proposed.

Before you start talking about the importance of your topic, consider telling **a short, relevant story**, as it can help build rapport with the audience. Your story can be humorous, idealistic or thought-provoking; a personal touch to your story can help too. Let your audience in on your own experience.

Example: *First of all, let me tell you what happened to me this morning, it will be a short story, which, maybe, could help me to get contact with you and can make you relax. This morning, before coming here, I met a woman, and she made me smile and helped me get calm. It was an old woman, and she saw me being nervous... so, she said: "Excuse me, why are you so nervous? Is everything okay?" I said, I was going to have an important meeting. And she told me a story, which had happened to her long time before. Once she was going to make a presentation to the Canadian Association of Professional Speakers! What could she do? And she said she had to admit it and*



let humor carry the day! After that I realized there is nothing to worry about. So, I am here and making a presentation to you, my friends... and well, shall we get started? As I have already said, the topic of my presentation is...

Example: *I remember when I was choosing my specialty, I was asked: “Do you know what the importance of oil is?” Then I said with a smile and full confidence: “Well, oil and money are synonymous.”*



If you don't have a personal story to share with the audience, consider sharing a **thought-provoking fact** about your presentation's relevance. If you decide to go forward with this approach, deliver your statement with confidence.

Example: *Did you know that...?*

Example: *Do you know, a huge potential resource of the hydrated gas that estimated at over 43,000 Tcf (trillion cubic feet) exists on our planet? If we produce only from 17 to 20% of this resource, it can be a sufficient supply of energy for 200 years!*



You can **ask your audience to participate**. The best way to do this is by asking a problem question that requires them to either raise a hand or stand up to answer. This tactic works best in more intimate to small-scale audiences.

Example: *Stand up if you believe that...*

Example: *Does anyone know anything about gas hydrates? If you do, I am ready to listen to you. You can raise your hands.*





Write the text of your presentation introduction according to its structure (use the checklist for introductions below as well as Trainer and Useful phrases and vocabulary in English for Presentations, pp. 74, 78). Take into account the instructions on the text length given below.

1. The general rule for speech giving is 120 to 180 words per minute.
2. A common conference presentation length is 15–20 minutes (including 3–5 minutes for questions and answers).
3. With this in mind, a 15-minute speech will require approximately 1,800 words (120 x 15 = 1,800).
4. The introduction is usually around 15–20% of the volume of presentation text (\approx 360 words); the main part – 70% (\approx 1260 words), and the conclusion – 10% (\approx 180 words).

CHECKLIST FOR INTRODUCTIONS	
	1. Greeting and introducing yourself.
	2. Your position and function.
	3. Introducing the general topic.
	4. Getting the audience's attention (a story or anecdote, thought-provoking fact, asking your audience to participate*).
	5. Importance of the topic.
	6. Presentation purpose.
	7. Structure of the talk.
	8. Length of the talk.
	9. Time for questions.
	10. Handouts.

*You may ask the audience to participate during the whole presentation.

3. PRESENTATION MAIN PART. VISUAL AIDS

3.1. What does a presentation main part consist of?

Task Read about the structure of a presentation main part. Study the examples proposed.

The main body of your talk needs to meet the promises you made in the introduction. Depending on the nature of your presentation, clearly segment the different topics you will be discussing, and then work your way through them one at a time – it's important for everything to be organized logically for the audience to fully understand.

Briefly **state your topic and objective(s) again.**

Example: *With your permission, I will once again clarify the topic of my presentation – “Discovery of new oil and gas fields and deposits: an exploration stage” – and mention its objectives...*

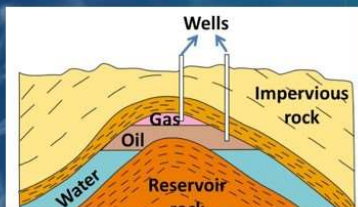


Then **introduce your three (or ?) main points** and give details.

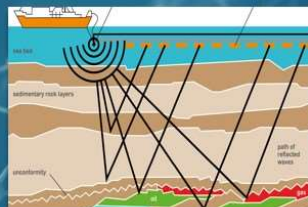
Example: *There are three main points in this topic. I will **start** with the concept of oil and gas deposits. A crude oil deposit (or natural gas deposit) is formed when crude oil (or natural gas) on the way to the earth's surface is encapsulated by impermeable layers of rock so it can accumulate accordingly...*

Let's move on to the **second point**, which deals with the exploration methods. Three geophysical methods used in petroleum exploration comprise magnetic, gravimetric, and seismic (including refraction/reflection) techniques. The magnetic and gravity methods are used only in primary surveys where little is known of the subsurface geology and/or the thickness of sediments of potential prospective interest. The seismic reflection method is universally used for determining the underground geological structure of a reservoir rock in a certain area. The method(s) selected will depend on the type of information needed, the nature of the subsurface materials, and the cultural interference... All of the above leads directly to the perspectives for exploration of oil and gas, which is my **third point**. So, how good are the prospects? They are extremely great. I would like to start with the fact that a large part of the shelves of the seas and oceans has not yet been explored...

There are three main parts in this topic:



concept of oil and gas deposits



exploration methods



perspectives for exploration of oil and gas

Signal the end of the main part.

Example: *So, that is the end of the main part.*

3.2. Visual aids

Task What kind of visual aids are used for delivering statistical and Illustrative information?

After the text of presentation introduction has been written and when writing the text of the main part, it is time to start thinking about the visual aids, which can be a very powerful tool to enhance the impact of your presentations. Words and images presented in different formats can appeal directly to your audience's imagination, adding power to your spoken words.

When selecting a visual aid, it is important to choose one appropriate to the information being presented. **Information generally falls into one of two categories:**

1. **Statistical:** to help the audience visualize relationships between numbers, use **column charts, line charts, bar charts, area charts, and pie charts.**

Column charts are the standard choice for comparing things, but they can also be used to show change over time, especially for a single series.



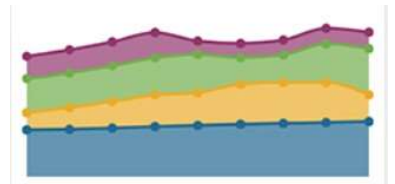
Line charts are ideal for showing changing time series as well as trends and developments over time.



Bar charts are good for comparing size, especially on small screens. They are a good alternative to column charts when the data are not time series, or axis labels are long.



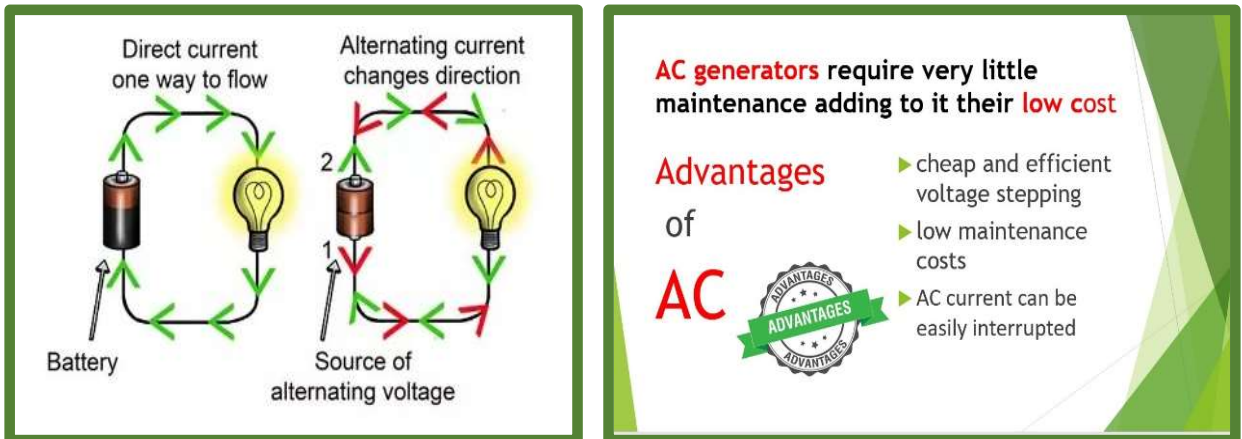
Area charts are great to show how a total and their shares developed over time. Think about them as a combination of a line chart (change over time) and a column chart (distributions and comparisons).



Pie charts are used to display parts of a whole. Use these to show how an entity breaks down into its components.



2. **Illustrative:** to visually describe an idea or concept, use **pictures or symbols**.



Keep in mind the size of your audience, the type of room in which you will be presenting, and how best to support your presentation when selecting a visual aid. Think about using a variety of visual aids in your presentation: PowerPoint, projectors, whiteboard, flipcharts, handouts, or video sequences. Be creative and deliberate in your choice of visual aid to achieve the most impact.

3.3. PowerPoint

Task What are the advantages of PowerPoint? When can it have the opposite effect?

Microsoft PowerPoint is probably now the most commonly used form of visual aid. PowerPoint is a computer program that allows you to create and show slides to support a presentation. You can combine text, graphics and multimedia content to create professional presentations. As a presentation tool PowerPoint can be used to:

- organize and structure your presentation;
- create a professional and consistent format;
- provide an illustrative backdrop for the content of your presentation;
- animate your slides to give them greater visual impact;
- record a slide show using a microphone, video camera, and a laser pointer.

PowerPoint has become enormously popular and you are likely to have seen it used by your lecturers and fellow students. Learning to present with PowerPoint will increase your employability. Used well, PowerPoint can improve the clarity of your presentations and help you to illustrate your message and engage your audience. However, it can have the opposite effect. The table below presents its general principles.

Do	Don't
use a big enough font (minimum 20pt)	make it so small you can't read it
keep the background simple	use a fussy background image
use animations <i>when appropriate</i>	but don't over-do the animation – it gets distracting
make things visual	use endless slides of bulleted lists that all look the same
direct your audience's attention to slides containing key information	just read out the text on the slides
give your audience time to read the information on your slides	

3.4. Rule of six

Task What are the benefits of the rule of six?

When presenting a slide text, it is a good idea to use the rule of six. The recommendation for this rule is **a maximum of six bullet points per slide with a maximum of six words per bullet**, which gives the presentation some clear benefits.

Giving your audience little to look at gives them an opportunity to hear what you are saying. They are able to put their trust in you to guide them with your expertise. The rule of six allows you to be the resource for them, giving you the authority, not the text on the screen.

Few words give the audience a chance to tune-in to the message you are telling. Leaving lots of “white space” on a slide helps people focus on your key points. The words on the screen should be an anchor for your audience to hold on to while you deliver the more granular details.

Concise language lends to better understanding. Allowing your audience to fully absorb the text on the screen helps drive your point home. With the rule of six, clarity is always the goal, as you want your audience to walk away with a streamlined message to which they can relate easily.

Minimalism is functionally appealing to the eye. It can help someone with poor vision be able to clearly see your message. Minimal messaging appeals to the masses by simply bringing them in to the narrative, helping them feel included and valued.

Audience members favor presenters who get straight to the point. Your audience will appreciate you respecting their time and attention by keeping the screen free of clutter. This will help your speech say what it needs to without saying what it doesn't.

Task Look at this slide. Did the presenter thoroughly follow the rule of six?

GAS HYDRATES: WHAT ARE THEY?

- ice-like substance
- can be lighted on fire and burned as fuel
- characterized by widespread distribution
- large reserves
- little pollution

3



Write the text of your presentation main part (\approx 1260 words) according to its structure (use the checklist for the main part of a presentation below as well as Trainer and Useful phrases and vocabulary in English for Presentations, pp. 75, 79).

CHECKLIST FOR THE MAIN PART OF A PRESENTATION	
	1. Briefly state your topic and objective(s) again.
	2. Introduce your three (or ?) main points and give details.
	3. Signal the end of the main part.



Make a working version of your PowerPoint presentation based on the texts of your presentation introduction and main part; use visuals according to the checklist for visuals given below.

CHECKLIST FOR VISUALS	
	1. Do not overload your slides with information.
	2. Check whether the visual really shows what you are saying. On average, it takes 1 minute to present 1 slide (about 20 slides for 15–20-minute presentation).
	3. Use charts for statistics and pictures – for illustrations.
	4. Choose a large font size (20–24 pt or more) and make charts large enough to read.
	5. Use no more than 3 different fonts (Rockwell, Garamond, Arial).
	6. Use italics instead of underlining.
	7. Use colors to highlight, but not too many (2–3).
	8. Prefer a light and homogeneous background.
	9. Choose catchy but conceptual titles.
	10. Remember the rule of six.

4. PRESENTATION CONCLUSION

Task Read about the structure of a presentation conclusion. Study the examples proposed.

A good presentation conclusion is a very important part of any presentation, and often not given as much attention as it should. Many people focus on starting strong with a good introduction, and then delivering good content. There is nothing wrong with this as long as they finish with the same strength with which they started. But presentations are often ended awkwardly, which can leave a bad taste in the audience's mouth. A good presentation conclusion will have an effective summary, recommendation or call to action, and an opportunity to address any open issues through questions. A part of a presentation conclusion that often gets forgotten is a clear and effective "signal to the end". A signal to the end is a one sentence phrase that is designed to show your audience that you are going to start your presentation conclusion. It should be said right before you get into your summary, and should act as a clear sign to your audience.

So, **signal the end of your talk.**

Example: *Well, this brings me to the end of my presentation.*



After that you may **summarize the key points.**

Example: *I would like to run through my main points again. From my **first point** we can conclude that... My **second point** can be illustrated by... My **third point** can be summarized by...*



Highlight one important point.

Example: *I would like once again to mention the significance of Nikola Tesla and explain why he won the "War of currents".*

Explain the significance.

Example: *In 1887, Tesla developed an induction motor that ran on alternating current (AC), a power system format that was rapidly expanding in*

Europe and the United States because of its advantages in **long-distance, high-voltage transmission**.

Make your final statement.

Example: *Since there was no way to increase the voltage of DC electricity before transmission, DC electricity couldn't travel very far without major losses, making DC system inferior to AC system.*



Invite questions.

Example: *Are there any questions?*

Example: *And now I'll be happy to answer any questions you may have.*



Write the text of your presentation conclusion (≈ 180 words) according to its structure (use the checklist for conclusions below as well as Trainer and Useful phrases and vocabulary in English for Presentations, pp. 76, 80).

CHECKLIST FOR CONCLUSIONS	
	1. Signal the end of your talk.
	2. Summarize the key points.
	3. Highlight one important point.
	4. Explain the significance.
	5. Make your final statement.
	6. Invite questions.



Make a PowerPoint presentation based on the text of your presentation conclusion to complete the working version of your PowerPoint presentation.



Discuss the working version of your PowerPoint presentation with your tutor, and when the final version is ready make a recording of the slide show using a microphone, video camera, and a laser pointer.

A presentation slide with a dark background featuring a view of Earth from space. In the top left corner is the logo of the National Technical University "Kharkiv Polytechnic Institute", which includes a circular emblem with a building and the year 1885. To the right of the logo, the text reads "National Technical University 'Kharkiv Polytechnic Institute'". The main title "The internal structure of the Earth" is centered in a large, white, serif font. In the bottom right corner, the text "By M₁" is displayed next to a small video inset showing a woman with glasses and long hair.

National Technical University
"Kharkiv Polytechnic
Institute"

The internal structure
of the Earth

By M₁

ANSWER KEYS

p. 6

1. correct
2. false: ~~is not meant~~ → is meant
3. false: ~~should be~~ → is not
4. false: ~~must not~~ → may
5. false: ~~no~~ → a
6. correct
7. correct
8. correct
9. correct
10. correct

p. 7

a – 1 b – 3 c – 2 d – 4 e – 5

p. 15

1. F: ~~only~~ → not only an interesting topic; you should also pay attention to your body language 2. T
3. F: ~~wrong~~ → right 4. T
5. T 6. T
7. F: ~~more confident and independent~~ → less confident 8. T
9. F: ~~up to you~~ → a must 10. F: ~~very polite~~ → rude

p. 19

greeting the audience and introducing yourself – 1, 2
clarifying the position and function – 2
introducing the general topic – 1, 3
explaining why the topic is important – 4
naming the presentation purpose – 5
describing the structure of the talk – 6
specifying the length of the talk – 8
specifying the time for questions – 7, 10
informing about handouts – 9

REFERENCES

1. Grussendorf M. English for Presentations. New York: Oxford Univ. Press, 2011. 80 p.
2. Cambridge English Dictionary Online. URL: <https://dictionary.cambridge.org> (reference date: December 5, 2022).
3. Collins English Dictionary Online. URL: <https://www.collinsdictionary.com/> (reference date: December 5, 2022).
4. Duarte N. Resonate: present visual stories that transform audiences. Hoboken, N.J.: Wiley, 2010. xxi, 248 p.
5. Few S. Show Me the Numbers: Designing Tables and Graphs to Enlighten. Burlingame, CA.: Analytics Press, 2012. 371 p.

FOR NOTES

Навчальне видання

Розробка презентації:

Методичні вказівки з англійської мови для студентів 2 курсу

Укладач:

РОМАНОВ Юрій Олександрович

Роботу до друку рекомендувала доц. Тетяна ГОНЧАРЕНКО

В авторській редакції

План 2023 р., поз.

Підписано до друку 22.02.2023 р.

Формат 60(84 1/8). Папір офсетний. Гарнітура Таймс.

Друк ксерографічний. Ум. друк. арк. 1,5.

Наклад 100 прим

Видавничий центр НТУ «ХП».

Свідоцтво про державну реєстрацію ДК № 5478 від 21.08.2017 р.

61002, Харків, вул. Кирпичова, 2

Виготовлювач друкарня ТОВ "Цифра Принт" на цифровому лазерному видавничому комплексі
Хероx DocuTech 6135 Свідоцтво про державну реєстрацію А01 № 432705 від 3.08.2009 р. 61066, м.
Харків, вул. Данилевського, 30.