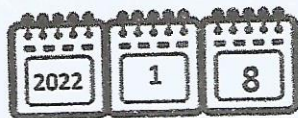


Open Learning  
Translation Department

Third Year  
First Term

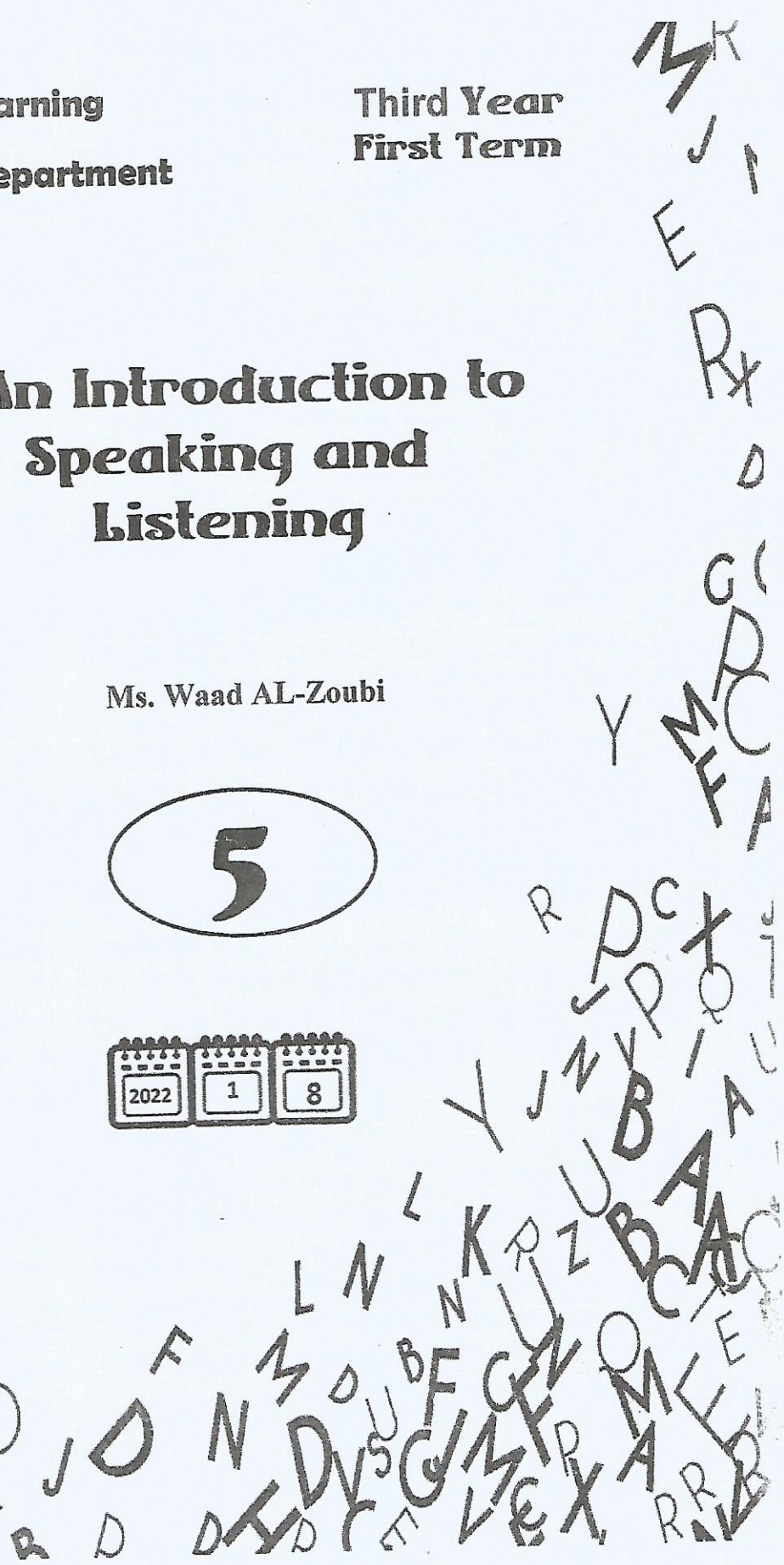
# An Introduction to Speaking and Listening

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Let's study!  
English



## ***Good morning!***

Today our topic is a bout ***presentation***:

To present a topic to an audience, I have to inform the audience with my knowledge in order to convince them with my subject, to sell them the idea that I'm presenting.

If I want to introduce a topic for you, what should I do to achieve the goals of my presentation?

1- The topic should be relevant to them in order to get their full attention.

2- My argument should be objective.

3- We should keep it short and simple.

4- It should be logical. You must be able to understand the topic I'm talking about.

### ***What Is a Presentation?***

A presentation is the process of communicating a topic to an audience. It is typically a demonstration, introduction, lecture, or speech meant to inform, persuade, inspire, motivate, or to build good will or to present a new idea or product.

A presentation needs skills in order to present your subject in a good way.

The content of your presentation should be logical and simple and clear.

The audience should be able to understand the topic.

Your physical appearance must show that you are confident even if you're not.

Most of the times, when you do presentation, you feel stressed, fearful, and nervous; you feel afraid that your audience won't understand your topic, but you have to try to overcome that feeling and to act confident and fearless.

Presentation is very important in your work; it helps you develop it. In Jordan, students like you have to make a presentation in order to get marks through their college life.

If I asked you in the exam: ***What skill does presentation demand? It's speaking skill.***

### *Types of Presentations:*

- Presentations have a clear and realistic purpose.
- The purpose of your presentation indicates how you want to achieve the aim of your presentation.
- The purpose can be: To describe, to instruct, to persuade, or to entertain.

#### *Describe*

- The aim of this type of presentations is usually to give information or to explain a situation.
- The content is often rather general or factual.
- When the speech is over, the audience should have knowledge that they did not have before they started listening.

#### *Instruct*

- The aim of this type of presentation is to teach the audience knowledge and skills.
- After the presentation, the listener should be able to do something he/she did not know how to do before.

#### *Persuade*

- This type of presentation aims at stimulating people to do something.
- After the presentation you want the listener to believe something he/she did not believe before he/she started listening.

An example for Instruct is my presentation to you through the lecture. My presentation goal in this lecture is to teach you my subject. So, I have to convince you with the ideas that I'm saying right now and I have to draw your full attention.

▶▶ In the beginning of the presentation, you have to tell the audience about the purpose of your presentation.

**Ex:** At the beginning of our lecture today, I gave you a summary about my presentation. Before I began, I told you that we are going to discuss:

- The importance of presentation.
- The types of the presentation.
- The challenges of the presentation.
- The main elements of the presentation.

Through this way I have gotten your full attention.

▶▶ What are my presentation goals?

To do my work that I get paid for and to teach my students valuable information.

So, types of presentation depend on your own goals.

▶▶ If you want to use presentation through teaching, your argument should be logical, simple and clear because you are going to teach something to add to the students' knowledge.

▶▶ If you want to use presentation to sell something, there are certain technics you have to follow.

**Ex:** if I'm a sells woman and I want to sell you a house, I have to convince you to buy it. My presentation should be about the advantages of the product (this house) and how your life is going to be miserable if you didn't buy this house. I have to lie to you in order to convince you that this house is the heaven and that you are going to live in hell if you didn't buy it.

▶▶ You have to know your objective in order to make a successful presentation.

**Ex:** If I want to convince you to come and live in Syria, how can I do it?

**Student:** Don't even try it.

**Student 2:** please come back to Syria and let me travel instead of you cause I'm dying.

**Student 3:** We have jasmine in Syria so come back.

**Instructor:** you need to lie in a logical way by gathering information about your topic and use what helps you and serve your presentation and hide what doesn't serve your presentation positively.

▶▶ What is the entertainment?

Why should I entertain you through my presentation?

I can entertain you by telling you a story because in this way, I can attract your attention. Although my story should be useful to my topic, we can also use it to introduce an idea to the audience.

### ***Entertain***

- This type of presentation aims at entertaining people.
- It mostly aims at making the audience feel happy, but there may be hidden goals—for example: revealing important truths.
- A crucial element in this type of presentation is humor.

Why do you watch movies or listen to stories?

Maybe to get excitement, cultural knowledge, .... etc.

Actually, entertainment in most cases has its own benefits.

**Ex:** As children how do we learn about life?

By playing, having pleasure and fun. That helps us to discover and learn new things and to gain experiences in life.

▶▶ If you watch (**TED Talks**), you will find most of the presentations entertaining. Most of them are funny.

### ***The Structure of Presentation***

- ***The elements of a good presentation*** are:

1. Introduction

2. Body

3. Conclusion

#### ***The Introduction:***

- In the introduction, you should make clear to the audience what you are going to talk about and why your presentation is worth listening to. Therefore, in the introduction should:
  - 1. Introduce yourself (if the audience does not know you).
  - 2. Provide impact; catch the attention of the audience.
  - Sometimes, it is a good idea to start with an anecdote, an illustration, a question, a quotation, or a humorous remark.
  - 3. indicate the aim of the presentation. By explaining the aim of the presentation, you also indicate the relevance of it for the audience.
  - 4. Indicate the main topics of the presentation. Clarifying the structure of the presentation will help the audience to get a clear picture of what you are going to discuss.

Let's discuss the elements of the presentation:

1-Introduction:

If you are presenting for an audience that you don't know, you have to start by presenting yourself to them then introduce your subject.

The title should attract them to your topic, and then you can go into the body of the presentation.

### ***The Body***

- In the body, you discuss the main ideas of your presentation.
- The ideas should be supported by facts, illustrations, and/or claims.
- The topics discussed in the body should be organized in a logical way—for example:

➤ ***Chronological order***: starting with the oldest event and ending with the most recent.

➤ ***Spatial order***: discussing one topic in different places.

For example, unemployment in the East and West.

➤ ***Cause and effect***: describe cause and effect of something.

This is especially suitable when you want to explain why something happened.

For example: the causes of a disaster, the effects of a measure. ➤

***Problems and solutions***: offers a solution for a problem.

For example: how a new product solves the problem of unremovable stains.

➤ ***Sequential order (step by step)***: this order is related to chronological order. It explains the steps in a process.

➤ ***General to specific***: starts with a general picture then moves on to details.

For example: a general overview of the company structure followed by an explanation of the function of the Sales Department.

➤ ***Specific to general***: starts with details then moves to a more general context.

➤ ***Magnitude***: starts with something small and familiar then moves on to something larger and less familiar.

- After you have decided on the order of the topics, you should make a framework in which you order the topics into main points and minor points.

Here, we can see the ways of organizing our ideas through a presentation.

▶▶ **Chronological order:** We can organize our ideas in a logical order by starting from the older ideas to the newest ones.

▶▶ **Spatial order:** is when you want to talk about differences about a certain topic from one place to another, for example.

**Ex:** Compare the man & the woman relationship between western & eastern cultures.

▶▶ **Cause and effect:** I give you a cause and its effects, like smoking. If I want to convince you to quit smoking, I have to give you the bad effects: diseases, cancer, and heart attacks.

▶▶ What about war in Syria? What are its effects?

Poverty, depression, economic collapse, emigration, etc.

▶▶ **Problem and solution:** I talk about a problem then I offer possible solutions to solve it.

**Ex:** traffic, students' drop off the school, etc.

▶▶ **Sequential order:** when I talk step by step.

**Ex:** How to make a cake?

How to fix fireplace?

▶▶ The main rule in the body of the presentation is to follow a pattern.

We can start from general to specific ideas or from specific to general ideas.

You have to organize your ideas.

▶▶ **Magnitude:** It's about the size of the subject. I should start with the easiest part.

**Ex:** In the literature department, I ask my students about the theme of a novel; If I find that most of them cannot identify the theme, I start asking small and clear questions until they can identify the theme of the novel.

▶▶ Now, let's talk about the conclusion:

It should be easy and simple.

Personally, I don't like summary but you can do it.

### *The Conclusion*

- In the conclusion, you should either summarize the main points of your presentation or put what you have said in a certain perspective.
- For example, you can end with your own opinion or somebody else's opinion (quotation).
- You should not add new facts to your presentation in the conclusion.
- After the summary or interpretation, you should thank the audience and end the presentation.
- If there is a question-answer session, you should clarify that.
- A common mistake with conclusions is that the speaker gives a brief summary and then walks away, saying "that's it" or something similar. You should take time to finish your presentation. Use a phrase like "with this I would like to conclude my presentation."

So, you can conclude your presentation by giving your own opinion. But **YOU CANNOT WRITE NEW INFORMATION** because in this way you will destroy your whole presentation.

### *Challenges of the Audience*

- People may be afraid of speaking to an audience.
- Fears can be of two main types: fears about the audience, and fears about themselves.
- **Fears about the audience:**
  - They will interrupt the speaker which will confuse him/her
  - They will ask difficult questions
  - They will see that the speaker is fearful
  - They will hear the speaker's mistakes.
  - They will not understand what the speaker means
  - They will dislike the speaker

These are some of the difficulties that the speaker may face during his presentation.

What should you do if someone asked you a question that you don't know its answer? If it was a teaching presentation in front of your students, you can say: I will tell the answer later, there is no time right now to answer this question. You can ask the students to do researches



for this question as a homework or you can just say that you don't know.

But that will not work if your presentation is for your superiors or customers. You can't use these technics; you have to be clever to go around this question without embarrassing yourself.

▶▶ You as a student, what makes you lose your attention through someone's presentation?

**Students:** hesitation, repetition, lack of knowledge, poor ideas, or unclear way of talking.

**Instructor:** I know as a lecturer these problems and that causes stress, sadness for me, but I have to face it and improve myself.

If I felt it during my presentation, I have to breath deep, hide my fears and continue my presentation with confidence hoping that every thing is going to be all right.

• *Fears about the speakers themselves:*

➤ The speaker may think that he/she has failed before and probably will fail again

➤ The speaker may think that he/she does not have the necessary skills

➤ The speaker may think that he/she will make mistakes

➤ The speaker may think that he/she will forget what he/she wants to say

➤ The speaker may think that he/she will not be able to bring out a single word

➤ The speaker may think that he/she will be very nervous.

• These fears are very common and most speakers experience them.

• The audience will not notice your fears better than you were able to notice them in speakers you have listened to

As an audience, you have to realize that I'm not a computer; I don't know everything. I'm a human and I expect you to understand this.

▶▶ How do we overcome our fears?

There are some strategies like:

• present yourself in front of the mirror to gain confidence. In this way, you can practice well.

- Make a video of you presenting to see your mistakes and avoid them during the real presentation.

- Realize that the audience is not your enemy.

- Keep your ideas organized.

- Rationalize your mind.

- try not to black- out: which means to forget your main topic because of your fear.

- The following points may help you overcome your fears:

1) War!

2) Stress

3) Rational

4) Black-out

**War!**

- Many speakers feel that the audience is the enemy and doing a presentation is like going to war.

- You should be aware that nearly always the audience is friendly and wants to help you rather than condemn you.

- They want you to succeed because they are aware of the difficulties of speaking in public.

**Stress**

- To some extent, stress is good. It guarantees that you are alert. That is why you feel stressed when you play complex computer games, for example. The trick is to control stress.

**Some advices:**

- Accept your body's reactions as normal.

- Try to relax your body; take some deep breathes.

- Move hands, arms, feet.

- If you feel extreme stress, realize that this must be what great people feel when they deliver a speech. Still, they look confident and calm.

**Rational**

- Be aware that many fears are not rational.

- An irrational fear is often a fear of fear itself.
- Try to break the vicious circle by rationalizing your emotions.

***Black-out***

- A blackout is a temporary condition that affects your memory. It's characterized by a sense of lost time.
- Many speakers experience a black-out to some extent.

***Some strategies to fight black-out:***

1. Stop and admit that you had a black-out. Pause then think back to the point you discussed before the black-out and start again from there.
2. Look at the material you have: cards, notes, etc....
3. Ask the audience where you were.
4. Skip the point you were going to discuss and continue with the next point.
5. Make a joke about it.

Nowadays, most presenters use power point through their presentation and it's very effective because it makes it easier to memorize your ideas, and it draws much more attention to the presentation.

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**See you next time**



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