**Internet research**

Search for the keywords *Death by PowerPoint* to find out more about the pros and cons of multimedia presentations.

## Analysis

**3** **Compare slides A and B. Which words have been retained and what kind of words have been deleted in slide B?**

## Language focus

**4** **Underline the key words in each extract to include on a slide about writing presentations. Then reduce each point to six to eight words.**

1 One of the most challenging aspects of writing a presentation is the need to organize the information in a logical way.
2 Choose attractive background and text colours that are comfortable for the audience to read.
3 Presentation software can be fun to use. Be creative, but do not include too many effects which may distract your audience from your content.
4 Make sure the text is large enough that the audience can read it easily from the back of the room. Also, use a standard font that is not too complicated or distracting.
5 Use positive statements like 'The figures show …' rather than vague language like 'The data could possibly suggest …'

**5** **Reduce this presentation extract to five points on one slide.**

'I'm here this morning to present the three possible scenarios which, in our discussions with the bank and our consultants, we have identified as the three most realistic futures for our company. Our first option is to do nothing: we know that the market is becoming more and more competitive, but if we are careful, we can continue to survive – at least for some years. Our second option is to borrow money to invest in new technologies in order, hopefully, to develop new, high-margin products for our existing customers, and for new markets. The third and final scenario is to launch a takeover bid to acquire Iticom, who already have the technology we need to enter those new markets immediately. Ladies and gentlemen, after carefully considering all the options, it is this third scenario which I intend to recommend. It is, of course, a high-risk scenario, but it is a scenario which holds enormous potential for our company.'

## Output

**6** 2:48 **Listen to a presentation about Galway Software. Take notes on the strengths, weaknesses, opportunities and threats the speaker has identified, and his proposal. Then write slides to illustrate the presentation.**

**Glossary** PAGE 157

bullet points
distracting
font
vague

## Writing slides

**7** **Plan a short presentation on a subject of your choice and write a maximum of six slides. Exchange slides with a partner and give each other feedback.**