

# LANGUAGE LINKS

## Talking Presentations

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We've all been to meetings, presentations and events at which we were uninspired by the speakers. Take a look at this diagram. It's a survey of people who attended a range of conferences and the impact the speakers made on them. The chances are we can all relate to this information!

Source: *The Wall Street Journal*

If a survey was conducted of your audiences, how would they describe you?

- ✕ Boring?
- ✕ Sleepy?
- ✕ Stimulating?

**Want to/need to get yourself to 'the next level' as a presenter, so you can.....**

- ...speak to groups with more confidence?
- ...influence audiences to take action?
- ...be known as an outstanding all-round communicator?

Now take a look at this diagram. The Study tells us what works - from the audiences point of view - when our message is received as intended.



Source: Dr. Albert Mehrabian, UCLA Professor

So, what is the first step to becoming an outstanding presenter? It's simply recognizing that we need to deliver our message in the format that ensures we attract and retain the audience's attention by focusing on

- ✕ the Sound of our Voice
- ✕ our Body Language

NOT the Words!

Take a moment to think about why the data in the top Diagram reveals that 84% of audiences found presentations to be 'Boring' or 'Sleepy'. It's probably because the presenters were only focusing on the words. 93% of their 'message' failed to connect with the audience.



BY  
USANA



# CULTURE CORNER

## ENTERTAINING

### Did you know?



✿ In the USA, 75% of business takes place in an environment where table manners contribute to the success of a negotiation. There are even courses in table manners for corporate executives.

✿ As part of the recruitment process in some American companies, the candidate is taken to a restaurant where particularly difficult foods have been pre-ordered, in order to test his/ her table manners.



✿ Japan spends more on business entertainment than on defence - about \$36 billion per year, an average of \$20,000 per company. This avoids vast legal expenses that might otherwise occur as a result of conflicts between business partners who do not socialize.

✿ The top five tea-drinking countries are: Irish Republic, UK, Kuwait, Turkey, Qatar. Coffee: Norway, Denmark, Finland, Austria, Belgium, Luxembourg. Alcohol: Luxembourg, France, Portugal, Hungary, Spain.



✿ The highest calorie-consuming countries are: Ireland, Greece, Cyprus, USA, Spain.

BY  
PIYAPORN



✿ Norway spends more on books and music per head than any other country. Other big spending countries: Switzerland, Germany, Belgium, and Japan.

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*Reference: Wallwork, A. 1999. Business Options: Page 88. Oxford: Oxford University Press.*

# HERE THE ANSWER

## Ending a more formal conversation



If you would like to end a conversation at work or at conference, what would you say?

### Ending a more formal conversation (at work):

#### Conversation 1

**“Anyway, I should get back to work.”**

“Yeah, me too. See you later.”

*“I should get back to work” is a good way to end a conversation with a co-worker that is not related to work – for example, if you are chatting with your colleague about weekend plans or other interests.*

#### Conversation 2

**“Well, I know you’re busy, so I don’t want to keep you.”**

“That’s OK. Nice talking to you.”

*“I don’t want to keep you” is a way to say that you respect the other person’s time, so you won’t continue the conversation for hours and hours. This also signals that the conversation is coming to an end. It is often used during phone calls.*

### Ending a more formal conversation (at conference):

Pre-closing	Follow up	Closing
It's been nice talking to you.	I'll give you a call.	Let me give you my business card.
It's been great talking with you.	I'll send you an e-mail.	Here's my e-mail/office number.
I really enjoyed meeting you.	We'll send out that information right away.	I look forward to seeing you again.
It was nice meeting you, Mr. Brown.	Could I contact you by e-mail/ at your office?	Call me if you have any questions.
I'm sorry, but I have to go now.	How do I get in touch with you?	We'll see you on Friday.
I'm afraid I have to leave now.	How can I reach/contact you?	See you next week.
		Let's keep in touch by e-mail.
		We'll be in touch.
		E-mail me.

BY  
NAPASSAWAN



Reference: <http://www.espressoenglish.net/how-to-end-a-conversation-in-english>

[http://www.eslgold.com/speaking/ss\\_closing\\_conversation.htm](http://www.eslgold.com/speaking/ss_closing_conversation.htm)

# BITS AND PIECES

## Commonly Confused Words



### Affect and Effect



These words are commonly confused, and the rules given to tell them apart are often wrong. Affect means "to influence" or "to produce an effect in." Effect means "consequence" or "that which is produced by an agent or cause."

Many try to differentiate between the two by saying that affect is a verb, while effect is a noun. Unfortunately, it's not so simple. The word affect can also serve as a noun, meaning "observed or expressed emotional response," and the word effect can also serve as a verb, meaning "to become operative" or "to carry out," as in, "to effect changes."

### Compliment and Complement

Compliment is a "remark of praise." Complement is "something that completes." Note that free refreshments are complimentary; the word refers to the phrase "with our compliments."



### Practicable and Practical

Practicable means "usable," while practical means "useful." Not all practicable things are practical, and not all practical things are practicable.

### Passed and Past

Passed is a past tense verb. Past can be a noun, adjective, adverb, or preposition -- never a verb.

### Effective and Effectual

Effective means "producing an effect" or "in effect." Effectual means "producing a desired effect." A law that is effective is only effectual when it is enforced.

Source : <http://rinkworks.com/words/confused.html>

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BY  
**PIMRAVEE**

