

The Outline:

I. Organising ideas

1. Primacy
2. Recency
3. Complexity ...

II. Introducing Your Speech

1. Purposes of Introduction
2. Effective Introductions

III. Practical activities

To think about

- How often do YOU give presentations in YOUR studies?
- Do you present to YOUR colleagues or friends?
- When was the last time YOU gave a presentation in ENGLISH?
- How do YOU feel in presenting in a foreign language?
- What makes YOUR presentations good or bad?

I. Organizing Ideas

1. Primacy: (الأهمية)

- **Principle:** Start with your most important and convincing point in your speech.
- **When to Use:** Use this when your audience might not know much about your topic or might not agree with your main idea.

I. Organizing Ideas

2. Recency: (الحدائثة)

- **Principle:** The last thing you talk about is what people remember the best.
- **When to Use:** If your audience knows a lot about your topic and likes it, it's a good idea to put your most important points last.

I. Organizing Ideas

3. Complexity: (التعقيد)

- **Idea:** If your main ideas are easy and hard, organize them from simple to hard.
- **How to Use:** Arrange your ideas like telling a story. Start with the easy parts, then go to the harder ones.

I. Organizing Ideas

4. Ordering Ideas Chronologically:

(ترتيب الأفكار زمنيًا)

- **Method** : Arrange your ideas in the order they happened, step by step.
- **When to Use** : Use this when you're telling a story or explaining a process that has a clear timeline.

I. Organizing Ideas

5. Organizing Ideas Spatially:

(تنظيم الأفكار مكانياً)

- **Method:** Arrange your ideas based on where things are located or their physical relationships.
- **When to Use:** Useful when describing places, layouts, or relationships between objects.

I. Organizing Ideas

6. Organizing Ideas to Show Cause and Effect:

(تنظيم الأفكار لإظهار السبب والنتيجة)

- **Method:** Show how one idea leads to another or how one thing causes another.

- **When to Use:** When explaining reasons and results or showing the connections between events.

I. Organizing Ideas

7. Organizing Ideas by Problem-Solution:

(تنظيم الأفكار حسب المشكلة والحل)

- **Method:** Present a problem first and then offer solutions.
- **When to Use:** Useful when addressing issues and providing solutions or alternatives.

II. Introducing Your Speech

1. Purposes of Introductions (الهدف من التقديم)

- A. Get the Audience's Attention
- B. Give the Audience a Reason to Listen
- C. Introduce the Subject
- D. Establish Your Credibility
- E. Preview Your Main Ideas

II. Introducing Your Speech

2. Effective Introductions (تقديم فعال)

- Illustrations or Anecdotes
- Startling Facts or Statistics
- Quotations
- Humor

II. Introducing Your Speech

Practice 1

OPENING A PRESENTATION

Welcoming the audience

Good morning/afternoon, ladies and gentlemen.

Hello/Hi, everyone.

First of all, let me thank you all for coming here today.

I'm happy/delighted that so many of you could make it today.

Introducing yourself

Let me introduce myself. I'm Dave Elwood from ...

For those of you who don't know me, my name's ...

As you probably know, I'm the new HR manager.

I'm head of logistics here at Air Spares.

I'm here in my function as the Head of Controlling.

Saying what your topic is

As you can see on the screen, our topic today is ...

Today's topic is ...

What I'd like to present to you today is ...

The subject of my presentation is ...

Explaining why your topic is relevant for your audience

My talk is particularly relevant to those of you/us who ...

Today's topic is of particular interest to those of you/us who ...

My/The topic is very important for you because ...

By the end of this talk you will be familiar with ...

! Remember to use words like *we*, *us*, and *our* to highlight common interest.

II. Introducing Your Speech

Practice2

The purpose of the introduction is not only to tell the audience who you are, what the talk is about, and why it is relevant to them; you also want to tell the audience (briefly) how the talk is structured. Here are some useful phrases to talk about the structure.

*I've **divided** my presentation **into** three (main) parts: x, y, and z.*

*In my presentation I'll **focus on** three major issues.*

***First (of all)**, I'll be looking at ..., **second** ..., and **third** ...*

*I'll **begin / start off by** explaining ...*

***Then / Next / After that**, I'll go on to ...*

***Finally**, I'll offer some solutions.*

- ! The most common way to structure a presentation is to have three main parts, and then subdivide them into (three) smaller sections.