



Профессиональная риторика в современном социуме

СКИФ



Кафедра «Мировые языки и культуры»

Лекционный курс

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Аннотация

Курс лекций (на английском языке) по дисциплине «Профессиональная риторика в современном социуме» для магистрантов заочной формы обучения.

Данный курс лекций предназначен для магистрантов заочной формы обучения первого года обучения (I семестр) по направлению 45.04.02 «Лингвистика». Курс читается на английском языке, в содержание которого включены основные вопросы по дисциплине «Профессиональная риторика в современном социуме». Данный курс рекомендуется студентам лингвистических специальностей.

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Lecture №1

Making Presentations

The study of speech communication will engage you in one of the oldest academic subjects known “Rhetoric”, as the ancient Greeks called it. Rhetoric – or the art of speaking persuasively – has been one of the most important subjects on the Western European school curriculum from classical times. Classical rhetoric covers all aspects of speaking in public – choice and arrangement of material, style and delivery. In modern usage the term has been somewhat trivialized and is now often used to describe practical skills and strategies that public speakers and presenters use. Success in many careers depends on good speech communication skills. These include careers in administration, government, public relations, politics, education, sales, and private industry.

Very often in business we find ourselves presenting at conferences and meetings.

Some estimates say that over 30 million presentations are given every day. Many of these presentations are given in English by non-native speakers. Many are given badly as presenters often don't know how to go about structuring a presentation or how to use English to maximum effect during a presentation. However, presentations are more important than ever in the present market-oriented climate and are an essential tool for anyone who needs to sell a business proposal, an idea, or even themselves. In business the language is used as a vehicle for the exchange of information and you need to develop certain basic skills to participate successfully in this exchange.

The dictionary definition of presentation is “an event at which a new product or idea is described and explained”. It is therefore essential for students looking for employment in business to develop skills, language and techniques needed to present in public with confidence if they wish to succeed in their careers.

Presentations are high-risk, high-visibility activities. Success and failure, can have a significant effect on your career.

The ability to speak English is no guarantee that you can present in English. Presenters need presentation skills and a level of professionalism.

There are many similarities between written and spoken presentations: both are designed to communicate in an ordered way. But spoken presentations carry additional risks, because speaking to an audience takes place in real time. You cannot try different versions or go back and correct something you do not like. You cannot afford to go blank. And you have an audience there who will let you know if they do not like what you are saying.

The common factors contributing to an unsatisfactory presentation (presentational problems) are the following:

- Content inappropriate to audience (the audience know the content already; the audience don't want to know the content; the content is so muddled that it is impossible to follow);
- Pace inappropriate to difficulty (the speaker goes slowly through the obvious; the speaker rushes through complex arguments; the speaker jumbles his or her notes, and spends most of the time trying to find out where they are);

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- Poor delivery (the speaker is inaudible; the speaker's voice is a hypnotic monotone);
- Poor visibility of visual aids (PowerPoint projections are illegible; half the slides are upside down or out of order; the slides are overloading);

The possible list is almost endless, but the above are common faults.

This course is devoted to showing you what is necessary if you are to avoid the risks presentations involve, and make the most of the opportunities that they offer. While it is beyond the scope of this course to turn you into a brilliant speaker, becoming good should be well within your reach. Although bad presentations abound, and you will doubtless have sat through many, the basic principles of effective presentation (presentational strengths) are remarkably simple:

- Clear structure
- Appropriate content
- Interesting delivery
- Good illustrations of points
- Audibility and visibility
- Keeping to time

By following these principles, you should be able to create a professional impression that will serve you well on your course and in your future job.

Analyzing your Audience

You should start preparing for your speech by looking at your future audience. Your job is to get as much information about your audience as you can. This information will help you to prepare a speech which is relevant and interesting to your listeners.

Thinking about your audience is the key to good public speaking. If you are preparing a presentation, start with the question: Who are these people? It's the key to success. Whether they are strangers or colleagues, they have one thing in common: they expect you to impress them for the next 15-20 minutes. And the best way to do so is to focus on their favourite subject – themselves. So begin by defining who these people are and what they expect. Here are ten questions to ask yourself.

1. What kind of language do these people use?

If your audience is from a particular industry, what terminology does it understand best? The audience dictates your choice of words, but remember, you should always make your language clear and concise, especially if the language is not your mother tongue.

2. Why were you invited to make this presentation?

Your knowledge of their problems is probably why you were invited to speak. They expect new insights, a different point of view, and ideas that they can take away and use so that they feel their time was well spent listening to you.

3. Can people hear you?

Speak loudly enough to make your voice carry to the furthest listener. No one wants to listen to someone who mumbles and who does not speak with conviction. As a presenter, the ability to pace your speech and use your voice to create impact is the

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most important skill you need. You will be more effective if you are in control of your voice by your use of stress, pausing, intonation, volume, and silence.

4. How should you look at the audience?

Make direct eye contact. Try convince your audience you are talking to them personally. It also makes you feel that you have made contact with them as individuals. Never talk down (or up) your audience. Treat them as equals, no matter who they are.

5. Should you use notes?

Yes, make an outline, perhaps on small cards, and consult them as you speak. This forces you to organize your presentation in a logical, coherent way and not wander off the points.

6. Are they friends, colleagues, customers or total strangers?

Define who these people are. Define their essential features and motivations. What work do they do, what is their level of education, what kind of language do they use, what problems and opportunities might they have? Address their goals, their needs, their concerns.

7. Does the audience appreciate humour?

Don't make a special effort to be funny. If you make a joke, don't stop and wait for laughs. What is funny in one culture may not be in another. The subject of your presentation is probably serious and for some people, humour may be out of place. A light touch here and there is all right but humour cannot replace good ideas.

8. Should you use any visual aids?

If they make your speech easier to understand, yes. But make them clear and simple. Don't laboriously read out aloud what is written on your visuals. Make sure that everyone can see them, even from the back of the room.

9. How long should the presentation be?

The best thing is to take only as much time as is necessary. The only thing worse than being long and boring is being too short and not fully understood.

10. What are the audience's feelings and opinions toward the topic of your speech?

For the purpose of persuasive speaking it will be necessary to learn as much as possible about how they feel and why they feel that way in order to do a good job preparing your persuasive speech. You can expect your listeners to feel one of three ways about the topic you choose for your persuasive speech:

a) They Might Agree Completely.

If this is the case, you must choose a different topic for your persuasive speech.

b) They Might Be Indifferent.

Your audience may have the attitude "Who cares?" If this is the case, you must find out why they are indifferent or uninterested in the topic. In your speech you will need to convince them:

1. to be interested in the opinion you are presenting;
2. that it is important to consider;
3. that they should adopt your opinion.

c) They Might Disagree Completely.

They have the opposite opinion from yours or one which is completely different. If this is the case, you must find out their specific reasons for disagreeing with your opinion. In your speech, you will need to convince them that their specific

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reasons for disagreeing with the claim you are making are not good reasons.

The

following Survey of Opinions Form can be used as a guide for audience analysis

for the purpose of persuasive speaking.

Survey of Opinions Form

Persuasive Speech Topic: _____

General Audience Reaction to Opinion (Circle one)

Strongly disagree

Disagree

Indifferent

Agree

Strongly agree

Uninterested

If your audience are indifferent, they are indifferent because: (circle the reasons).

1. They don't think your topic is important.
2. They don't feel your topic affects them.
3. They have never heard of your topic.

If several of your audience disagree with your opinion you will find they probably disagree for different reasons. Ask them their specific reasons for disagreement.

List below.

1. _____
2. _____
3. _____

You must use the results of your Audience Analysis while preparing the main body of your speech. You must present support and evidence which will convince them to agree with you. In order to persuade listeners with the "who cares" attitude, you must get them

interested in your topic. You must prove that your topic is important to think about or that it directly affects them in some way.

Example: Pretend that your persuasive speech is to convince the audience to buy water purification system for their homes. Listeners are likely to be uninterested in this topic because they don't believe it is important. However, you could tell them that the newspaper ran a story saying that the quality of water in your community is the worst in the country. Expert doctors warn that drinking this water could increase the risk of getting cancer. This type of information would certainly develop interest in your topic and get people to consider your suggestion.

In order to persuade a "hostile" listener (the one who completely disagrees with your opinion or belief), you must know the reasons of disagreeing with you and convince

them that their specific reasons for disagreeing are not valid.

Lecture №2

Presentation Structure

Every public speech (presentation) needs a subject and a purpose. Before you can begin gathering and organizing information for your speech, you must select a topic and clearly understand its purpose. For example, your purpose might be to inform people about an unfamiliar subject, or to persuade them to change their opinion about an issue. The main purpose of speaking to inform is to present information to an audience so that they will understand and remember it.

Your goal in making an informative talk is to state your ideas as simply and as clearly as possible. The major purpose of a persuasive speech is to get others to change their feelings, beliefs, or behavior. Your goal in making a persuasive speech is to convince your listeners to do what you want them to do or to change their opinion about something to agree with your.

Presentations need to be very straightforward and logical. It is important that you avoid complex structures and focus on the need to explain and discuss your work clearly. Think about how you will organize your content. Your presentation should have a clear, coherent structure and cover the points you wish to make in a logical order. Because an audience cannot turn back the page and check what you wrote, it is very easy for them to lose the thread of your spoken argument. Structure is therefore even more important in presentations than it is in written reports, and needs to be emphasized at frequent intervals. The old advice “tell them what you are going to say, say it, and then tell them what you have said” still holds good.

An ideal structure for a presentation includes:

- a welcoming and informative introduction;
- a coherent series of main points presented in a logical sequence;
- a lucid and purposeful conclusion.

It is possible to break these three broad sections down further.

1. Introductory Section

The introduction is the point at which the presenter explains the content and purpose of the presentation. This is vitally important part of your talk as you will to gain the audience’s interest and confidence. Use the introduction to welcome your audience, explain your objectives, introduce your topic/subject, indicate the points you will be making and how you will structure these, provide guidelines on questions, say how long you will be talking for.

Key elements of an effective introduction include:

- a positive start: “Good afternoon, my name is ...” (who)
- a statement of what will be discussed: “I’m going to explore ...” (why)
- a statement of the treatment to be applied to the topic (e.g. to compare, contrast, evaluate, describe): “I’ll be comparing the four main principles of...” (what)
- a statement of the outcomes of the presentation: “I hope this will provide us with ...” (why)
- a statement of what the audience will need to do (e.g. when they can ask questions or whether or not they will need to take notes): “I’ll pass round a

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handout that summarizes my presentation before taking questions at the end”.
(how)

Experts in communication say that the first three minutes of a presentation are the most important. They talk about “hooks” – simple techniques for getting the immediate attention of the audience. Here’s how the experts suggest you get the immediate attention of the audience:

1. Give them a problem to think about.
2. Begin your speech with some amazing facts.
3. Give them a story or personal anecdote.
4. Begin your speech with a well-known quotation.
5. Address the audience’s needs and concerns by telling them what benefits they will gain from listening to you.
6. Ask something and then go on to answer it yourself.

2. Main section (the body of your presentation)

Now that your listeners know exactly what you are going to talk about or what your specific persuasive topic is it is time to present your information or present support and evidence which will convince them to agree with you. Be sure to present the main parts of your speech just the way you said you would. The sequence of your main points should be directly influenced by the purpose of your presentation. Always remember that the aim is to communicate issues in manageable sections or building blocks, helping the audience to piece their understanding together as you work through your material.

After you have identified your main points, you should embellish them with supporting information. For example, add clarity to your argument through the use of diagrams, illustrate a link between theory and practice, or substantiate your claims with appropriate data.

Use the supporting information to add colour and interest to your talk, but avoid detracting from the clarity of your main points by overburdening them with too much detail.

Make your presentation easy to comprehend by using sequence words (firstly, finally, etc.) Use them to connect your ideas and give structure to the whole argument.

When presenting orally, you will need to give additional pointers to internal structure within your main body. When you have finished dealing with one point, signal this by a brief summary, of the point just made, and then a short statement of the point you are about to start. You can do this easily and effectively, using simple phrases as “signposts” (transitions or sequencers) to help the audience navigate their way through your presentation. They can help divide information up into subsections, link different aspects of your talk and show progression through your topic. Importantly, transitions draw the audience’s attention to the process of the presentation as well as the content.

3. Conclusion

The conclusion is an essential though frequently underdeveloped section of a presentation. This is the stage at which you summarize your key points and purpose of your talk, again using visual aids if appropriate, emphasize your recommendations or conclusion, thank your audience, and invite questions. The summary should not be too long as you will lose your audience’s attention, but detailed enough to cover your points. A good summary reminds your audience about what you said and helps them to

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remember your information. After a summary, you are ready to conclude with a statement that will leave your audience thinking about what you said. Never end abruptly or by saying “That’s all”. The final words of your speech are the ones your audience will remember. Important elements of a conclusion are:

- A review of the topic and purpose of your presentation: “In this presentation I wanted to explore”
- A statement of the conclusions or recommendations to be drawn from your work: “I hope to have been able to show that the effect of ...”
- An indication of the next stages (what might be done to take this work further?): “This does of course highlight the need for further research in the area of ...”
- An instruction as to what happens next (questions, discussion or group work): “I would now like to give you the opportunity to ask questions ...”
- A thank-you to the audience for their attention and participation: “Thank you very much for listening”.

The techniques for concluding speeches are the same as those for beginning speeches.

4. Putting your speech together

The question is “which part of a speech do you prepare first?” You should begin with the body of your speech. After the body is prepared, you should write the conclusion,

and finally the introduction.

Step one: Preparing the Body of Your Speech.

The body of your speech will contain the outline of the major ideas you want to present. It will also have the evidence or information that supports and clarifies your ideas.

First: List the main headings or subtopics related to your subject.

Write down the main headings which might be included in your speech. Write them

as you think of them. Some ideas will be important, some will be insignificant. At this time, just concentrate on writing all the ideas you can think of that relate to the subject and purpose of your speech.

Second: Narrow down your list of main headings.

Review your list of main headings carefully.

Your goal should be to come up with three or four main headings that will develop the subject and purpose of your speech. The bad presentations are where people have tried to give too much information in too much detail and taken too long over it.

Third: Order your main headings logically.

Try to organize your main headings so that each major point leads naturally into the next one. For example, if your speech were entitled “Applying for a Job”, you would not talk about the actual interview before discussing the need for a resume.

A more logical order of main headings might be:

1. Finding the Desired Position
2. Writing a R sum 
3. Scheduling Appointments
4. Behavior During the Personal Interview

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Fourth: Develop Your Main Headings.

The main headings are the skeleton upon which your speech will be built. You must develop and support them. If the main headings are properly supported by factual information, logical proof, and visuals, your audience will understand and remember your speech.

Step Two: Preparing the Conclusion of Your Speech.

When you have finished dealing with the main body, signal clearly that you are now ready to finish your presentation. Make sure you give a clear logical finish making your summary, giving your conclusion and making your closing remarks. Your conclusion section should follow naturally from your main body.

Step Three: Preparing the Introduction to Your Speech.

This is a crucial part of your presentation. It serves as a useful orientation to the reader.

5. Outlining

When you have gathered enough information to prepare the introduction, body and

conclusion of your presentation, you are ready to organize it through the use of an outline – that is, a detailed plan of your presentation.

1. The purpose of an outline

- 1. An outline assures that you have organized your ideas.
- 2. An outline helps you remember all your information.
- 3. An outline makes it easy for you to deliver your speech.
- 4. An outline helps you to stick to the subject of your speech.

2. Preparing an outline

When you write an outline, you list very briefly and in the proper order the ideas you wish to include in your presentation. Then, you write the presentation following the outline. If your outline is well arranged, your presentation will be well arranged.

The key to outlining is to identify main topics and break them down into subtopics. A good outline meets three basic requirements:

- 1. Each idea must relate to and help prove the main point.
- 2. Each unit of the outline should contain only one idea.
- 3. Ideas should not be repeated or overlap each other (express the same ideas).

For topic division, use Roman numerals (I, II, III, and so forth). For subdividing a topic, use capital letters, (A,B,C, and so forth), indenting them evenly. If you want to subdivide still more, use Arabic numerals (1,2,3, and so forth) and indent again. For even more subdivision, indent again and use lower-case letters (a,b,c, and so forth).

Place a period after each number of letter.

The form for an outline is as follows:

- I. _____
 - A. _____
 - 1. _____
 - a. _____
 - b. _____
 - 2. _____
 - B. _____
 - 1. _____

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2. _____

a. _____

b. _____

3. _____

II. _____

A.

B.

C.

3. Two different kinds of Outline

There are two kinds of outline: a topic outline and a sentence outline. Topic outline is the most common form of an outline. The topic and subtopics are noted in brief phrases or single words and are numbered and lettered consistently. No punctuation is needed after the topic in a topic outline.

Sample topic outline.

Managing the Multibusiness corporation

I. The structure of the Multibusiness Company.

A. The theory of the M-Form.

B. Problems of Divisionalized Firms.

II. The role of Corporate management.

III. Managing the Corporate Portfolio

A. Portfolio Planning

1. The GE/Mekinsey Matrix

2. BCG's Growth-Share matrix

B. Value Creation Through Corporate Restructuring.

In a sentence outline, each head or subhead is a complete sentence. Each sentence in a sentence outline must end with a period or a question mark.

4. Sample Outline

The following is a sample outline of an informative speech. It has all the important parts that have been described above.

Lecture №3

Exploiting Visual Aids

If you have a lot of complex information to explain, think about using some charts, diagrams, graphs on an overhead projector or flipchart.

There are some things that can be conveyed far better visually than by words alone. Relationships can be more clearly diagrammed, trends clearly shown via graphs. If your presentation is a lengthy one it is worth varying your aids. You may wish to use a mix of diagrams: some could be on prepared slides, others drawn on a board or flipchart at an appropriate point in your talk. Handouts that you want people to look at while you talk, such as a detailed table that you wish to discuss at length, can usually be distributed as people take their seats. When you give a presentation in a foreign language, visuals are essential for effective communication. It is therefore important for students if they wish to succeed in their careers to develop skills in information presented in visual aids.

1. Reasons to use Visuals

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- Present specific information that can be readily understood and remembered.
- Emphasize important facts and figures.
- Present supporting data that are helpful in making analysis and drawing conclusions.
- Reduce the amount of talking you have to do.
- Add interest to the material.

2. Guidelines about using visual aids to maximum effect.

1. Your visual aids must be large enough for everyone to see.
2. Keep charts, maps and graphs very simple. Don't try to show too many details in one visual aid. Let your visuals speak for themselves. A good visual is like a good newspaper headline-it should make people want to find out more.
3. Do not pass out objects or papers during your speech. If people are looking at objects or reading papers, they will not be listening to what you are saying.
4. When describing very detailed visual aids don't quote precise figures. Give approximate figures and point out the overall trends and developments. Include precise figures and detailed descriptions in a handout or report given out before or after your talk.
5. Look at your audience – not at your visual aids. When you are showing a picture, graph, etc., be sure to maintain eye contact with your listeners.
6. Never compete with your visuals. When showing a visual, keep quiet and give people time to take it in, then make brief comments only.
7. When you've finished using your visual aids, put them away or switch off your projector.
8. If you are giving a presentation with Power Point or something of that nature, make the information on your screen very simple. The rules of presentation are the same all the time. Five words per line, five lines per slide, five slides per presentation is the target.

3. Using PowerPoint

Computers make it remarkably easy to produce impressive overheads, usually using PowerPoint. It offers a number of significant advantages, particularly professional appearance, and flexibility. You can revise your presentation at the last minute, and easily tailor it to a particular audience. You can incorporate relevant tables and graphics. If you are carrying your laptop anyway you do not need to carry anything additional. PowerPoint is a tool you can use to communicate your ideas effectively through visual aids that look professionally designed yet are easy to make. You can produce slides for your presentation and room for notes, at the press of a button print audience handouts, print an outline. These advantages are clear. There are less obvious, but perhaps more serious, hazards with PowerPoint. The ease of generating slides on a computer leads some presenters to use far too many slides so that their audience retains nothing but a blurred impression of an endless series of visuals which they have had no time to absorb. Now that everyone can use PowerPoint, being expert in its use is less impressive than once it might have been. Remember that you are trying to communicate effectively. Be selective and use slides when you need to.

4. Comprehension of Visual presentations

Here we will consider tables and four different kinds of diagram: pie charts, bar charts, Gantt charts and graphs.

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a. Tables

A collection of figures can often best be communicated by means of tables.

The table below shows the results of a survey to find out what members of a city sports club think about the club’s activities, facilities and opening hours.

Range of activities	Very satisfied	Satisfied	Not satisfied
Female members	35%	35%	30%
Male members	55%	40%	5%
Club facilities			
Female members	64%	22%	14%
Male members	63%	27%	10%
Opening hours			
Female members	72%	25%	3%
Male members	44%	19%	37%

b. Pie charts

Statistics that are reported in percentages are often presented in what is called a pie chart, in which the complete “pie” represents 100 percent. The distinctions can be heightened by shading or colouring the different segments of the pie. The pie chart shown below indicates the government expenditure (%).

c. Bar charts

Another way of expressing data visually is by means of bar charts. To show data in the form of bar charts, the bar charts are drawn to scale and measured from the base line which may be horizontal or perpendicular. The following bar charts show the sales of the different product lines of the company (Delta Food Products) over the past year.

Horizontal bars

The perpendicular bar chart is also a “composite” bar chart because it includes a breakdown of the individual products in each bar.

d. Gantt charts

A variation of the bar chart is the Gantt chart, used in connection with the process of control in a business. It gives an instant visual comparison between expected and actual performance. The example below shows the production level (target) and the output achieved (actual) on the production line. The chart would provide information for the line managers who could see at a glance whether the targets were being met.

Monday	Tuesday	Wednesday	Thursday	Friday
Target		Actual		

e. Graphs

The most common form of visual presentation is the graph. Graphs are two-dimensional. The x-axis records one dimension, usually the time dimension. The y-axis records another range of data which changes in relation to the time (or other) series. The unbroken line in the graph below shows the sales of Delta Food Products over the past six years. The broken line shows the sales of one of Delta’s major competitors.

The benefit of all these diagrammatic representations is that they present the data in an easily assimilable form. Those who are involved in the business need to be able to interpret data presented to them in whatever form.

5. Suggestions for Delivering Your Presentations

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Your speech is more than just the words you use.

HOW you say something is just as important as WHAT you say. Good delivery involves several important aspects. The following basic techniques for delivering a speech will help you to improve your own individual style of public speaking.

1. Stage fright: First, let's face one problem about speaking in public which concerns most beginning students-nervousness. Most people are nervous about public speaking. The good news is that you can learn to control your nervousness rather than let it get you down. How will you be able to reduce your nervousness? The best is to be really well prepared. If you know that your topic is interesting, and that your material is well organized, you have already reduced a major worry!

2. Eye contact: You should not look at the floor or out the window because this will give the audience the idea that you are not interested in your topic or in them. The idea is to give the impression that you are talking to each individual in your audience. You will find that if you look directly at your audience, their nods, gestures, and smiles will let you know that they understand you. This positive feedback will make you feel better and less nervous.

3. Speak with enthusiasm: Enthusiasm is being lively and showing your own personal concern for your subject and your audience. If you are truly interested in your topic, your delivery is certain to be enthusiastic and lively.

4. Vary your speaking rate: Your words should not be too fast or too slow. If you speak too slowly you will bore your audience. If you speak too rapidly you will be difficult to understand. Adapt your rate to the context of your speech. For example, if you are explaining complex information, slow down. If you are enthusiastic, you should speed up. This change of pace is very important.

5. Make it easy for people to understand: Speak clearly, without gabbling. Use short sentences and straight forward language. Use the sorts of words and phrases you use for speaking, not those you would use in writing (the large difference between the two explains why it is so difficult to follow a speaker who is reading)

6. Try to be interesting: Use visual aids to sustain interest, and vary your pace. Relevant jokes can be effective if used sparingly. Avoid jokes completely if you have any doubts about your skill in telling them.

7. Use detail sparingly: If detail is important, have a written handout for distribution before or after (not during) your presentation. Handouts distributed during your talk will lose you your audience.

8. Keep any notes brief: It is reassuring to have notes, especially if you are nervous. But keep them brief, and number them clearly so that if you do drop them in your anxiety, or they mysteriously rearrange themselves, you can reorder them easily. Cards are easiest to handle. Mark the point at which you will be using visual aids to what is appropriate. The ease of generating slides on a computer leads some presenters to use far too many slides. There is a risk of giving a very dull presentation, and talking to your computer screen rather than your audience.

9. Avoid over-running the stated time: Not keeping to your allotted time is a sure sign of ineffectiveness. Audiences plan their time, and do not like to have these plans disrupted.

10. Practice: You know now the basic principles of effective delivery and should realize that the actual delivery of your presentation is just as important as having a well-

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organized and developed speech. However, studying this information won't guarantee an effective speech presentation. You must rehearse and practice the speech you have prepared. For best results, you should begin practicing days before your actual presentation.

As already suggested (see point 5), you should pay attention to the use of language in your presentation in terms of the clarity of communication. Short words and short sentences will almost certainly make your presentation clearer. Look at the differences in style between the following two sentences. Note how complicated abstract language can be replaced by simple words so that the message is expressed more clearly. "In order to improve the performance of employees and ensure that their working practices are as efficient as is humanly possible, a manager needs to make sure that they have adequate and sufficient training to undertake the tasks assigned to them". The sentence can be rewritten in the following way: "If employees are to work efficiently, a manager must train them properly".