

国际会议与 演讲英语

ENGLISH FOR

INTERNATIONAL CONFERENCE AND

ORAL PRESENTATION

主编 [英国] James Oliver 副主编 李文君



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ReadyWin English Solution Workshop Series

瑞迪文英语解决方案讲座系列丛书

English for International Conference and Oral Presentation

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前 言

“瑞迪文英语解决方案讲座系列丛书”系瑞迪文中外教学专家团队结合多年一线培训经验，根据中国英语学习者实际需求，在为有关企事业单位开发定制的专题讲座教学基础上提炼总结的一套专题教学材料，具有很强的实用性。

“瑞迪文英语解决方案讲座系列丛书”为广大专业人士、中高级公务员、学者和大学生等提供了简单、实用的专题指南。该丛书是理想的教学材料，适用于正规课堂教学、集训班教学或短期专题讲座，也是中、高水平英语学习者实用的自学材料，是他们提高英语运用能力以及就选定的专题进行自我训练、自我检测和自我评估的良好素材。

提高广大英语学习者英语运用能力是“瑞迪文英语解决方案讲座系列丛书”的宗旨，它们具有以下特点：

- 实用性：结合中国学习者的需求进行相应的选题选材，保持教材的实用性。
- 实践性：每一章节都有大量的训练活动供学习者演练，保持教材的实践性。
- 行业性：就专题所代表的行业进行框架式、剖析式和主题式讲解，保持教材的行业性。
- 本土性：覆盖中国学习者所关注的热点、难点和疑点，保证教材的本土性。
- 地道性：由瑞迪文资深外籍教学专家把关，保证教材的地道性。

李文君

2009年1月

Preface

English for International Conference and Oral Presentation is the first of a ReadyWin English Solution Workshop Series designed for non-native English speakers who are willing to develop and perfect their discussion skills as well as their oral presentation practice and conference techniques. It is a unique workbook which integrates real formative materials with useful strategies, tips and techniques but also functional language and useful expressions which can be used in authentic oral presentations. In addition, many task-based activities which include practical exercises, consolidation tasks, interview practice, and mock oral presentations are designed to encourage interactive learning through pair work and small group work. Finally, the workbook incorporates effective strategies and sample assessment tools which can be used in the classroom or as a self-teaching guide.

1. Main target

The workbook is specifically oriented towards members of the academic community, college students, professionals and anyone who may have some experience of presenting their research findings at national congresses but who have had little or no experience of presenting at international conferences in English. It is also a useful tool for anyone who wishes to perfect their discussion skills as well as their oral presentation practice and conference techniques.

2. Objective

The main aim of this workbook, which can be used as workshop or seminar support materials, is to give the readers or course participants more confidence in presenting their results at international conferences and responding to questions as well as to improve their English language presentation vocabulary. Over and above this, the course will provide the participants with information about some of the unwritten 'rules' of international conferences and aspects of cultural differences in research

writing. As a result, the readers will be able to tailor their presentation to the target audience, use visualization media correctly, structure and present their information understandably in English and respond to questions. This fast moving workbook also includes techniques for public appearances and academic talks. Participants will learn how to command your audience's attention, deal with the nervousness of an interview, use language suitable for an academic audience, handle difficult questions, participate in a discussion group and project a professional image which makes people take notice.

(1) Learning objectives: The principal learning objectives of this workbook are to enhance the students English language abilities in the following areas with emphasis on oral communication. These goals include:

- understand the principles of oral presentations and lectures;
- use oral presentation skills and tools effectively to develop professional oral communication skills;
- develop the students' awareness of the processes of oral communication, to provide extensive opportunities to communicate in English and build up confidence in using the language, and to develop abilities in handling and controlling the audience;
- provide advice for scholars and introduce a variety of oral functions to be used in an academic environment;
- help the students develop their abilities to deliver academic oral presentations;
- develop competence and proficiency in communicating effectively with an international audience in a variety of contexts/situations (group discussion, international conference, academic speech);
- raise the students' English language expectations of the professional academic world;
- enhance the students' English vocabulary and improve their accuracy;
- teach appropriate format for taking minutes and for professional oral communication in English;
- provide the students with experience in team/group work.

(2) Specific skills: The specific skills of focus and assessment will be:

- prepare and practice presentation skills;

- learn about Introductions and Conclusions;
- use of visual aids;
- maintain coherence and use linking signposting appropriately;
- hand over to another speaker;
- practice standard English pronunciation;
- acquire and practice technical vocabulary and useful expressions used in context;
- be aware of the audience's needs and expectations;
- prepare, rehearse and time carefully;
- handle the Question/Answer session and dodge difficult questions.

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UNIT 1

The Principles of Oral Presentations and Lectures

1. INTRODUCTION

1.1 Goals and Purposes

Before organizing the content of your presentation, it is necessary to think about what you intend to achieve. Your goals may include:

- a. Inform the audience.
- b. Convince the audience.
- c. Inspire the audience about a particular topic.

Task 1: What makes an effective presentation? Rank the following items in order of importance (1= most important). Compare your answers with your partner's.

- _____ appropriate terminology / accurate language
- _____ well-organized
- _____ body language / movement
- _____ strong voice
- _____ knowledge of the audience
- _____ varied intonation
- _____ well-structured delivery (signal phrases, transition words)
- _____ visual aids (i.e. PPT, transparencies)
- _____ humor
- _____ preparation / rehearsal
- _____ strong interpersonal skills
- _____ easy-to-follow outline

1.2 Audience Analysis

It is equally important to conduct an audience analysis to learn as much as you can about your audience to assure that you meet their needs. Although the list is not exhaustive, basic background knowledge of the audience can include:

- a. Who are they? What do they know about the subject/topic?
- b. What is their age, sex, and educational background?
- c. Why are they there? Who asked them to be there?
- d. Where will I stand? Will everybody be able to see me?
- e. What are their needs?
- f. Are there any specific needs that you need to address? Do you need to address the needs of a special group in the audience?
- g. What do they expect to learn from you?

1.3 Step-by-step Approach

Most importantly, it is essential to follow a step-by-step approach to initiate a sound oral presentation. The following list summarizes the steps and principles of effective oral presentations in professional contexts.

- a. Brainstorm and research your topic. Narrow down your topic, select relevant material, evidence, data, and examples; but remember that time is of the essence. In other words, you have limited time for your presentation.
- b. Produce a complete outline.
- c. Organize your material and write a draft. Time management is particularly important when making a presentation.
- d. Summarize your draft into points to write on power point slides, overheads and/or cue cards.
- e. Plan and prepare your visual aids.
- f. Rehearse your presentation and get its length right. Rehearsing is just as important as the work you put into creating your oral presentation. Power point offers a number of options in regard to the timing of the slides in your presentation. You can assign timing manually, suppress it during a presentation, or remove it. In any event, it is highly recommended, especially for inexperienced speakers, to practice in front of people who will time your presentation. Incidentally, interacting with a live audience is an important part of your practice. It helps you not only rehearse your delivery, but gain experience reading and reacting to your audience.

2. DIFFERENT TYPES OF PRESENTATIONS

The most common types of oral presentations for communicative purposes include:

- **Informative Presentations**

They are often categorized into two groups: reporting and explaining. Reporting presentation brings the audience up to date on projects or events, telling how things are going. These situations might include shareholders meetings, executive briefings, or oral sales reports. The explanatory presentation provides information about products and procedures, rules and regulations, and day-to-day operations. Informative presentations include talks, seminars, proposals, conferences, and meetings where presenters share their expertise, and information is exchanged.

- **Persuasive Presentations**

This type of presentation is designed to convince the audience to adopt a new idea or a new concept, or buy products and services.

- **Goodwill Presentations**

Goodwill presentations often take the form of an informal speech. They are sometimes intended to reward a team or a department for its success or celebrate the achievements of a particular individual.

- **Multipurpose Presentations**

It is not uncommon for a presenter to make a speech intended to meet several purposes, especially in the business world. For instance, a sales manager might start off by giving an overview of sales performance, propose a new strategy, and then seek to inspire and motivate the audience to implement it.

3. NEEDS ANALYSIS

When analyzing your audience, you should concentrate on both its members' professional and personal attributes. Your audience members will pay attention to certain aspects of your presentation because they belong to a specific department; but they are also likely to react to other parts of your presentation because of their preferences. You have to keep both objective and subjective profiles in mind. Your analysis will suggest what you should say as well as the content of your presentation; but also what you should not say, as well as the tone you should use. To help you analyze your audience, ask the following questions.

3.1 Question Types

Main areas to consider	Question types
1. What are the values, needs, and constraints on your audience?	<ul style="list-style-type: none"> ◆ What is their age group? ◆ What is their educational and technical level of audience members? ◆ How do audience members rank within their organization? ◆ What are their expectations? (see types of oral presentations)
2. What is the knowledge level of the audience?	<ul style="list-style-type: none"> ◆ How much do my audience members know about the subject? ◆ How much do they know about me?
3. What will work? What will not work?	<ul style="list-style-type: none"> ◆ How interested will they be in what I say? ◆ What is their attitude toward me or the subject? ◆ What kinds of cultural biases will they likely have toward me and my topic?

3.2 Audience Analysis Worksheet

a. My objectives in relation to my audience are:

b. Values that need to be considered with this particular audience include:

c. Special needs of this particular audience include:

d. Constraints that must be recognized when presenting to this particular audience:

e. I would rate the audience's knowledge of the topic and of technical terminology to

be:

High _____ Low _____ Average _____ Unknown _____

f. My assessment of the audience's willingness to accept the ideas/arguments I present is:

High _____ Low _____ Average _____ Unknown _____

g. Before the presentation, the audience's opinion of me as a speaker (writer) is:

High _____ Low _____ Average _____ Unknown _____

h. Examples of supporting ideas and arguments that are likely to work well:

i. Examples of supporting ideas and arguments that are likely to cause a negative reaction on the part of the audience:

3.3 Statement of Purpose for Oral Presentation

A statement of purpose should mention the audience, the topic, the purpose of the presentation, and a description of the behavior or attitude change the presenter hopes to promote. It should be brief (six sentences maximum) and should provide a clear statement of why you are doing this particular presentation for this audience at this time. Look at the following example.

Example: My presentation on plagiarism to a large group of MA students of GSCASS (Graduate School of China — Academy of Social Sciences) is intended to persuade them to acknowledge the sources used in preparation of a piece of academic work using a system of citation or referencing which includes strategies such as quoting, paraphrasing, and summarizing. I will show examples of acceptable renditions and plagiarized materials and will insist on the penalties of plagiarism. I will present five cases of students who were caught plagiarizing in China in 2008.

Your statement of purpose:

4. BRAINSTORMING AND RESEARCHING

Look at the following brainstorming suggestions.

4.1 Thought Starters: Highlight relevant information about the topic

Definition: What does X mean?

Description: What are the various components of X?

Functional analysis: What are the essential functions of X?

Causal analysis: What are the main causes/consequences of X?

Classification: What are the main types of X?

Comparison: Is X similar to Y?

4.2 Listing/Bulleting: Jot down lists of words or phrases under a particular topic

For example, if your presentation topic is the changes in inventions over time, you could brainstorm two different lists to ensure you are covering the topic thoroughly: In the first list, you would jot down as many 20th-century inventions as you could; in the second list, you could instead jot down inventions that you associate with a decline in that society's quality.

4.3 Perspectives: Concentrate on one particular aspect of the topic

Describe your topic: Describe your subject in detail. What is your topic? What are its components? What are its interesting and distinguishing features?

Trace your topic: What is the history of your subject? How has it changed over time?

Map your topic: Map it: What is your subject related to? What is it influenced by? How? What does it influence? How? What is at stake in your topic?

4.4 Cubing: Different sides or approaches to your topic

Describe it / Compare it / Associate it / Analyze it / Apply it / Argue for and against it.

4.5 Journalistic Questions: Typical 'Wh' questions

In this technique you would use the ‘big six’ questions that journalists rely on to thoroughly research a story. The six are: Who? What? When? Where? Why? and How? Write each question word on a sheet of paper, leaving space between them.

4.6 Consider Purpose and Audience: Main parts of communication in any presentation

- What is your purpose?
- What are you trying to do?
- What verb captures your intent?
- Are you trying to inform? Convince? Describe?
- Who is your audience?
- Who are you communicating with?
- What does that audience need to know?
- What do they already know?

5. ORGANIZATION

An effective oral presentation consists of three parts (and a **Q/A session**):

1	Introduction	Possible Questions (audience interaction techniques Q/A , simulation or demonstration can be used)
2	Body	
3	Conclusion	
	Question/Answer Session	

As a general rule in communication, repetition is valuable. In presentations, there is a golden rule about repetition:

- (1) Introduction: Say what you are going to say.
- (2) Key points: Say it.
- (3) Summing up: Then say what you have just said.

5.1 Introduction: The introduction is very important. You should use the introduction to:

- (1) welcome your audience;
- (2) introduce your subject;
- (3) outline the structure of your presentation;
- (4) give instructions about questions.

Function	Possible language
1. Welcoming your audience	<ul style="list-style-type: none"> ◆ Good morning, ladies and gentlemen. ◆ Good morning, gentlemen. ◆ Good afternoon, ladies and gentleman. ◆ Good afternoon, everybody.
2. Introducing your subject	<ul style="list-style-type: none"> ◆ I am going to talk today about... ◆ The purpose of my presentation is to introduce our new range of...
3. Outlining your structure	<ul style="list-style-type: none"> ◆ <u>To start with</u> I'll describe the progress made this year. <u>Then</u> I'll mention some of the problems we've encountered and how we overcame them. <u>After that</u> I'll consider the possibilities for further growth next year. <u>Finally</u>, I'll summarize my presentation (before concluding with some recommendations).
4. Giving instructions about questions	<ul style="list-style-type: none"> ◆ Do feel free to interrupt me if you have any questions. ◆ I'll try to answer all of your questions after the presentation. ◆ I plan to keep some time for questions after the presentation.

5.2 Body: The body is the 'real' presentation. The body should be well structured, divided up logically, with plenty of carefully spaced visuals.

Remember these key points while delivering the body of your presentation:

- do not hurry;
- be enthusiastic;
- give time on visuals (about 2 minutes/slide);
- maintain eye contact;
- modulate your voice;
- keep to your structure;
- use your notes;
- signpost throughout;