

Study Guide

Persuasive Presentations – Essential

Pre-Advanced (B2+)

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1. The structure of the "Persuasive Presentations" module

The "Persuasive Presentations" module contains six sections, six tests and a final test. You will learn useful language and strategies, and practise essential skills for presenting information, ideas, products, services and organisations.

Persuasive Presentations (Responsive)

Contents

- 1. Staging a presentation
- Test 1
- 2. Presenting a tourist activity
- Test 2
- 3. Giving information and using visual aids
- Test 3
- 4. An effective four-minute presentation
- Test 4
- 5. Being persuasive
- Test 5
- 6. Structuring a presentation
- Test 6
- Final test
- Feedback



Persuasive Presentations

Learn useful language and strategies, and practice essential skills for presenting information, ideas, products, services and organisations.

1. Staging a presentation

Learn useful words and expressions, learn how to structure and signpost the stages of a presentation, and watch a video of a presentation that doesn't go very well.

2. Presenting a tourist activity

Study an example presentation, and practise more useful language used when making a presentation.

3. Giving information and using visual aids

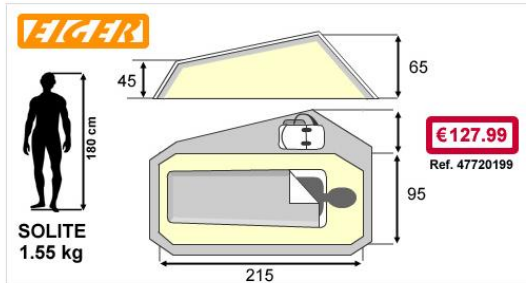
Study language to describe tendencies and changes, practise using visual aids, and practise word stress.

Section 1: Staging a presentation

- 1 2 3 4 5 6 7 8 9 10

1. Vocabulary.

- Read this text from the brochure of a company that sells things for activities like camping. Choose the correct definition of the highlighted words.



Outdoor World
 You can count on us at Outdoor World to fit you out for the great outdoors. Why settle for less? Check out our comprehensive must-have lists for gear, skills information and advice, as well as our great, affordable solutions to cater for all your outdoor activity requirements.

In this section you will learn useful words and expressions, learn how to structure a presentation, and watch a video of a presentation that doesn't go very well.

Test 1

Test 1

Check what you have learnt so far.

- 1

Choose the best word to complete each sentence.

- Then I'll ____ on to our exciting new products for this spring.
 - do
 - put
 - move
 - §
- We ____ for all kinds of enthusiasts.
 - serve
 - deal
 - provision
 - cater
- Good morning, ladies and gentlemen. Today I ____ about our new range of products.
 - talk
 - do talk
 - am going to talk
 - talking

This section tests what you have studied in section 1, "Staging a presentation". You will receive a mark out of 10 for this test which will contribute to your final assessment.

Section 2: Presenting a tourist activity

2. Presenting a tourist activity

In this section you will study an example presentation, and practise more useful language making a presentation.



In this section you will study an example presentation, and practise more useful language used when making a presentation.

1. A presentation.



You are going to listen to Megan, a tourism company's marketing manager, presenting an adventure activity. Before you listen, check you know what these words mean: a booking, a brochure, courtesy transport, an enhancement, a guest, a ride, to pre-sell, rates

Test 2 This section tests what you have studied in section 2, "Presenting a tourist activity". You will receive a mark out of 10 for this test which will contribute to your final assesement.

Section 3: Giving information and using visual aids

3. Giving information and using visual aids

In this section you will study language to describe tendencies and changes, practise using visual aids, and practise words stress.



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1. Visual support.

- Presentations often involve the use of visual material. Match the names to the pict exercise is in two parts. Scroll down to see Part 2.

Part 1



Test 3 This section tests what you have studied in section 3, "Giving information and using visual aids". You will receive a mark out of 10 for this test which will contribute to your final assesement.

Section 4: An effective four-minute presentation

4. An effective four-minute presentation

In this section you will practise common abbreviations, focus on clarity and organisation, phrasing intonation, body language and engaging listeners, and practise appropriate expressions, language express making things possible, and rhetorical questions and answers.



1. Abbreviations.



- Match the abbreviations to the definitions. This exercise is in two parts. Scroll down to see the second part.

In this section you will practise common abbreviations, focus on clarity and organisation, phrasing and intonation, body language and engaging listeners, and practise appropriate expressions, language to express making things possible, and rhetorical questions and answers.

Test 4 *This section tests what you have studied in section 4, "An effective four-minute presentation". You will receive a mark out of 10 for this test which will contribute to your final assessment.*

Section 5: Being persuasive

5. Being persuasive

In this section you will practise clear, persuasive language to describe a company or organisation



1. Persuasive language.



- Compare these two texts. Which one is more persuasive? Then do the exercise below which focuses on the differences between the two texts.

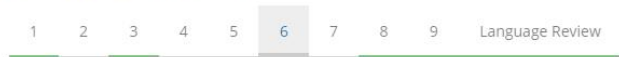
In this section you will practise clear, persuasive language to describe a company or organisation.

Test 5 *This section tests what you have studied in section 5, "Being persuasive". You will receive a mark out of 10 for this test which will contribute to your final assessment.*

Section 6: Structuring a presentation

6. Structuring a presentation

In this section you will study how to make a presentation more effective using rhetorical questions, practise pronunciation and speaking.



6. Two presentations.



- Listen to the two presentations again and mark the statements true or false.



In this section you will study how to make a presentation more effective using rhetorical questions, and practise pronunciation and speaking. You will also find a summary of language practised in the module in the Language Review tab.



Language Review

Here you can see and print the [Language review](#) for this unit or module. The Language review is a summary of the vocabulary, grammar and useful phrases you have studied.



Test 6 *This section tests what you have studied in section 6, "Structuring a presentation". You will receive a mark out of 10 for this test which will contribute to your final assesement.*

Final test

Final test

In this section you will check what you have learnt.



SECTION 4

- Read the presentation brief and mark the sentences true or false according to the contains.

Presentation brief 2







Recently, complaints have been received from customers about the malfunctioning of company's coffee machines. It has been decided that a representative of *Express Oh!* will give a presentation to leasing agents. The aim of this presentation is to restore confidence in the company's machines and service. It has been decided that the presentation will include an apology for the recent problems and a brief explanation of the background and cause of the problems, along with a breakdown of action taken to resolve them. Secondly, the presenter will outline new features, conditions and USPs which give *Express Oh!* a clear edge over the service offered and machines provided by the main competitors in this sector. To conclude, the agents will be thanked and complimented on their ongoing support. Finally, questions will be invited and the willingness of the *Express Oh!* team to receive feedback and comments will be expressed.

The final test contains four sections that test what you have learnt in the module. This test is marked out of 40 and contributes to your final assessment.

2. Tools and resources


To see the resources available in your course, click on “My resources”.

My courses **My resources** ←


<p>Text to speech</p>  <p>This very useful tool allows you to select and listen to words or text anywhere on the page. Alternatively, you can copy in your own text and listen to it.</p>	<p>Record yourself tool</p>  <p>Record and listen to yourself speaking English and practise your pronunciation.</p>	<p>Dictionary</p>  <p>Use the interactive dictionary to see the definitions of words or translate English words into different languages.</p>
<p>Grammar reference</p>  <p>A complete and easy-to-use grammar reference to help you with any area of grammar you don't understand.</p>	<p>Business centre</p>  <p>Business tips, useful language for different business situations, and templates for a variety of texts like memos, reports and job applications.</p>	<p>Translate into any language</p>  <p>If you want to translate a word or text into your own language, just select the word or text and click on translate.</p>

Text to speech

Text to speech



This very useful tool allows you to select and listen to words or text anywhere on the page. Alternatively, you can copy in your own text and listen to it.

 **2. Reading**
In this section you will read three diary pages.

1 2 **3** 4 5 6 7

3. Dear diary...

- Read these three diary pages. **Choose the picture that goes with each one.**

1. Sheryl's diary


Tuesday, 23 May

It was the best day of my life. I got up early. I was so


Listen Translate




Record yourself tool

Record yourself tool



Record and listen to yourself speaking English and practise your pronunciation.

 Record yourself tool






To record your work:

1. Click the record button. Speak into the microphone. Click the stop button to finish.
2. Click the play button to listen.
3. Click on the download button to save the file.

Dictionary

Dictionary



Use the interactive dictionary to see the definitions of words or translate English words into different languages.

Translation Box - Google Chrome


netlanguages.com/platform/player/diction...

Translate...

English Go

Grammar reference

Grammar reference



A complete and easy-to-use grammar reference to help you with any area of grammar you don't understand.

Search

Grammar reference

Contents

- Adjectives
 - What are they?
 - Comparatives and superlatives
 - ed, -ing
 - Opposites with un-
 - So, such + adjective
 - Too, enough
 - Word order
- Adverbs

Adjectives

Comparatives and superlatives

Comparative sentences compare two things.


- Moon Rock is **smaller than** Pittsville.
- The train is **more expensive than** the bus.
- I like the train, but the bus is **cheaper**.
- Jill is **better than** Wendy at languages.
- Jill is **the better** learner of the two. (Sometimes we use the in comparative sentences when it is understood which two people or things are being compared: the + comparative + noun)

Superlative sentences compare more than two things.

- Sydney is **the biggest** city. (= of all the other cities)
- The plane is **the most expensive** way to travel.
- Of all the forms of transport, the plane is **the most expensive**.
- Alison is **the best** swimmer.

Business centre

Business centre




Business tips, useful language for different business situations, and templates for a variety of texts like memos, reports and job applications.

 Business centre


- Useful business language
- Business tips
- Useful business links
- Interesting reading
- Interesting videos
- Writing templates for business
- Phone message samples

Translate into any language

Translate into any language



If you want to translate a word or text into your own language, just select the word or text and click on translate.

 2. Reading

In this section you will read three diary pages.

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Tuesday, 23 May

It was the best day of my life. I got up early. I was so

Listen Translate

Pronunciation tool

Pronunciation tool



Improve your pronunciation with Net Languages' interactive phonemic chart of all the sounds in English.

Pronunciation tool netlanguages^o

[Home](#) [About](#) [Help](#)

All the sounds of English

- Click on a sound and do the exercises.

Vowels

i:	ɪ	ʊ	u:
e	ə	ɜ:	ɔ:
æ	ʌ	ɑ:	ɒ

Consonants


p	b	t	d
f	v	θ	ð
m	n	ŋ	h

Pronunciation tool netlanguages^o


[Home](#) [Sounds](#) [Words](#) [Sentences](#) [Contrasts](#) [Help](#)


/i:/

- Listen to the word. Repeat the word. Record yourself. Compare.





sheep






beach






eagle



Interactive English

Interactive English



Get even more practice of English with our monthly fun interactive publication. Available online or as an app at three levels: Basic, Intermediate and Advanced.

Interactive English




Issue 243 - Lockdown challenge


[< Back](#)

- **Basic**
 Vocabulary: Actions
 News story: Lockdown challenge
- **Intermediate**
 Comprehension: Instructions - Lockdown challenge
 News story: Lockdown challenge
- **Advanced**
 Comprehension: Instructions - Lockdown challenge
 News story: Lockdown challenge



Fun and games

Fun and games



Get more useful practice of vocabulary, expressions and pronunciation with our flip cards games.

Fun and games
Back

Collocations

What's the word in the centre? It can be used with all the other words in the wheel. Click on the card to see the answer.




Click to flip

<

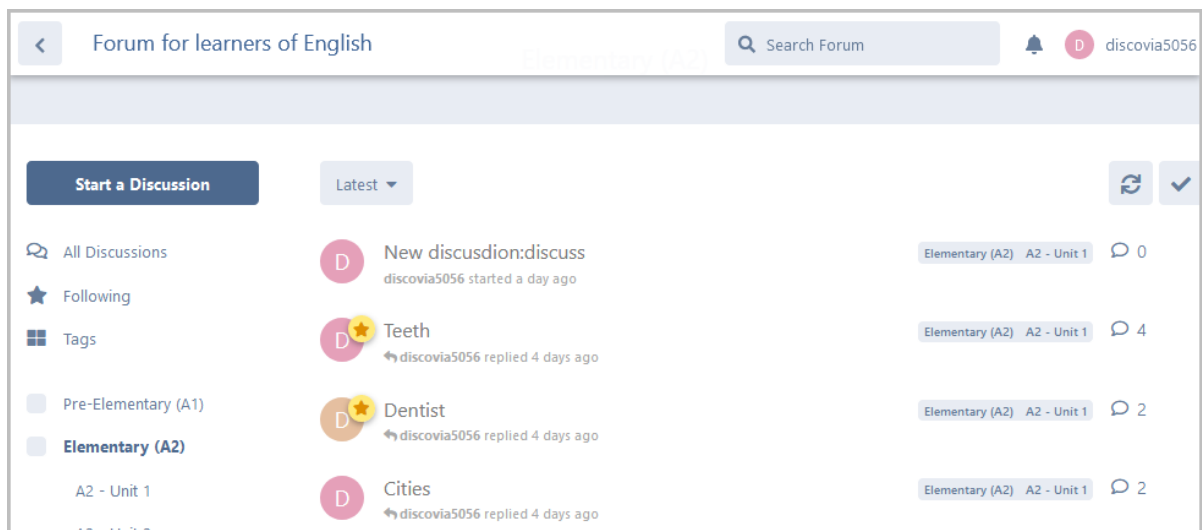
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Forums

Forums




Share your experiences and opinions with other Net Languages students from all over the world.



The screenshot shows a forum interface with a search bar, a 'Start a Discussion' button, and a list of discussions. The discussions include 'New discusion:discuss', 'Teeth', 'Dentist', and 'Cities', each with a user profile icon, a timestamp, and a reply count.

Audio speed control

Audio speed control

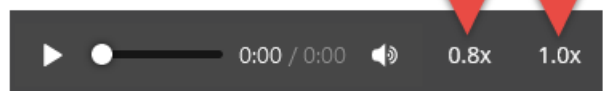


If you find the audio exercises difficult, you can slow down the speed.

1 2 3 4

4. Listen again.

- Listen from where Andy says, "... No, it's smaller than Barc next?"



The screenshot shows an audio player interface with a progress bar, a play button, and speed control options set to 0.8x and 1.0x. Two red arrows point to the 0.8x and 1.0x buttons.

Additional resources

Additional resources



Access useful online resources and practise listening and reading with learning materials and authentic sources.



Additional resources

Video material

Listening material

Online reading

For elementary learners:

Pick of the month

- **Star Wars Day**
May 4th is Star Wars day. Find out why.

Food

- **Pink chocolate**
A new colour for chocolate.
- **Insect ice cream**
A new flavour for your ice cream. Would you eat it?

3. Assessment

Marks are awarded as follows:

Module tests	Marks for each test
Section 1	10
Section 2	10
Section 3	10
Section 4	10
Section 5	10
Section 6	10
Final test	40
Total score	100