

# PRESENTING IN ENGLISH

**When working on your presentation, consider the following categories and subcategories. This is not a definite list of aspects, but rather a set of criteria that your listeners might perceive and thus you should give them a thought prior to a presentation itself.**

**Each of the categories may be explored in detail through various sites, examples of which you can find on our website.**

## CATEGORIES FOR CONSIDERATION

### 1. Content

- introducing oneself/institution, subject
- outlining
- clearly stated main idea
- extent
- relevance (to the audience, to the purpose, to the occasion)
- subject knowledge
- original concept

### 2. Organization

- coherence
- cohesion
- clarity
- linking
- introduction
- main parts
- ending (conclusion, summary, closing)
- timing
- originality

### 3. Verbal Communication / Use of Language

- proper register and language pragmatics
- natural discourse
- fluency
- accuracy (grammar)
- vocabulary
- articulation
- intonation
- pronunciation of individual sounds
- pronunciation of words and sentences
- paralanguage
- pace
- volume
- originality

### 4. Non-verbal Communication / Manner

- audience reference
- enthusiasm x indifference
- use of space (territorialism – intimate, personal, social zones)
- originality

## **5. Non- verbal Communication / Body Language**

- eye contact
- facial expression
- movement
- posture
- gestures
- haptics
- scent
- originality

## **6. Visual aids**

- number
- design
- relevance
- outside appearance
- colour symbolics
- handling
- originality