

Essential Workplace Interaction: Persuasive Presentations (Pre-Advanced B2+)

Study Guide

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1. The structure of the “Persuasive Presentations” module

The “Persuasive Presentations” module contains six sections, 6 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.

4. An effective four-minute presentation

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.

5. Being persuasive

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

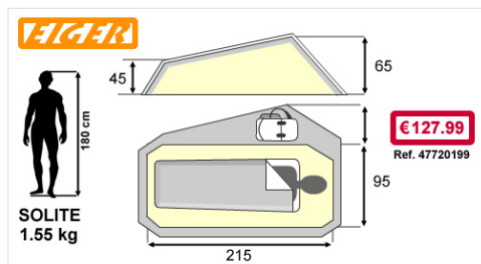
1. Staging a presentation

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

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.



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.

- Our store has a wide ____ of sports equipment.
 - view
 - selected
 - type
 - range
- Why ____ for less when you can have all of this and more?
 - content
 - take
 - settle
 - stand
- Then I'll ____ on to our exciting new products for this spring.
 - put
 - get
 - move
 - do

This section tests what you have studied in section 1, "Staging a presentation".

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 10 11 12

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

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".

Section 3: Giving information and using visual aids

3. Giving information and using visual aids

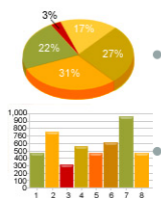
In this section you will study language to describe tendencies and changes, practise using visual aids, and practise word stress.

1 2 3 4 5 6 7 8 9 10 11

1. Visual support.

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

Part 1



organigram

bar chart

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

Test 3 This section tests what you have studied in section 3, "Giving information and using visual aids".

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 and intonation, body language and engaging listeners, and practise appropriate expressions, language to express making things possible, and rhetorical questions and answers.

1 2 3 4 5 6 7 8 9 10 11 12 13

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".*

Section 5: Being persuasive

5. Being persuasive

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

1 2 3 4 5 6 7 8 9 10 11

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.

Practice 5 *This section tests what you have studied in section 5, "Being persuasive".*

Section 6: Structuring a presentation

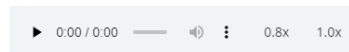
6. Structuring a presentation

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

1 2 3 4 5 6 7 8 9 Language Review

1. Word stress.

- Listen to the words. Put them in the correct box, according to their stress pattern.



actually	alternative	available	diagram
finally	ingredients	readily	variety
Ooo		oOoo	
<input type="text"/>		<input type="text"/>	

Check Start again

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

Test 6 This section tests what you have studied in section 6, "Structuring a presentation".

Language review

Language review

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.

You will also find a summary of the Language practised in the modules in the Language Review tab.

Final test

Final test

In this section you will check what you have learnt.

1 2 3 4

The final test contains 4 sections that test what you have learnt in the module. The test is marked out of 40.

SECTION 1

● Choose the best word to complete the sentence.

1. ___ where can you buy this great new product?

- So How Also However

2. Now I would like to ___ the advantages of our service.

- mention detail tell say

3. This new policy ___ I can have more free time.

- means makes ables enables

2. Tools and resources

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

The screenshot shows the NetLanguages user interface. At the top, there is a navigation bar with links for Home, Mail (with a notification badge), My tutor, My resources (highlighted with a red box and a dropdown arrow), Help, and Logout. Below the navigation bar, the user is welcomed as 'Susana Student'. A dropdown menu for 'My resources' is open, listing the following tools: Text to speech, Record yourself tool, Dictionary, Grammar reference, Business centre, Translate into any language, Pronunciation tool, Interactive English, Fun and games, and Additional resources. A red arrow points from the 'Dictionary' option in the dropdown to the corresponding 'Dictionary' tool card in the grid below. The grid consists of nine tool cards, each with an icon and a brief description of the tool's function.

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.


The screenshot shows a reading exercise interface. At the top, it says '2. Reading' and 'In this section you will read three diary pages.' Below this, there are seven numbered tabs (1-7), with tab '3' selected. The exercise title is '3. Dear diary...'. A red arrow points from the title to a yellow highlighted instruction: 'Read these three diary pages. Choose the picture that goes with each one.' Below the instruction, there is a list of diary entries. The first entry is '1. Sheryl's diary' with a 'Listen' button (highlighted with a red box) and a 'Translate' button. A red arrow points from the 'Listen' button to the text of the diary entry: 'Tuesday, 23 May. It was the best day of my life. I got up early. I was so...'




Record yourself tool

Record yourself tool



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

 Record yourself tool






To record your work:

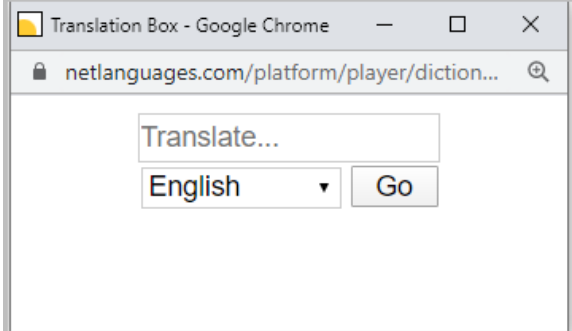
1. Click the record button. Speak into the microphone. Click the stop button to finish.
2. Click the play button to listen.
3. Click on the download button to save the file.

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...

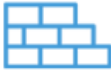
Translate...

English

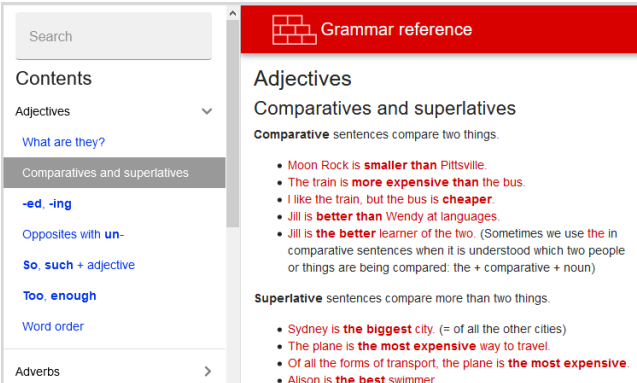
Go

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
- 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

- You can select any text on a page, listen to it spoken, and translate it 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.

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 di... Listen Translate

Tuesday, 23 May

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

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:	Iə
e	ə	ɜ:	ɔ:	ʊə
æ	ʌ	ɑ:	ɒ	eə

Consonants

p	b	t	d	tʃ
f	v	θ	ð	s
m	n	ŋ	h	l


Pronunciation tool

netlanguages^o

Home Sounds Words Sentences Contrasts Help

/i:/

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




sheep

Stopped


Stopped

Stopped



beach

Stopped




eagle

Stopped

Interactive English

Interactive English

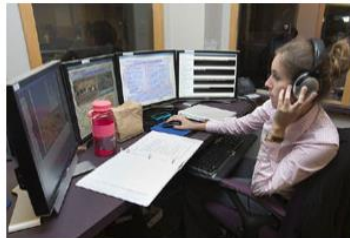


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Interactive English


Issue 267 - The ups and downs of multitasking

- **Basic**
 Vocabulary: Activities
 Podcast: The ups and downs of multitasking
- **Intermediate**
 Podcast: The ups and downs of multitasking
 Comprehension: Check your understanding
- **Advanced**
 Podcast: The ups and downs of multitasking
 Comprehension: Check your understanding



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.

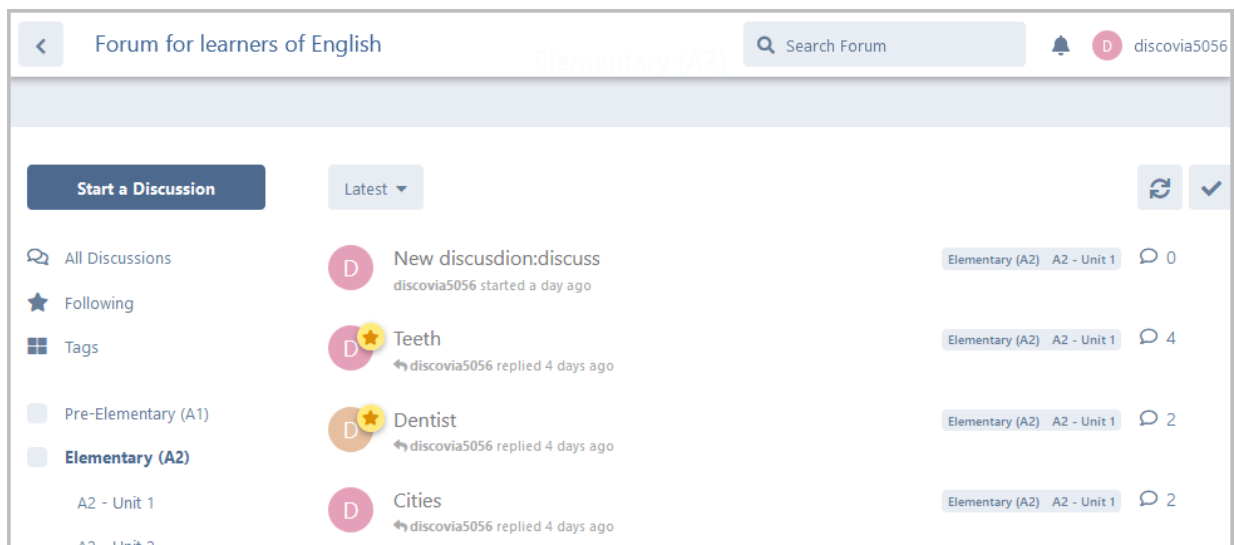
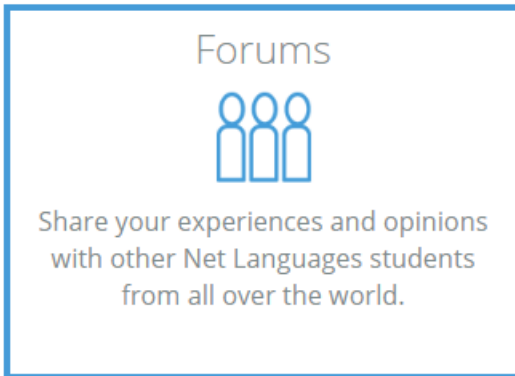


Click to flip


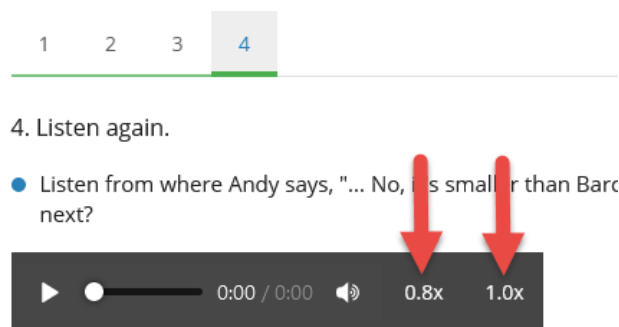
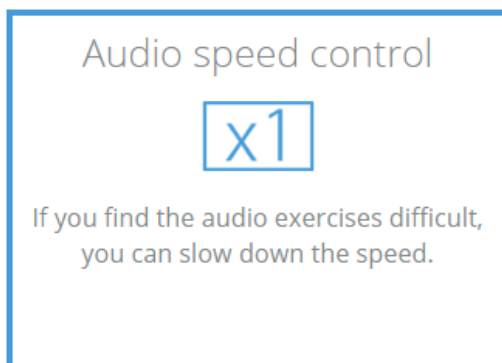
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Forums



Audio speed control



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?

4. Assessment

Marks are awarded as follows for this module:

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