

Age group	Adults
Level	2.0 - 2.5
Time needed	50 - 60 min
Learning objective(s)	Presentation Procedure: Introducing the first point/Moving to the next point
Key skills	Vocabulary & Speaking

BUSINESS ENGLISH PRESENTATION PROCEDURE 07 SIGNPOSTING 02

IN CONTEXT LOC-P7-02-I 5 - 8 min

1. Read:

Imagine you are in a foreign country in a town without street signs or landmarks looking for your destination. You'd probably have a hard time to find your way.

Signposting is not much different in a presentation. It allows you to communicate clearly to your audience the structure of your presentation and where you are in it. It is a technique using key words to help people follow the meaning of what you are saying. It assists the listeners in establishing rapport between ideas and categorizes what you are saying. Some common examples are first, next, finally.

Can you think of a few more?



2. Listen to your instructor. Notes the key words used for signposting in order to:

Make a reference	Start a point	Moving from point to point	Concluding
.....

Underline the key words for signposting.

These words are also referred as discourse markers or connectors.



1. Let's turn on to the other mistakes presenter often make.
2. On the contrary, don't focus your content about your company accomplishments, but rather on how it can benefit your audience.
3. What is more interesting is the next common error: too much information.
4. To begin with, target your presentation content with the question "what is the advantages of your message for your audience?"
5. For instance, the most famous American speech is the Gettysburg Address* with 278 words lasting a little over two minutes.

*The Gettysburg Address is a speech by U.S. President Abraham Lincoln and is one of the most well-known speeches in United States history.[1] It was delivered during the American Civil War, in Gettysburg, Pennsylvania, four and a half months after the Union armies defeated the Confederacy at the Battle of Gettysburg.

Classify each connector from the above phrases in the blanks marked with _____.

a) Sequencing	First of all, to begin / start with ..., to conclude with, in the first place, in the second place, next, then , finally, last(ly), last but not least, _____, _____.
b) Adding	also, too, then, furthermore, moreover, in addition to that, above all, _____.
c) Comparing	equally, likewise, similarly, in the same / a different way, compared to / with, in comparison with, as ... as , both ... and ... are ...,
d) Contrasting	in contrast to that, but , yet, however, nevertheless , whereas , while, neither nor ..., on the one hand, on the other hand, _____
e) Exemplifying	for example, for instance, that is to say, such as ..., namely, _____.
f) Result	Consequently, hence, therefore, thus, as a result, because of that, that's why ...
g) Concluding / Summarizing	all in all... / in conclusion ... , to sum up, I draw the conclusion / arrive at the conclusion that ... , I conclude ..., consequently ..

There are other connectors or discourse markers to signpost during a presentation.
Match the functions with the examples

Alternative - Concession - Referring backward or forward - Reformulating - Underlying points

h) _____	to put it another way, in other words, Another way to explain it is....
i) _____	on one hand... , on the other hand ...
j) _____	besides, however, still, though, in spite of that, despite that admittedly, if, unless
k) _____	Please remember that, It's important to remember that... This is important/significant because... You're probably thinking that... and you're right/ but this would be a mistake... Please notice that, Note this point:
l) _____	You'll remember I said, Just to repeat what I said earlier, As I mentioned earlier, Do you remember I said...?, I'll talk more about this later., Don't worry if this isn't so clear now, I'll explain the details later, More on this later on. The details will come later., Can I come back to this point?



Please remember that making your voice and message heard is crucial for crystal clear communication.

Underline the markers/connectors used for signposting in these phrases from different speeches.

1. In addition to being a problem nationwide, suicide is also a problem on our campus.
2. So much for the problem; what about the solution?
3. Now that you have seen what a serious problem illiteracy is, you may be asking yourself-"How can I help?"
4. Since we know a little more about what memory is, let us turn to the relationship between the human brain and the process of memory.
5. Let's first take a look at the nature of the problem.
6. The third warning sign is giving away one's possessions.
7. And first, the most important thing to remember is child custody battle injure the children.
8. To begin with, we must examine the engine of the car.

Replace the underlined phrases with another connector/marker.

1. To this point the focus has been on the potential health benefits of genetic modification of foods.
2. However, it is important to recognize that genetic modification is not always motivated by a desire to address health issues.

1. Read the slide. Choose three of these goals and think of two ways to achieve them

GOAL 1: _____

a) _____

b) _____

GOAL 2: _____

a) _____

b) _____

GOAL 3: _____

a) _____

b) _____

Present the slide using your ideas above and as many discourse markers as you can

PYD = Positive Youth Development



MARS PYD Programs: Goals

- Promote positive relationships with peers
- Emphasize youths' strengths
- Provide opportunities to learn healthy behaviors
- Connect youth with caring adults
- Empower youth to assume leadership roles
- Challenge youth in ways that build their competence

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Source: <http://www.propointgraphics.com/samples/type/slides/#>

2. Create a speech to present this slide using the signpost technique.
Use as many discourse markers or connectors as possible

MARS M&M's Unique Contribution to PYD



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Source: <http://www.propointgraphics.com/samples/type/slides/#>

QUIZ LOC-P7-02-Q 5- 8 min

Match

1. Sequencing
2. Adding
3. Concession
4. Alternative
5. Referring backward or forward
6. Reformulating
7. Underlying points
8. Comparing
9. Contrasting
10. Exemplifying
11. Result
12. Concluding / Summarizing

- a. Another way I could explain is...
- b. likewise
- c. moreover
- d. To illustrate my point
- e. On the other hand
- f. yet
- g. unless
- h. To sum-up
- i. therefore
- j. Firstly
- k. This is significant because
- l. To refer to what I was saying earlier...

Underline the phrases or connectors used for signposting

_____ before I go forward, I d like you to give a warm welcome to our special guest Mrs X who is here to tell us more about what the caritative association does.

_____, she will talk about the association mission, objectives are and how they are met.

_____, I'd like to thank all of you who participated in this charity event.

_____, I let pour nesw President take the floor.

_____, I willl introduce you to our new President of the organization comitee who will state the financial summary of the event.

Re order the phrases

- 1.
- 2.
- 3.
- 4.
- 5.