



Language Links

HOW TO MAKE A GOOD IMPRESSION



Making a good impression during a presentation is essential. There are eight techniques that will help you leave a good impression among your audience members.

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1. When you approach your audience for the first time, take a moment to gather yourself and your ideas. Establishing a little control at the beginning of your speech will yield a lot of respect as you begin.

2. Don't read the first few paragraphs of your presentation from your paper. You want the audience to deem you knowledgeable and see you as an expert in your field.

3. Maintain good eye contact with the members of your audience. It will probably be impossible for you to maintain contact with every member of the audience so pick out one or two members and re-establish eye contact with them throughout your presentation.

4. Control your voice. Show enough emotion to keep your audience's attention, but maintain control as well. Don't speak too loud, but speak loud enough so that your audience can hear you.

5. Don't use filler words between your ideas or sentences. Fillers are words such as "um," and "er" and "you know." If you don't have a solid statement to make, just be quiet until you move on to your next idea in the presentation. Using filler words gives you less credibility with your audience.

6. Don't speak too rapidly. If you are nervous, take a few deep breaths. Speaking rapidly in front of your audience may confuse them especially when you are presenting new ideas.



7. Act natural throughout your presentation. Playing with items in your pockets or shuffling your papers will make you seem like a nervous speaker. Stay focused on your audience members and the ideas that you are presenting.

8. Avoid items and topics that are not directly a part of your speech. When you begin your speech, you should have a certain amount of time designated to finish. If there is one thing that your audience will appreciate, it is you keeping on a scheduled time.

9. Summarize your main points. Go over the main points of your presentation again and point out things specific to your audience.



Culture Corner

HOW TO NEGOTIATE AND DO BUSINESS IN THE UNITED STATES



Americans appreciate negotiators who are practical, quick and hard, like the actor James Cagney as the director of Coca-Cola in Berlin in the 1960s who dictates messages to his secretary in the film *One, Two, Three*: "One: put me through to the head of the Russian delegation"; "Two: confirm whether Mr. McNamara's flight has arrived"; "Three: and where did my damn coffee get to?"

NEGOTIATION TIPS

☞ Negotiations focus on the concept of return: a proposal is good if it generates profits for the company (the bottom line) and, better still, if they are achieved in the short-term.

☞ Language must be **direct and clear**: "tell it like it is" is a commonly used expression. Indirect or not very clear answers can be interpreted as distrustful or insincere



The pace of negotiation is very quick compared with other cultures. Time is highly valued (time is money). Some sales are even concluded in the first interview. In longer negotiations they may give on some point in order to reach an agreement as soon as possible and pass on to another matter.

ETIQUETTE TIPS

You should take particular care not to criticise their culture or the American way of life. Even if they do it, they do not take kindly to outsiders doing it because of their patriotism.



Source: <http://www.globalnegotiator.com>



Here's the Answer

APPROXIMATION



A: What does approximation mean?

B: Approximation means describing numbers or statistics by using a fraction that is similar to the exact number; e.g. using 'about one-third' instead of 31.56%, or an easy-to-remember number such as 'just under one thousand' instead of '9,852'.

Here are some tips:

Don't forget to **add an 's'** on the end of fractions starting with two or greater; e.g. *'two-thirdss', 'three-quarterss'*

Most fractions can be followed by the preposition **'of'**; e.g. *'Three-quarters **of** the staff were happy with their bonus.'*
*'Three-quarters **of** the test subjects did not understand Question Ten.'*

Most fractions are followed by a plural noun; e.g. *'half of the **books**,'* except uncountable nouns; e.g. *'**Half** of the staff were satisfied with working conditions'* (the verb is 'were', not 'was', because 'staff' is thought of as a plural after fractions)

In front of **'half'** you do **not** need to use 'a' or 'one-'; e.g. *'**Half** of the staff were satisfied with their working relationships.'*

Remember that **'only'** and **'just'** **often** have a negative meaning, so use them only if you want to show that something is bad; e.g. *'**Only** 1% of our staff were satisfied with working conditions.'*



Source: <http://www2.elc.polyu.edu.hk/cill/eiw/approximationcorrection.htm>



Bits and Pieces

HOW TO READ BODY LANGUAGE

Noticing the signals that people send out with their body language is a very useful social skill. Some of us can read it naturally and some of us are notoriously oblivious. Fortunately, with a little extra attentiveness, you can learn to read body language, and with enough practice it'll become second nature.

Watch their head position.

- ☞ Overly tilted heads are either a potential sign of sympathy, or if a person smiles while tilting their head, they are being playful and maybe even flirting. (Note that people with vision problems such as amblyopic will also have a tilted head.)
- ☞ Lowered heads indicate a reason to hide something. Take note if someone lowers their head. If it is when he is complimented, he may be shy, ashamed, timid, keeping distance from the other person, in disbelief, or thinking to himself or herself. If it is after an explanation, then he may be unsure if what he said was correct, or could be reflecting.
- ☞ It should be noted that some cultures see this as a sign of respect.



Look into their eyes.

- ☞ People who look to the sides a lot are nervous, lying, or distracted. However, if a person looks away from the speaker, it very well could be a comfort display or indicate submissiveness. Looking askance generally means the person is distrustful or unconvinced.
- ☞ If someone looks down at the floor a lot, they are probably shy or timid. People also tend to look down, when they are upset, or trying to hide something emotional. People are often thinking and feeling unpleasant emotions when they are in the process of staring at the ground.
- ☞ Some cultures believe that looking at someone in the eyes is a sign of disrespect, or is only done with intimate friends or family, so this could explain why someone is avoiding eye contact with you.
- ☞ Dilated pupils mean that the person is interested. Keep in mind, however, that many drugs cause pupils to dilate, including alcohol, cocaine, amphetamines, MDMA, LSD and others. Don't mistake having a few drinks for attraction. Also, some people have permanently dilated pupils (a condition known as mydriasis).
- ☞ If their eyes seem far away, that usually indicates that a person is in deep thought or not listening. (Note: Unfocused eyes may also be a sign of binocular vision problems.)



Check their arms.

- ☞ People with crossed arms are closing themselves to social influence. Though some people just cross their arms as a habit, it may indicate that the person is (slightly) reserved, uncomfortable with their appearance, or just trying to hide something on their shirt. If their arms are crossed while their feet are shoulder width or wider apart, this is a position of toughness or authority.
- ☞ If they are rubbing their hands together or somehow touching themselves in a way to comfort themselves it means they are trying to comfort themselves and are most likely thinking "it will be over soon".
- ☞ If someone rests their arms behind their neck or head, they are open to what is being discussed or just laid back in general.
- ☞ If their hands are on their hips, they might be waiting, impatient or just tired.
- ☞ If their hands are closed or clenched, they may be irritated, angry, or nervous.



Source : <http://www.wikihow.com/Read-Body-Language>

