

## ANSWER KEY

Instruction 5 Move on to the second solution and outline it.

Your response .....

Model version **So, let's look at the second solution which is to recruit extra permanent staff.**

Instruction 6 Move on to the weaknesses and state them.

Your response .....

Model version **With this option there are some disadvantages. It will be more expensive. And we'll also lose some of our flexibility to adapt to changing market conditions.**

Instruction 7 Counterbalance these weaknesses by stating the benefit.

Your response .....

Model version **On the other hand, recruiting permanent staff will give us a major opportunity to create a really effective team of specialists.**

### D How to create interest

#### D1

##### Extract 1

A major drawback is the vast amount of duplication which is going on in the data centres – **duplication** of systems time, **duplication** of equipment, and **last but not least**, **duplication** of skills.

##### Extract 2

Although the present organisation of your computing facilities offers some benefits, it is **not** working to maximum efficiency.

##### Extract 3

We can **see no need** for change in the manufacturing data centres, and we propose that you leave them as they are. However, we **do see** a major need for a change in the administrative data centres.

##### Extract 4

So, now let's look at the third option, to organise a new data centre for European operations. **We're not** suggesting that you build your own data centre. That would be too expensive. But **what we are** proposing is that you sub-contract all your administrative computing requirements to a computer services company.

#### D1

See the tapescript D1 above. The missing words are in bold.

#### D2

It is costing a lot of money.

We are *not* recommending any major changes.

The company sees *no* need for change.

We *do* see a need for change.

Personnel *did* know about it before.

I *do* think it's very expensive.

What we're suggesting are cuts in production.

What they propose is a major reorganisation.

What is needed is more investment not cuts in investment.

We need to reduce production costs, and we also need to reduce packaging costs.

#### D3.1

As we've seen ☐ we do have serious staff problems in our international loans department. ☐ So ☐ what I'm proposing ☐ is to recruit two full-time staff ☐ What are the benefits? ☐ First ☐ it will improve morale in the department ☐ Second ☐ it'll produce a more stable team. ☐ Last but not least ☐ it will give our staff more time for customer contact.

#### D3.1

See the tapescript D3.1 above. The pauses are marked ☐.

#### D3.2 Model version

- There's *no* need to change the date of the product launch.
- We can keep our sales and administration departments separate, but we *do* need to have them in one location.
- Maintaining a separate research centre in Milan is *not* the most effective solution.
- What I propose is to relocate all research and development to our factory in Frankfurt.
- Building the plant in Spain has clear advantages. It will give us a foothold in Spain, it will give us access to a skilled workforce, and last but not least, it will give us a new factory, and all at a relatively low cost.



## UNIT 4

# Referring to visuals

### A Preparation

#### B What to say

Preparing the audience for a visual

#### C How to organise information

Summarising visual information

#### D How to create interest

Focussing your audience's attention on particular features

### E Activities

### A Preparation

A good presentation which includes visuals will be much more effective than one without. Visuals help to:

- focus the attention of your audience
- reinforce your main ideas
- illustrate points which are hard to visualise
- involve and motivate the audience

It is most important to introduce and integrate your visuals smoothly.

Look at the two pairs of visuals below and say which of each pair is more effective. List your reasons, then check with the comments in the key.

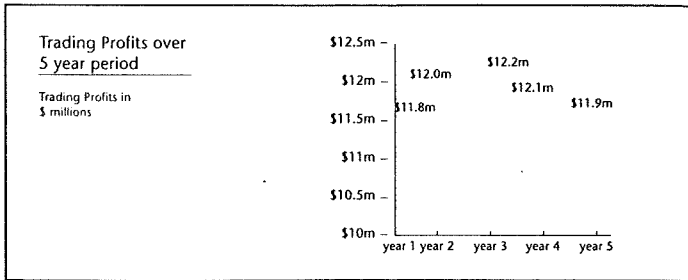
1.

- ARGUMENTS TO SUPPORT LONDON CAMPAIGN TO STAGE THE OLYMPIC GAMES IN THE YEAR 2000
- London has a strong tradition for hosting the Olympic games – already done so in 1908 and 1948.
  - There are many very well known sporting venues in the city, e.g. Wembley, Wimbledon, the Royal Albert Hall and Alexandra Palace, as well as major football stadiums.
  - The city has planned many new sporting facilities.
  - If London is the centre for the 2000 Olympic games it will be an excellent public relations and marketing opportunity.

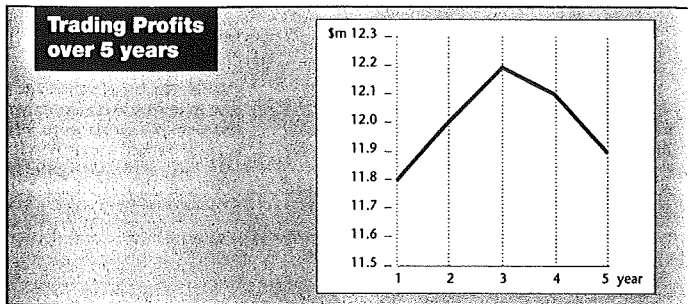
2.

- WHY LONDON SHOULD STAGE THE 2000 OLYMPICS
- Strong Olympic tradition
  - Many existing world famous sporting venues
  - Many new sports facilities planned
  - Excellent promotion for the capital

3.



4.



Check your answers in the key

B What to say – Preparing the audience for a visual

B1 Focus

A large American electronics company, Switch Electronics, has operations all over the world. The company already has a European plant in France but is planning to set up in another EC country.

A member of the Human Resources Department has prepared a presentation about conditions concerning maternity leave, child benefit and other benefits in France compared to other EC countries.

**Context** A company meeting.

**Audience** Other staff in Human Resources at Switch Electronics.

**Purpose** To brief his colleagues on the different maternity benefits in the EC countries where they are considering setting up the new plant.

The presenter has prepared a number of different slides to support his presentation.

Listen to tape B1. You will hear the presenter introduce his first two slides.

Referring to visuals

Notice how he draws the audience's attention to each slide before he gives any detailed comments on it.

As you listen, complete the missing words in the extract, then read the notes on the right.

Extract 1

Notes

..... the position for maternity leave in France and in Switch Electronics. Prepares the audience for the visual below

MATERNITY LEAVE	
FRANCE	SWITCH ELECTRONICS
16 weeks	16 weeks
6 weeks before birth	6 weeks before birth
10 weeks after birth	10 weeks after birth
Salary at 84%	Salary at 100%

Extract 2

The ..... the slide ..... States the purpose of the visual  
..... how much maternity leave women can expect in  
France ....., and in Switch Electronics

Extract 3

..... the ..... the slide Expands on the purpose of the visual  
you ..... what the situation is for salary entitlement.

Extract 4

Now, ..... to the next slide, Prepares the audience for the next visual  
which is ..... slide on child benefit. This  
slide gives details about child benefit in the UK.

Check your answers in the key

## B2 Summary

## Preparing the audience for a visual

- Integrate your visuals into the presentation by preparing the audience for what they are going to see.

This has two major benefits:

- the audience is alert and ready.
- you have extra time to position your visual correctly.

- Here are some useful expressions:

Now, let's look at the position for ...

Now, I'll show you the ...

For ... the situation is very different.

Let's move on now and look at the figures for ...

The next slide shows ...

If we now turn to the ...

- Explain what the visual shows. This helps to focus attention and avoid misunderstandings.

This chart compares benefits in two countries ...

The upper part of the slide gives information about ...

You can see here the development over the past year.

## B3 Tasks

- All the phrases below can be used to prepare the audience for a visual, but the words are not in the correct order.

Put them in the correct order following the example.

Phrases for preparing for a visual

a. now/show/another/I'll/slide/you ..

Now I'll show you another slide ...

b. the/to/when/turn/we ...

c. chart/shows/the/next ...

d. turning/to/now ...

e. slide/next/the/let's/on/move/to

Check your answers in the key

- Presenters used the statements below to introduce five different visuals. But the words they used to prepare the audience for each visual are missing. Complete the statements using the phrases from B3.1.

Follow the example.

Statements

Visual 1

PRESENTER: ... and we'll be looking at those figures later. a. *Let's move on to the next slide* ... This shows you the position at the end of January.

Visual 2

... and sales didn't really move at all in this last quarter. So, overall, the performance in this sector has not been good. b. .... which gives us some information about the competition.

Visual 3

c. .... a marked improvement in home sales compared to last year. This improved performance is due in part to lower interest rates...

Visual 4

... so, as we've seen, this group has not responded well to treatment. However, d. .... male patients we can see a more positive result.

Visual 5

e. .... the situation in the USA, which is by far our biggest market.

Check your answers in the key

- Now listen to tape B3.3. You will hear the presenters introduce each of the visuals.
- During the presentation about maternity leave and child benefit the presenter also includes the following three visuals.

Slide 2

## CHILD BENEFIT (UK)

ELDEST CHILD £8.25 per week

EACH OTHER CHILD £7.25 per week

Have you just arrived from abroad?

Benefits immediately for:

EC members staying for more than 6 months

Slide 3.

## BENEFITS FOR LOW INCOME FAMILIES

Example for a family with 2 children:

Family income per week before benefit


£143 or less  £167 or less 


£153 or less  £179 or less 


£158 or less  £184 or less 


£162 or less 

Key

Child under 11 years 

between 11-15 years 











between 16-17 years 


18 years at school 

Slide 4

**BENEFITS FOR LOW INCOME FAMILIES****Example for a family with 3 children:**

Family income per week before benefit


£157 or less		£176 or less		<b>Key</b>  Child under 11 years  Between 11-15 years  Between 16-17 years  18 years at school
£166 or less		£181 or less		
£172 or less		£207 or less		

 Listen to tape B3.4

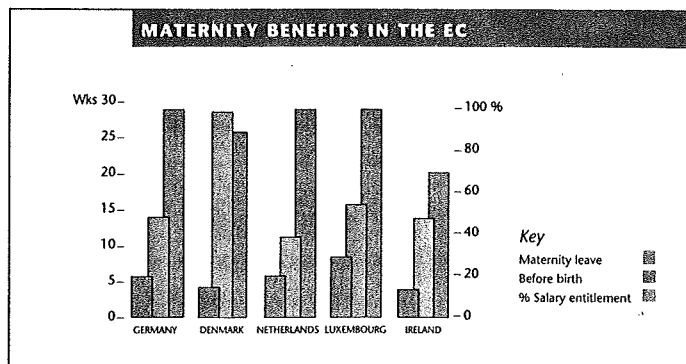
You will hear the presenter comment on each of the slides. (For slide 1 see B1.)  
 Complete each of the presenter's commentaries by making a statement which will prepare the audience for the next slide.

You will then hear a model version.

**C How to organise the information – Summarising visual information****C1 Focus**

 Listen to tape C1. You will hear another extract from the presentation about maternity benefits.

In this extract the presenter comments on the slide below which compares conditions in other EC countries.



Referring to visuals

Notice how, in his commentary, the presenter does not repeat everything on the slide. Instead, he draws attention to particular features of the visual, repeats key facts, but in his own words, and adds new information. In other words he 'bounces off' the visual.

As you listen, complete the missing words in the extract. Then read the notes on the right.

**Extract****Notes**

there are some major differences in these countries.

*Focuses on his first point of comparison*

all are members of the common market, and yet Denmark has nearly

*Restates facts on the visual*

maternity leave

here.

there is little consistency in the amount of time taken before and after the birth.

*Focuses on second point of comparison*

The , in fact, is from to weeks before the birth.

*Restates facts on the visual*

The offered for comparison equally shows no consistency,

*Focuses on third point of comparison*


of the countries offering a full 100 per cent.

*Restates facts on the visual*

It also , although the

*Adds new information*

, other members of the community including France and Spain offer less than 100 per cent salary during maternity leave.

Check your answers in the key 

**C2 Summary****Commenting on visuals**

In the commentaries which accompany your visuals:

- Keep headlines and other information on the visual to a minimum.
- Only point out the key features or information which you want your audience to focus on.
- Briefly restate key facts from the visual rather than reading the information on the visual word for word. This will help to reinforce the information for the audience.
- Add other *related* information not on the visual in order to make further points.
- Give interpretations and/or any comments.

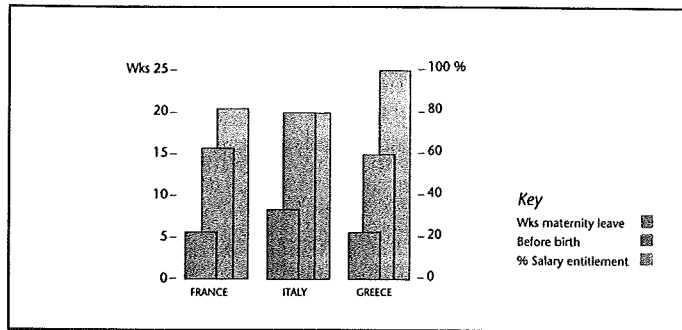
## C3 Tasks

1. The headline below is from another visual for the presentation about maternity benefits. It is too long. Prepare a shorter headline.

**SOME COMPARISONS BETWEEN THE RIGHTS OF WORKING WOMEN IN FRANCE, ITALY AND GREECE WITH REFERENCE TO MATERNITY LEAVE AND SALARY DURING MATERNITY LEAVE**

Check your answers in the key

2. The chart below is the main part of the visual for C3.1.



Complete the commentary below for this visual by adding the related information about a non-EC country, Finland. The information is in the box below.

**Commentary**

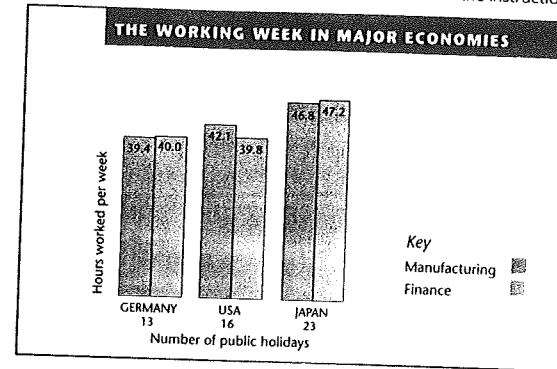
... as you can see, Italy has the best situation here, even though the actual percentage paid on salary is not quite as high. Of course, these figures are for countries which are members of the community. ....

**Maternity leave in Finland**

Mother: 5 weeks before the birth  
15 weeks after the birth  
Father: 6-12 days

Check your answers in the key

3. Prepare a short commentary for the graph below. Follow the instructions below.



**Instructions**

- Focus on the first point of comparison – how much longer people work in Japan than in Germany or the USA.
- Restate facts from the visual – in the manufacturing sector the average German worker works 39.4 hours per week. Japanese worker works 46.8 hours.
- Focus on the second point of comparison – big differences in the financial sector.
- Focus on the third point of comparison – the fact that Japan has the highest number of public holidays, 23 in Japan as compared to 13 in Germany and 16 in the USA.
- Add a comment – possible explanation for why the Japanese work such long hours.

Now listen to a version of the commentary on tape C3.3.

**D How to create interest – Focussing your audience's attention**



## D1 Focus

Listen to tape D1. You will hear six short extracts from different presentations.

In each extract the presenter draws the audience's attention to a particular feature of the visual. Listen to each extract and complete the phrases. Then read the notes below.

## Extract 1

Now, we come to our soft drinks division. Results in this sector have been generally satisfactory this year, and in particular .....

..... the steady growth in the last quarter.

Notice that this is quite a formal expression.

## Extract 2

Let's take a look at the effect on the oil price in the early stages of the war.

....., the oil price held steady right the way through this period.

Notice that the presenter identifies with the audience by the use of *we*.

## Extract 3

Seasonality does not affect all products, but there is one range of our products where its effect is noticeable. In the next slide ..... the way in which the seasonal variation is so marked in sales of soft drinks.

Notice that this has the form of an instruction, but it does not sound formal because of the presenter's intonation.

## Extract 4

We then found that our running costs at our sales offices in Germany and France varied by as much as 20 per cent, and that there was also a difference between costs in Britain and Germany. This variation in the running costs for our different sales offices is .....

Notice that the speaker uses an adjective to arouse interest.

## Extract 5

As you know, we moved into the Japanese market three years ago, at a time when we were hearing a lot of advice about not making that move. Well, I have some recent figures which I'd like you to look at. .... is .....

..... here, is just how quickly our market share in Japan has increased.

Notice that the presenter catches her audience's attention by starting her sentence with *what*.

## Extract 6

Yesterday when we held our meeting with the regional sales directors, we looked at the effect of discounting in the supermarkets. The situation appears to be that, after some initial success, sales have once again dropped off. The ..... point is that the trend is not new. In fact, three years ago when we were ...

Notice that the presenter again uses an adjective to arouse interest

Check your answers in the key. **D1**

## D2 Summary

## Focussing your audience's attention

- Here are some useful expressions to focus your audience's attention on particular features on a visual.

*You can see the ...*

*As you/we can see ...*

*What is interesting/important is ...*

And more formally:

*I'd like to draw your attention to ...*

*Notice/Observe the ...*

*It is important/interesting to notice that ...*

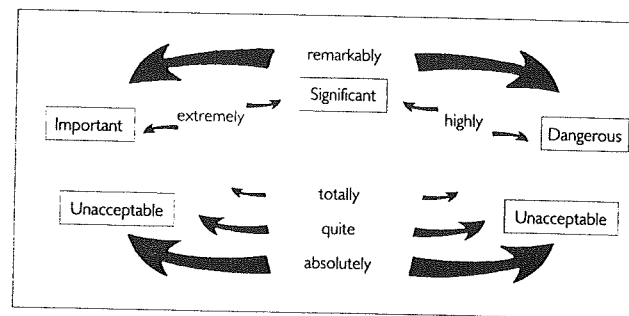
- Another way to focus attention on a particular feature of a visual is to use a *dramatic* piece of vocabulary, e.g.

*The position of this equipment is extremely dangerous*

*This sudden rise in prices was quite unexpected.*

(See extracts 4, 5 and 6 in D1 above.)

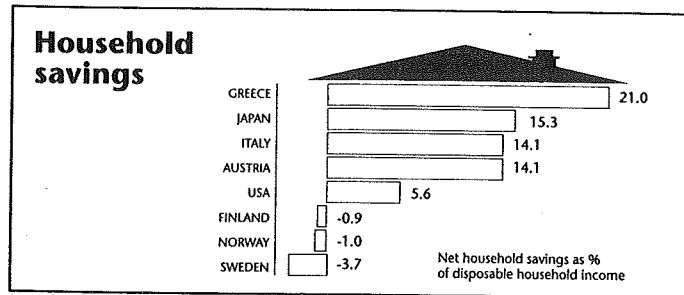
## Dramatic vocabulary



## D3 Tasks

1. Draw your audience's attention to the information in the charts below, using expressions from the summary.

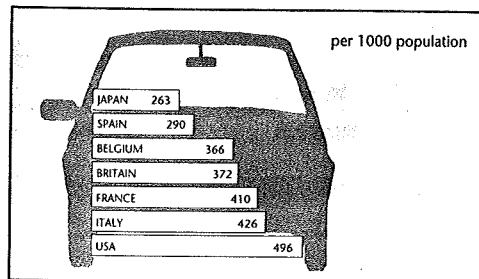
Chart 1



**Note:** The chart is part of a formal presentation. Draw attention to:

- The high proportion of savings in Greece.  
*I'd like to draw your attention to the very high level of savings in Greece.*
- The negative savings in the Nordic countries.
- The similar levels of savings in Italy and Austria.

Chart 2



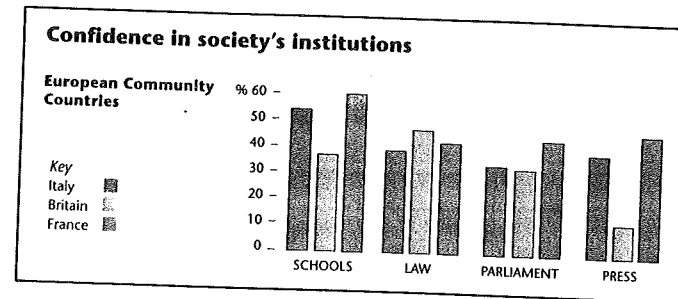
**Note:** This chart is part of an informal presentation.

- Spain as potentially one of the best markets in Europe.  
*You can see that Spain is potentially one of the best markets for cars in Europe.*
- The number of cars in the USA – perhaps not really unexpected.
- The relatively low number of cars in Japan considering its development.

Check your answers in the key **D3**

Referring to visuals

2. The chart below is from a presentation surveying attitudes to national institutions in different EC countries.



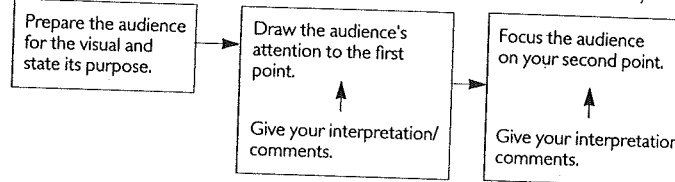
Decide what the presenter would say to draw attention to the following facts in the chart. Use dramatic vocabulary from the D2 summary.

- The fact that all three countries have rather low confidence in the law, which the presenter thinks is important.  
**Example**  
*It is extremely worrying that all three countries have such low confidence in their legal institutions / the law.*
- The low level of confidence in schools in the UK, which the presenter finds worrying.
- The fact that the UK has such low confidence in the press, which the presenter didn't expect.
- The high level of confidence of the French in their schools, which the presenter thinks is significant.

Check your answers in the key **D4**

## E Activities

1. Prepare a visual on a work-related topic, or use a visual from a presentation you have already given yourself. Use the framework below to help you plan your commentary.




## CHECKLIST

Yes/No

- Is there the right amount of information on the visual?
- Does the layout help the audience to understand the point of the visual?
- Is the lettering clear and easy to read?
- Do the colours you've used really work?
- Are there any spelling or grammatical mistakes?

Prepare verbal commentaries for the three visuals and decide how to integrate them smoothly into your presentation.

 Now give the presentation. If possible, record yourself.

## CHECKLIST

Yes/No

- Did you prepare the audience by telling them what the visual was about in advance?
- Did you direct the audience's attention to the main points on the visual?
- Did you rephrase the main information you wanted the audience to focus on?
- Did you analyse and comment on the information?



## Answer key

## A Preparation

## Comments

## Visual 2

This is better laid out. The other visual has much too much detail on it.

## Visual 4

The use of colour is much better. The colouring on the other graph makes it difficult to read. The use of a larger scale makes the trend clearer visually.

## B What to say

## B.1

## Extract 1

**PRESIDENT: Now, let's look at the position for maternity leave in France and in Switch Electronics.**

## Extract 2

**PRESIDENT: The top half of the slide tells you how much maternity leave women can expect in France in general, and in Switch Electronics in particular.**

## Extract 3

**PRESIDENT: In the lower part of the slide you can see what the situation is for salary entitlement.**

## Extract 4

**PRESIDENT: Now, let's move on to the next slide, which is our first slide on child benefit. This slide gives details about child benefit in the UK.**

## B1

See tapescript B1 above. The missing words are in bold.

## B3.1

- a. Now I'll show you another slide ...
- b. When we turn to the ...
- c. The next chart shows ...
- d. Now turning to ...
- e. Let's move on to the next slide.

## B3.2

- a. Let's move on to the next slide
- b. Now I'll show you another slide
- c. The next chart shows
- d. When we turn to the
- e. Now turning to

## B3.3

## Visual 1

**PRESIDENT: ... and we'll be looking at those figures later. Let's move on to the next slide.** This shows you the position at the end of January.

## Visual 2

**PRESIDENT: ... and sales didn't really move at all in this last quarter. So, overall, the performance in this sector has not been good. Now I'll show you another slide,** which gives us some information about the competition.

## Visual 3

**PRESIDENT: The next chart shows a marked improvement in home sales compared to last year. This improved performance is due in part to lower interest rates ...**

## Visual 4

**PRESIDENT: ... so, as we've seen, this group has not responded well to treatment. However, when we turn to the male patients we can see a more positive result.**

## Visual 5

**PRESIDENT: Now turning to the situation in the USA, which is by far our biggest market.**

## B3.4

## Presenter

So, we've seen that for maternity leave entitlement the parents of children working for Switch Electronics seem to have a slightly better deal than is generally the case in France.

## Your statement

## Model version

**Now I'd like to move on to the next chart which gives details about child benefit in the UK.**



Presenter	A family receives £8.25 for the eldest qualifying child, and £7.25 for each other child. Note also the benefits to residents from outside the UK.
Your statement	.....
Model version	<b>My next chart will look at benefits for families on lower incomes.</b>
Presenter	The system of additional benefit, known as family credit, can be applied for for children up to the age of fifteen. Well, those are the figures for a family with two children.
Your statement	.....
Model version	<b>Now, let's look at the figures for a family with three children.</b>

## C How to organise the information

## C1

PRESENTER: As you can see, there are some major differences in these countries. **Remember that all are members of the common market, and yet Denmark has nearly twice as much maternity leave as any other country here.** Notice also that there is little consistency in the amount of time taken before and after the birth.

The **range**, in fact, is from **four to eight** weeks before the birth.

The **third set of figures** offered for comparison equally shows no consistency, **with only three** of the countries offering a full 100 per cent.

It is also **interesting that**, although the **figures aren't actually given here**, other members of the community including France and Spain offer less than 100 per cent salary during maternity leave.

## C1

See tapescript C1 above. The missing words are in bold.

## C3.1 Model version

Maternity leave in the EC

or

Maternity benefit and salary in the EC

## C3.2 Model version

It is interesting to compare these figures with a non-EC member, Finland. As in Italy, the mother receives 20 weeks but in addition, the father is also paid for up to 12 working days.

## C3.3 Model version

PRESENTER: It's interesting to see just how much longer working hours are in Japan. All three countries are major economic powers, and yet, in the manufacturing sector, the average German worker spends about seven hours less at work than his Japanese counterpart. When we turn to the financial sector we can see that there are also great differences, with the Japanese working on average a 47.2 hour week. That's over 7 hours more than either his or her US and German counterpart works in this sector.

It's also very interesting that Japan has the highest number of public holidays, with seven days more than the USA and 10 days more than Germany.

Perhaps this explains why the Japanese work such long hours.

## D How to create interest

## D1

## Extract 1

PRESENTER: Now we come to our soft drinks division. Results in this sector have been generally satisfactory this year, and in particular I'd like to draw your attention to the steady growth in the last quarter.

## Extract 2

PRESENTER: Let's take a look at the effect on the oil price in the early stages of the war. As we can see, the oil price held steady right the way through this period.

## Extract 3

PRESENTER: Seasonality does not affect all products, but there is one range of our products where its effect is noticeable. In the next slide notice the way in which the seasonal variation is so marked in sales of soft drinks.

## Extract 4

PRESENTER: We then found that our running costs at our sales offices in Germany and France varied by as much as 20 per cent, and that there was also a difference between costs in Britain and Germany. This variation in the running costs for our different sales offices is **extremely surprising**.

## Extract 5

PRESENTER: As you know, we moved into the Japanese market three years ago, at a time when we were hearing a lot of advice about not making that move. Well, I have some recent figures which I'd like you to look at. **What is particularly interesting** here, is just how quickly our market share in Japan has increased.

## Extract 6

PRESENTER: Yesterday when we held our meeting with the regional sales directors, we looked at the effect of discounting in the supermarkets. The situation appears to be that, after some initial success, sales have once again dropped off. **The worrying point** is that the trend is not new. In fact, three years ago when we were...

## D1

See tapescript D1 above. The missing words are in bold.

## D3.1 Model version

- b. It is interesting to notice the level of saving in the Nordic countries.
- c. Notice/observe how similar levels of savings are in Italy and Austria.
- e. As you can see, the USA has the highest number of cars which is, perhaps, not really unexpected.
- f. What is interesting is how few cars there are in Japan, especially when you consider how developed it is.

## D3.2 Model version

- b. The low level of confidence in British schools is extremely/particularly worrying.
- c. The low level of confidence in the press in the UK is quite/very unexpected.
- d. The high level of confidence in the French school-system is highly/extremely significant.

or

It is very significant/extremely significant that the French have such a high level of confidence in their schools.