

# ENGLISH

90/2021

**MATTERS**



**PRESENTATIONS**

**IN ENGLISH**

**DODATEK**

# ENGLISH MATTERS

## Presentations in English

For many native speakers of English, standing in front of an audience to deliver a presentation is absolutely terrifying. And these are the people who already have the language down pat. Imagine how tricky it must be for learners of English. Not only do you need the courage to face an intimidating audience, but you also have to make sure your words are coming through loud and clear. In this guide, we've included the most common terms and expressions you may need to employ in your next public speech.

**audience** 'ɔ:diəns | publiczność, słuchacze, odbiorcy

**terrifying** | przerażający

**to have sth down pat** | doskonale coś opanować

**tricky** | trudne

**courage** | odwaga

**to face sb/sth** | zmierzyć się z kimś/czymś, stanąć z kimś/czymś twarzą w twarz

**intimidating** | onieśmielający

**to come through** | docierać

**to include sth** | zamieścić coś, włączyć coś

**common** | popularny, powszechny

**to employ sth** | używać czegoś, stosować coś

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# Stages of a Presentation

**Introduction:** Familiarise your audience with the topic, and yourself, in just a few minutes.

**Agenda:** Provide a brief overview of the presentation, so listeners have a roadmap to follow.

**Body:** Unveil and flesh out your main subject.

**Conclusion:** Succinctly wrap up your presentation by offering a brief review. Don't leave your audience hanging by ending too abruptly.

**Q&A Session:** Give your audience a chance to ask any lingering questions they may have.

## How to Start

- To begin
- To commence = formal
- To kick things off = informal
- To get the ball rolling = informal
- To get this show on the road = informal
- To get down to business = informal

to familiarise sb with sth | zapoznać kogoś z czymś

a few | kilka

overview | przegląd

roadmap | *tu:* plan działania

to unveil sth | wyjawiać coś

to flesh sth out | rozwinąć, omówić dokładnie

succinctly sək'sɪŋktli | zwięźle

to wrap up sth | *tu:* zakończyć coś

to leave sb hanging | pozostawiać kogoś bez odpowiedzi

abruptly | gwałtownie

Q&A | questions & answers | pytania i odpowiedzi

lingering | *tu:* powstałe

# Important Introductions

- Today, I'll be talking about...
- I'd like to give you a short breakdown of my presentation = an outline or explanation
- The objective of this presentation... = main goal, purpose
- This presentation should take about X minutes
- I've allocated X minutes for this presentation = devote for a specific purpose

# Essential Expressions

**Visual aids** = pictures, charts, films or other materials that can be used to enhance a presentation

**Core message** = a presentation's most important points

**Target audience** = the people you are focused on

**Interactive presentation** = a presentation that gets the audience involved

**Body language** = the way you move, stand, position your arms etc.

**Hand gestures** = movements of your hands

**Tone of voice** = your voice's sound and volume

**breakdown** | *tu*: porządek, plan

**objective** əb'dʒektɪv | cel

**to allocate sth for sth** | przeznaczać coś na coś

**to devote sth for sth** | poświęcać coś na coś

**purpose** 'pɜ:pəs / 'pɜ:rəs | cel

**aid** | pomoc

**to enhance sth** | polepszyć coś, poprawić jakość czegoś

**to be focused on sth** | być na czymś skupionym

**to get sb involved** | za/angażować kogoś

## Have a Hook

A “hook” is something in your presentation that grabs the audience’s attention. It can make your speech unforgettable. There’s plenty of options for you to choose from, including:

**Stories** = These can be personal anecdotes that emphasise your connection to the topic or retellings of relevant historical events.

**Facts** = Spellbind your audience with some jaw-dropping statistics. These can typically be presented in graphic form. Raise awareness of a problem or share survey results to pique interest in your topic.

**Questions** = Ask a thought-provoking question to stimulate everyone’s mind. These can be rhetorical and don’t need to be answered by the audience.

**Jokes** = If humour is appropriate, there’s nothing wrong with telling a light-hearted joke to lighten the mood. These can get everyone to relax a build a stronger bond with your audience.

hook | haczyk, punkt zaczepienia  
 to grab sb’s attention | przyciągać czyjąś uwagę  
 unforgettable ˌʌnfəˈgetəbl / ˌʌnfərˈgetəbl | niezapomniany  
 including sth | włącznie z czymś  
 to emphasise sth tu ˈemfəsaɪz ˈsɪmθɪŋ | podkreślić coś  
 jaw-dropping | oszałamiający, robiący wrażenie  
 to raise awareness of sth | zwiększać świadomość czegoś  
 survey ˈsɜːveɪ / ˈsɜːrveɪ | ankieta  
 to pique sth tə piːk ˈsɪmθɪŋ | wzbudzić coś  
 appropriate | na miejscu, odpowiedni do sytuacji  
 light-hearted | lekki  
 to lighten sth | rozluźnić coś  
 mood | nastrój, tu też: atmosfera  
 bond with sb | więź z kimś

## Discourse Markers

Discourse markers are words or expressions we can use to organise our words and frame them in a specific context. They're a great way to come across as more natural and personable. They also make your words less formal, though, so they might not suit every presentation. Here are some useful discourse markers:

- **Right**, let's move on to my next point.
- **OK**, I hope that point is clear.
- **Now then**, I want you all to look at this picture.
- **So, where was I?**
- **You see**, the real answer isn't so obvious.
- It's, **you know**, a bit more complicated than that = used to show hesitation
- **I mean**, the numbers show that this isn't the case, right? = used to clarify something
- **Listen/Look**, why don't we approach the issue this way? = used to make a suggestion
- **Anyway**, let's turn our attention to my next point = used to change topics
- **In other words**, this is the only logical choice
- **So, what I'm saying is that** we must take action now.

## Conversational Idioms

On the one hand/On the other hand... = shows a contrast

Be that as it may... = expresses that something may be true, but your opinion remains unchanged

to come across | wypaść

personable | miły, sympatyczny

though | jednak/że

to suit sth | pasować do czegoś

obvious 'ɒbvɪəs / 'ɑːbvɪəs | oczywisty

hesitation | wahanie

to approach sth | podchodzić do czegoś

in other words | innymi słowy

on the one hand | z jednej strony

on the other hand | z drugiej strony

**In a nutshell...** = describes something in an extremely brief way

**The fact of the matter is...** = the truth is

**Think outside the box** = think in an original and creative way

**Have someone's ear** = describes having an opportunity in which one's ideas are listened to

## Verb-Noun Collocations

- Make/deliver/give/prepare a presentation
- Hold/keep somebody's attention
- Make/maintain eye contact
- Make/have an impact
- Follow an argument = understand a person's explanation
- Bring a presentation to life = make a presentation lively and interesting

## Key Verbs

**Breathe deeply** = If you're feeling nervous, this is an excellent first step to take.

**Deal with questions** = If your presentation includes a Q&A session, be prepared. Answering questions can be just as stressful as the actual presentation.

**Listen carefully** = Your audience can provide valuable feedback.

**Speak clearly** = Your presentation can't be great if no one can understand you!

**Prepare handouts** = This is a great tool to ensure people remember you after your presentation has ended.

**in a nutshell** | w skrócie

**extremely** | wyjątkowo

**impact** | wpływ

**actual** | faktyczny, rzeczywisty

**to provide sth** | dostarczać czegoś

**feedback** | informacja zwrotna

**to ensure** | upewnić się

**Clarify** = To make a point easier to understand by adding a deeper explanation

**Highlight** = To draw attention to something specific

**Outline** = To give a summary of your presentation, often at the beginning

## Referring to Sources

Many presentations require you to discuss data that you unearthed through some kind of research. Here are handy expressions to help you mention all of your information sources:

- Based on our findings...
- According to a 2020 study conducted by...
- We carried out a survey and found...
- A 2021 article in *The Guardian* stated that...
- Our data indicates...

## Talking About Your Slides

At times in a presentation, you may need to directly refer to your visual aids or some added info that is visible to your audience. Here are some good ways to handle this:

- I'd like to direct your attention to this chart that illustrates my point perfectly.
- Perhaps this might be better explained in pictures, not words.
- I believe these images speak for themselves.

to draw attention to sth | przyciągać, zwracać uwagę na coś

to require sb to do sth | wymagać od kogoś zrobienia czegoś

data | dane

to unearth sth | ujawniać coś

handy | pożyteczny

according to sth | zgodnie z czymś

conducted by sb | przeprowadzony przez kogoś

to carry out sth | przeprowadzać coś

to indicate sth | wskazywać na coś

to handle sth | radzić sobie z czymś

- If you look at this graph, you can see...
- Take a look at the lower left corner of the chart.
- This fact becomes more obvious when you focus on the elements in red.

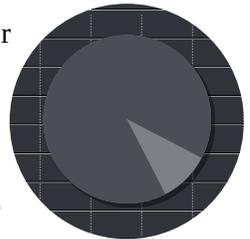
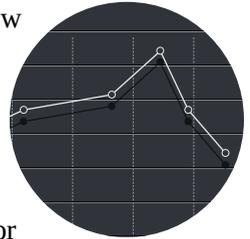
## Types of Charts

Multimedia presentations can include all kinds of visual material, and it can be difficult choosing the right types of graphics. Here's a list of some of the most common charts and when it's appropriate to use them:

**Bar chart** = A graph that uses rectangles of different lengths to represent different numerical values. Bar charts are good to compare the sizes or magnitudes of different things, or to show the most common value in a group. They can show bigger changes over time.

**Line chart** = A graph that uses lines to connect different, individual data points. Line charts track changes over time. They can also be used to compare different groups over the same period of time. These are better than bar charts for showing smaller changes over time.

**Pie chart** = A graph that features a circle divided into smaller parts to represent different proportions of a whole. The circle, or pie, is split up into different slices. A pie chart is useful anytime various proportions need to be shown. This is particularly true when dealing with percentages. A single pie chart typically wouldn't be used to show changes over time.



to focus on sth | skupiać się na czymś

chart tʃɑ:t / tʃɑ:rt | wykres

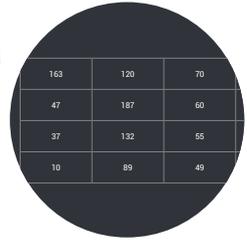
rectangle 'rektæŋgl | prostokąt

length | długość

magnitude | wielkość

common | popularny, powszechny

**Table** = A set of facts and figures that are displayed in an organised way, usually through the use of columns and rows. Tables are fantastic tools to incorporate when the information is too complicated to put in standard text, like bullet points or paragraphs, but words, not graphics, are still needed to get a point across.



163	120	70
47	187	60
37	132	55
10	89	49

## How to Give Examples

- For example...
- Let me illustrate this point...
- This reminds me of...
- Let me elaborate a little further...
- I'd like to supplement this with an example
- One example that demonstrates this is...

## Describing Charts

Many presentations include graphs or charts that describe numerical values. There are all kinds of terms that can be used to describe this kind of data. For values that are increasing, consider:

- grow
- rise
- gain
- skyrocket = shows a large increase
- mushroom = shows a large increase
- surge = shows a large increase
- inch = shows a small increase

**row** rəʊ | rząd

**bullet point** | punkt w formie kropki

**to get one's point across** | wyjaśnić, co ktoś ma na myśli; pokazać swój punkt widzenia

**increase** | wzrost

**surge** sɜːdʒ / sɜːrdʒ | duży wzrost

For values that are decreasing, use:

- decline
- fall
- drop
- dip = shows a small decrease
- plummet = shows a large decrease
- plunge = shows a large decrease
- halve = shows that something has decreased by 50%

For other trends, try:

**fluctuate** = shows that something is rising and falling irregularly

**level off** = shows that something has stabilised after rising or falling

**plateau** = shows that something hasn't changed after some earlier activity

**oscillate** = shows alternating up-and-down movement (formal)

**yo-yo** = shows alternating up-and-down movement (informal)

**see-saw** = shows alternating up-and-down movement (informal)

## Online Presentations

Nowadays, more and more presentations are being done online. You simply sit in front of your computer and a virtual audience listens to you. Here are some things you ought to know in these circumstances:

**Chat** = that part of the program that displays all written communication between meeting attendees

**File** = something that a presenter can open or share with audience members from their computer

**Screen sharing** = a function that allows a presenter to share what is being displayed on their computer screen (like a PowerPoint presentation) with other meeting participants

decrease | spadek

to fluctuate *tə ˈflʌktʃueɪt* | wahać się, zmieniać się

nowadays | obecnie

circumstances | okoliczności

to display sth | przedstawiać, pokazywać coś

meeting attendee | uczestnik spotkania

to share sth with sb | dzielić się czymś z kimś

**Mute** = a function that disables a person's microphone so that they cannot be heard. Audience members often mute their microphones while someone is presenting to prevent any disruptions

**“Raise Hand” button** = a feature that allows audience members to signal to a presenter that they have a question or would like to make a comment

**Technical difficulties** = an umbrella term that describes any technological problems that can hamper a presentation. Examples include poor sound quality, a camera that won't turn on, a bad Internet connection etc.

## Presentation Programs

**PowerPoint** = The most popular option to create slides, often seen as the standard in business

**Prezi** = An online tool with impressive visuals

**Keynote** = The go-to software for making presentations on Apple devices. Remember that presentations saved as Keynote files may be incompatible with non-Apple equipment

**Canva** = The new kid on the block, Canva is making waves because it's so user-friendly.

## How to Finish

- In conclusion...
- In brief...
- To wrap things up...
- To bring the presentation to a close
- To recapitulate... = formal



to disable sth | dezaktywować coś

to prevent sth | zapobiec czemuś

disruption | zakłócenie

to allow sb to do sth | pozwolić komuś na z/robienie czegoś

to hamper sth | przeszkadzać w czymś

to turn on | włączyć się

- To recap... = informal
- In summary... = formal
- To sum up... = informal

## How to Express Gratitude

Giving your audience a simple “thank you” at the end of your presentation can work wonders in getting a more positive response from them. Besides, it’s just the nice thing to do. Here are various ways you can show your thanks:

- Thank you
- I appreciate your time
- I am grateful for this opportunity
- Please accept my deepest thanks
- I wanted to express my gratitude for your attention today
- I want to thank you from the bottom of my heart = emotional

## Phrasal Verbs

**Stand up/sit up straight** = make sure you maintain proper posture during your presentation

**Slow down/Speed up** = keep a good tempo so it’s easy for the audience to follow you

**Start off** = good to use in your introduction

**Finish up** = good to use in your conclusion

**Move on** = useful when transitioning from one point to another

**Come back to something** = used when you want to return to a topic later in the presentations

**Run through/Go over something** = used to quickly repeat something to make sure everyone is on the same page

**gratitude** | wdzięczność

**besides** | poza tym

**various** | różny

**to appreciate sth** | doceniać coś

**Carry on** = to continue with a topic

**Walk sb through** = to carefully guide your audience through a topic

**Get carried away** = to lose focus and spend too much time speaking about unnecessary things

## Navigate Through Q&As

If your presentation includes a “question and answer” session, it’s worth knowing these responses:

- Thank you for your question.
- I’m glad you asked that.
- That’s a very interesting question.
- Does that answer your question?
- I don’t know off the top of my head = further investigation is needed to find an answer
- I will follow up with you later = the speaker will look up the relevant information and provide an answer later

## Movies with Memorable Presentations

If you’re looking for inspiration on the screen, here’s a look at some famous films with moving and effective speeches:

- *Glengarry Glen Ross* (1992) – Alec Baldwin’s character whips a group of salesmen into shape in the film’s opening scene.
- *Up in the Air* (2009) – George Clooney plays a motivational speaker who explains the benefits of letting go of material possessions.

**carefully** | ostrożnie

**worth sth** | wart/y czegoś

**further** | dalszy

**to whip sb into shape** | podbudować kogoś, szkolić, polepszyć kondycję

**to let go of sth** | zostawiać coś w spokoju, rezygnować z czegoś

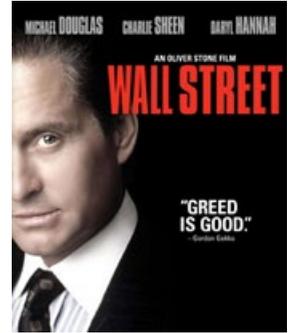
- *Boiler Room* (2000) – Ben Affleck plays the founder of a brokerage firm looking for new recruits. He addresses a group of interviewees and enthusiastically emphasises how much wealth his organisation can bring them.
- *Wall Street* (1987) – Michael Douglas’s iconic Gordon Gekko speaks to a group of shareholders and convinces them that “greed is good.”

A number of sports films provide compelling moments of guidance, like these:

- *Any Given Sunday*, *Remember the Titans*, *Hoosiers*, *Miracle*, *Coach Carter* and *Rudy*

And here are a few less traditional, yet still inspirational, speeches:

- *Gladiator*, *Braveheart*, *Independence Day* and *The Shawshank Redemption*



## Conclusion

And there you have it – your comprehensive guide to mastering presentations in English. Whether you have to present for school, work or some other reason, coming in prepared seems like common sense. Presenting isn’t a skill you can acquire just by reading a book about it. It’s a soft skill that can take years of practice to truly get the hang of. So, even if you’ve grasped the language, those words won’t do you much good if you haven’t adequately prepared. Practice makes perfect!

founder | założyciel  
 brokerage firm | firma brokerska  
 to look for sb | szukać kogoś  
 interviewee ,ɪntəvjuːˈiː/,ɪntərvjuːˈiː  
 | kandydat  
 to emphasise sth | podkreślać coś  
 wealth | bogactwo  
 shareholder | udziałowiec  
 to convince sb | przekonywać kogoś  
 greed | chciwość  
 compelling | przekonujący, interesujący,  
 przykuwający uwagę

a few | kilka  
 comprehensive | kompleksowy,  
 obszerny  
 to seem | wydawać się  
 common sense | zdrowy rozsądek  
 to acquire sth | nabyć coś  
 to get the hang of sth | zrozumieć coś,  
 połączyć się w czymś  
 to grasp sth | tu: opanować coś  
 practice makes perfect | ćwiczenie czyni  
 mistrza

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