

**PP15. Презентация исследовательского проекта. Структура презентации в целом и исследовательского проекта, в частности.**

**PP15. Presentation of a research project. The structure of the presentation as a whole and the research project in particular.**

**Read and translate the text. Learn basic concepts and definitions.**

### **THE PRESENTATION JOURNEY**

Giving a presentation is like taking your audience from start to finish on a journey. At the start, your audience requires some basic information before they can accompany you on this journey. Once they have the information, they're on your side, attentive and ready to listen to every step of the journey along to your final message.

**Who.** Introduce yourself. Clearly, the amount of information you give about yourself and your work and the level of formality you use, depends on the presentation you're giving. For example, for a presentation to a group of your colleagues, you probably don't need to give your name and background and you can use informal language.

**Why.** Tell your audience your destination - the reason they're there to listen to you and the purpose of your presentation. If the audience don't know why they should listen, they won't have any reason to accompany you along your journey. The 'why' is linked to the conclusion, your final message - probably, the most important part of your presentation.

**What.** Outline the roadmap - the main points that you're going to develop and the order in which you would like to develop these. When your audience have a clear view of the roadmap you want to navigate, they can follow you more easily and can also see you're planned, prepared and effectively managing the presentation. There are good reasons for giving the roadmaps, as research shows your audience listen better and remember better and more when they know the structure and shape of your presentation. The technique we use to give the roadmap is called 'sequencing'. This is a very simple technique as it just involves using language such as one, two, three or firstly, secondly, thirdly.

**How.** Put yourself into your audience's shoes: address your audience's needs. Your audience won't listen to you as you go into the main part of your presentation if they have other concerns.

Your 'start' should include these points but at the same time not be too long. Ninety seconds is a good guideline as there's evidence that you begin to lose listeners after this amount of time. Your audience tend to listen to your every word and form an impression of you in these ninety seconds. An accurate 'start' helps to create a good impression and you should aim to be grammatically accurate at this stage

**PP16. Презентация исследовательского проекта. Анализ различных проектов и обсуждение их сильных и слабых сторон. Написание теста по пройденному разделу.**

**PP16. Presentation of a research project. Analysis of various projects and discussion of their strengths and weaknesses. Test 2.**

**Read and translate the text. Learn basic concepts and definitions.**

### **HOW DO SIGNPOSTS WORK?**

Signposting helps you structure and shape the main content of your presentation. Signposts create 'verbal paragraphs' or 'verbal signals' and raise the attention curve at the beginning and end of each point of your presentation. The technique allows you to guide the audience through the structure of your presentation linking one point to the next. The audience can't see your notes and can't look forward to see what is coming. You know where you're going on your journey and you need to guide your audience by telling them exactly where you are on the roadmap of your presentation. This is a simple but highly effective technique that adds clarity to your presentations.

### **MAKE YOUR FINAL MESSAGE CLEAR**

Stay in control until the very last second and follow these steps at the 'finish' of your presentation.

Firstly, pause briefly and **signal** clearly that you are now ready to finish the presentation. The audience will start to listen again closely at this point.

Then, make your **summary**, giving a brief overview of what has already been said. The summary is a reflection of your 'what' and looks back. It should not be too long as you will lose your audience's attention again, but detailed enough to cover your points. This can be a difficult balance to achieve!

A good summary gives your listeners time to reflect on the content and builds up to your conclusion, making your conclusion stronger, more powerful and more effective. A conclusion without a summary can sound incomplete as your audience may not have listened to every point during the main part of the presentation and the purpose can be lost. Avoid giving any conclusions while you are making your summary.

After this, give your **conclusion**. This is a reflection of your 'why' and looks forward to what you want people to do or think after your presentation. It should follow logically from your summary. There are different kinds of conclusions: you can make a call for action, make a recommendation or assure your audience that they're better informed. This is the destination of your journey and the most important part of your presentation.

Finally, make your **closing remarks** by thanking your audience, asking for questions or passing round your presentation handouts.