

## Unit 2: BODY LANGUAGE

Make your audience *look* at you

a. Do this quiz about body language. Sometimes, more than one answer is possible.

YOU'RE GIVING A PRESENTATION ...

**1** How should you stand?

- Arms crossed on chest.
- Straight but relaxed.
- Knees unlocked.

**5** How should you keep eye contact with the audience?

- Make eye contact with each individual often.
- Choose some individuals and look at them as often as possible.
- Spread attention around the audience.

**2** What should you do with your hands?

- Put hands on hips.
- Put one hand in a pocket.
- Keep hands by your side.

**6** How fast should you speak?

- About 20% more slowly than normal.
- Just as fast as in a normal conversation.
- Faster than in a normal conversation.

**3** How can you emphasize something?

- Point finger at the audience.
- Move or lean forward to show that something is important.
- Use a pointer to draw attention to important facts.

**7** How should you express enthusiasm?

- By raising voice level.
- By waving arms.
- By making hand or arm gestures for important points.

**4** What should you do when you feel nervous?

- Hold a pen or cards in your hands.
- Walk back and forth.
- Look at the flip chart or screen (not at the audience).



Anneliese Guérin-LeTendre

b. Anneliese Guérin-LeTendre is an intercultural communication expert who works with *Communicaid*, a culture and communication-skills consultancy. Listen to the first part of the interviews and answer these questions:

1. What percentage of communication is said to be non-verbal? \_\_\_\_\_
2. How do audiences form a first impression of a presenter? \_\_\_\_\_

c. Listen and complete these tips with one word in each gap. Which tip do you find the most useful?

- The way you stand, known as .....<sup>1</sup>, is important. Try to be .....<sup>2</sup> but not rigid. Take .....<sup>3</sup> of the space and don't hide behind the table or .....<sup>4</sup>. Use a remote to 'liberate you from your laptop'.
- Use eye contact to .....<sup>5</sup> the whole room, not just the first few rows.
- The way you use .....<sup>6</sup> and intonation can produce all sorts of light and dark .....<sup>7</sup> in your voice that add interest and get the audience paying attention. Avoid shouting. Try out the microphone beforehand.
- Control your gestures so that they don't become a .....<sup>8</sup> to the audience.

e. Match the words for the second part of the interview to their definition.

- |               |   |
|---------------|---|
| 1. mannerism  | a. keep moving your hands or feet because you are bored or nervous.             |
| 2. Flick      | b. slight movement of something you are wearing so that it is more comfortable. |
| 3. fidget     | c. way of speaking or moving that is typical of a particular person.            |
| 4. adjustment | d. make something move with a sudden, quick gesture                             |

f. What other examples of distracting gestures and behaviours have you noticed in presentations?

What else can distract you? \_\_\_\_\_

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g. In small groups:

- 1) Chose a particularly **compelling or inspiring speaker**: \_\_\_\_\_
- 2) Analyse some of their recorded presentations online to identify the **reasons** why they're so good:

- 3) **Present** your findings to the rest of the class;
- 4) Receive **feedback** from the class on your **own** presentation styles and write down what you should improve:

## Unit 3: VISUAL AID

Keep your audience's *attention*

### 1. Creating GREAT visual aid

Based on one of the following slideshows, create a list of tips for a good presentation:

- a. <https://fr.slideshare.net/slideshow/extreem-sports-76860165/76860165#1>
- b. <https://fr.slideshare.net/slideshow/problem-solving-for-tm/25376454#2>
- c. <https://fr.slideshare.net/slideshow/netflix-casestudyfina-lv2/24397003#5>
- d. <https://fr.slideshare.net/slideshow/gapingvoid-20-ideas-to-foster-innovation-in-drug-development/52757051#9>
- e. <https://fr.slideshare.net/slideshow/whainsights/32732503#6>

Complete your list with the help of the following slideshow

👉 <https://fr.slideshare.net/damonnofar/8-tips-for-slideshare#24>

