

# **English for Work – Essential** *(untutored version)*

## **Persuasive Presentations** **Pre-Advanced (B2+)**

### ***Study Guide***

1. The structure of the "Persuasive Presentations" module
2. Tools and resources
3. Assessment


# 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.

English for Work Pre-Advanced: Persuasive Presentations netlanguages®

Correo Reference ▾ Extras ▾ ↻

- »  Contents
- 1. Staging a presentation
- Test 1
- 2. Presenting a tourist activity
- Test 2
- 3. Giving information and using visual aids
- Test 3
- 4. Presenting a service
- Test 4
- 5. Presenting a company or organisation
- 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.
4. **Presenting a service**  
Practise formal and descriptive language for presentations, and study more useful language for describing a service.
5. **Presenting a company or organisation**  
Practise clear, persuasive language to describe a company or organisation.
6. **Structuring a presentation**  
Study how to make a presentation more effective using rhetorical questions, and practise pronunciation and speaking.

## Section 1: Staging a presentation

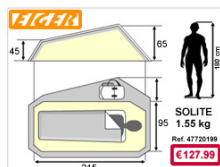
### 1. Staging a presentation

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.

1 2 3 4 5 6 7 8

#### 1. Vocabulary.

Read this text from the brochure of a company that sells things for activities like camping. Click on the highlighted words and choose the correct definition.



### Test 1

Test 1

Check what you have learnt so far.

1

Choose the best word to complete each sentence.

- A company that produces automobiles is a car \_\_\_\_\_.  
 maker     network     chain     manufacturer
- This is a major magazine \_\_\_\_\_. It produces more than 20 different magazines.  
 editor     publisher     appliance     print
- We provide a transport and shipping service. We are a \_\_\_\_\_ company.  
 weight     flight     fright     freight
- Our company \_\_\_\_\_ banking services.  
 manufactures     provides     produces     publishes
- This company \_\_\_\_\_ mail and packages to national and international destinations.  
 does     brings     provides     delivers

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.

*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 assesement.*

## 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 used when making a presentation.

1 2 3 4 5 6 7 8 9



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

**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 word stress.

1 2 3 4 5 6 7 8 9 10

#### 1. Visual support.

Presentations often involve the use of visual material.

Match the names to the pictures.



- pie chart •
- bar chart •



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

**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: Presenting a service

### 4. Presenting a service

In this section you will practise formal and descriptive language for presentations, and study more useful language for describing a service.

1 2 3 4 5 6 7 8 9 10 11



#### 1. Vocabulary.

In exercise 2 you will read a brochure about a vehicle hire service in New Zealand. Check you understand these words from the brochure:

basis budget complimentary comprehensive flat rate irrespective staff vehicle

In this section you will practise formal and descriptive language for presentations, and study more useful language for describing a service.

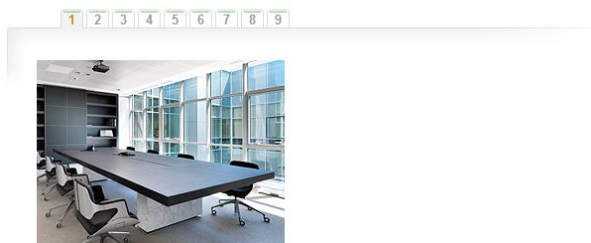
**Test 4** *This section tests what you have studied in section 4, "Presenting a service". You will receive a mark out of 10 for this test which will contribute to your final assesement.*

## Section 5: Presenting your company or organisation

### 5. Presenting your company or organisation

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

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



### Test 5

*This section tests what you have studied in section 5, "Presenting your company or organisation". You will receive a mark out of 10 for this test which will contribute to your final assesement.*

## 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, and practise pronunciation and speaking.

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.

1 2 3 4 5 6 7 8 9 Language Review

5. Two presentations.  
Listen to two presentations. Which presentation do you think is better?

### 6. Presenting your work

In this section you will practise writing about your company or organisation.

1 2 3 4 5 6 7 Language Review

Language Review

[See and print the Language Review.](#)

**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.

1 2 3 4

**SECTION 4**

Read the Terms and Conditions section of the Kampa Tours brochure and mark the sentences true or false.

**TERMS AND CONDITIONS**

**Hiring Costs**  
Kampa Tours calculates the hire of a camper van per calendar day, i.e., the day of pickup is counted as Day 1, irrespective of what time it is collected.

**Daily Insurance**  
A compulsory charge of NZ\$12.00 including state tax per day will cover the vehicle for all damage except to tyres, windscreen or undercarriage. Please note that you must cover the first NZ\$1,200 of repair costs, which is taken from the vehicle security deposit of the same amount.

**Cancellations**  
In the event that bookings are cancelled within 72 hours of pickup date or if the client does not show, a cancellation fee equivalent to three days' hire will be charged.

1. If you collect the car in the evening it is cheaper because the first day is then free.  True  False

2. If you rent the vehicle for seven days, insurance will cost NZ\$84.00.  True  False

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

### Grammar

You will find a "Grammar" link at the top of each page. This opens up a level-specific Grammar Reference which you can use at any time.

### Glossary

The "Glossary" link opens up a list of words with definitions which are linked to highlighted words in the module.

### Pronunciation

**Pronunciation** netlanguages®

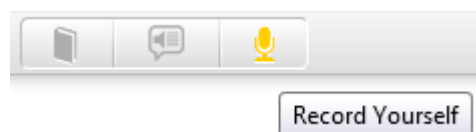
Click on the symbol once to hear the sound and the word.

i: sheep	ɪ ship	ʊ book	u: blue	ɪə ear	eɪ train		
ɛ egg	ə banana	ɜ: bird	ɔ: work	ʊə fuel	ɔɪ boy	əʊ boat	
æ apple	ʌ money	ɑ: car	d dog	ɛə chair	aɪ light	aɪə cow	
p paper	b baby	t ticket	d duck	tʃ teacher	dʒ bridge	k cake	g goat
f coffee	v driver	θ three	ð feather	s snake	z zebra	ʃ fish	ʒ television
m mouse	n nose	ŋ ring	h horse	l ladder	r rose	w worm	j yacht

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Improve your pronunciation with Net Languages' interactive phonemic chart of all the sounds in English. Listen to the sounds in isolation, in words and sentences. Record yourself and compare your recording with the original. Compare similar sounds and learn to distinguish between them.

### Record yourself



On each page of the course you have access to the "Record yourself" tool, which allows you to record yourself and save these files. This tool is designed to help you to improve your pronunciation. You can listen to yourself and compare your recording to the original.

### Dictionary



The dictionary is an online dictionary which allows you to translate words from English to other languages on the list.

### Text to speech



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

## 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.

### 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.

Listen

Translate



## Other resources

## Forums

netlanguages® Forums

Board index

It is currently Thu Jan 27, 2011 4:42 pm

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Forum/Topic	TOPICS	POSTS	LAST POST
<b>Pre-Elementary Course</b> The noticeboard for students on the Pre-Elementary course at Net Languages SubForum: D General	1934	2375	by Net Languages ☑ on Wed Jan 26, 2011 3:00 pm
<b>Elementary Course</b> The noticeboard for students on the Elementary course at Net Languages SubForum: D General	1339	1578	by Net Languages ☑ on Wed Jan 26, 2011 3:07 pm
<b>Lower Intermediate Course</b> The noticeboard for students on the Lower Intermediate course at Net Languages SubForum: D General	2028	2310	by Net Languages ☑ on Wed Jan 26, 2011 3:15 pm
<b>Mid-Intermediate Course</b> The noticeboard for students on the Mid-Intermediate course at Net Languages SubForum: D General	2704	3134	by ainarag ☑ on Thu Jan 27, 2011 11:55 am
<b>Upper Intermediate Course</b> The noticeboard for students on the Upper Intermediate course at Net Languages SubForum: D General	983	1250	by Net Languages ☑ on Wed Jan 26, 2011 3:48 pm
<b>Pre-Advanced</b> The noticeboard for students on the Pre-Advanced course at Net Languages SubForum: D General	602	872	by pjanecek ☑ on Wed Jan 26, 2011 6:30 pm
<b>Advanced Course</b> The noticeboard for students on the Advanced course at Net Languages SubForum: D General	263	340	by Net Languages ☑ on Wed Jan 26, 2011 4:01 pm

You can use the Forums to contact other students studying the same level as you.

## Interactive English

Interactive English netlanguages®

Current issue Archive



**Interactive English – Issue 169**

**No bags for boys**

This month's Interactive English  
Accessories  
For, during and since  
Verbs for referring to sources

PDF worksheets  
Print this month's Interactive English

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Interactive English is a monthly Net Languages publication available at three levels: Basic, Intermediate and Advanced. Each issue contains an interesting news text, vocabulary and language exercises, and discussion tasks. You can listen to native speakers talking about the topic (also available as a podcast), and you can access previous issues.



## Additional Resources

Additional Resources

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Online reading

Listening and video material



In "Additional Resources" you can find links to useful listening and video material as well as online reading material suitable for language learners.

### Listening and video material

#### For learners (intermediate +):

- **BBC Learning English**  
Authentic listening material for learners of English, with transcripts and a glossary.
- **VOA Learning English**  
American and international news and current affairs in simplified English.

#### General news:

- **BBC Radio**  
British news, feature reports, interviews and more.
- **C-SPAN**  
American politics and public affairs. Videos, articles and podcasts.

#### Videos and music:

- **YouTube**  
User-created videos of all kinds, including music, interviews, humour and more.
- **Rolling Stone**  
Video clips and interviews with rock and pop stars.

#### Radio selection:

- **BBC World Service**  
Programmes from the United Kingdom designed for listeners around the world.
- **CBC Radio**  
National radio from Canada.
- **NPR: Fresh Air from WHYY**  
Popular U.S. radio talk show of contemporary arts and issues.

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## 3. Assessment

Marks are awarded as follows for a module:

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

You need to score at least 60% to pass the module.