

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ДОНЕЦЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ ІМЕНІ ВАСИЛЯ СТУСА
ФАКУЛЬТЕТ ІНОЗЕМНИХ МОВ
КАФЕДРА ІНОЗЕМНИХ МОВ ПРОФЕСІЙНОГО СПРЯМУВАННЯ

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МЕТОДИЧНІ РЕКОМЕНДАЦІЇ (Частина 2)

для самостійної роботи з дисципліни

ІНОЗЕМНА МОВА ПРОФЕСІЙНОГО СПРЯМУВАННЯ

(для здобувачів 3 року навчання СО «Бакалавр»,
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ПЕРЕДМОВА

Самостійна робота здобувачів є необхідною умовою підготовки висококваліфікованих фахівців, ключовим елементом у процесі самовдосконалення та невід'ємною частиною безперервного навчання (Lifelong learning). Мета самостійної роботи полягає у формуванні вміння систематизувати, планувати, контролювати й регулювати свою діяльність без допомоги й контролю викладача.

Представлений методичний посібник призначений для самостійної роботи здобувачів 3 року навчання СО «Бакалавр» факультету історії та міжнародних відносин ДонНУ імені Василя Стуса спеціальності «Міжнародні відносини, суспільні комунікації та регіональні студії» в межах курсу «Іноземна мова професійного спрямування». Високий рівень володіння англійською мовою є визначальною складовою ефективною навчальною та науковою діяльністю майбутніх фахівців у галузі міжнародних відносин. Рекомендовані завдання розроблені на текстовому матеріалі монографії *J. Weissman «The Power Presenter: Technique, Style, and Strategy from America's Top Speaking Coach», Chapters 7-14* (2009).

Посібник складається з восьми розділів і охоплює такі актуальні теми, як:

«*LEARN TO SPEAK WITH YOUR BODY LANGUAGE*»; «*CONTROL YOUR CADENCE*»; «*MASTERS OF THE GAME*»; «*WHAT EVERY SPEAKER CAN LEARN FROM BARACK OBAMA*»; «*GRAPHICS SYNCHRONIZATION*»; «*GRAPHICS AND NARRATIVE*»; «*THE POWER PRESENTATIONS PYRAMID*»; «*CODA—ENDING WITH THE BEGINNING*».

Кожен розділ містить завдання для контролю та самоконтролю різних типів, що є, головне, пов'язаними з питаннями лексикології, граматики та перекладу: проблемні запитання до змісту відповідного розділу монографії, вправи на словотворення, заповнення пропусків, вправи на підстановку, корегування типових помилок у поданих текстових фрагментах, завдання на підбір релевантних до ключового слова синонімічних та антонімічних лексичних одиниць, завдання на виконання перекладу речень з використанням активної лексики конкретного розділу з української мови англійською, а також з англійської мови українською та ін. Наприкінці посібника подано контрольні тестові завдання, що дають змогу викладачеві оцінити рівень засвоєння концептуального матеріалу розділів 7-14. Посібник додатково містить список джерел для подальшого поглибленого читання з актуальних проблем, розглянутих у межах кожного окремого розділу монографії.

CHAPTER 7

LEARN TO SPEAK WITH YOUR BODY LANGUAGE

Task 1. Comment upon the quote below relying on the key messages of the chapter under consideration:

“Suit the action to the word, the word to the action; with this special observance, that you o’erstep not the modesty of nature.” (*William Shakespeare Hamlet, Act III, Scene 2*).

Task 2. Answer the questions below, provide your reasons:

- 1) Why is body language (nonverbal communication means) considered to be important in one’s speech activity?
- 2) How many stages of learning does the Author of the present Chapter discuss?
- 3) How can *Comfort Zone Paradox* be explained?
- 4) How do we change the behavior to create a positive perception?
- 5) What is the function and the role of *Repetition over time* activity?
- 6) How do you understand the concept of a *mission-critical presentation*?
- 7) What is *paralysis by analysis*? How can this pattern be applied in the process of preparing a presentation?
- 8) Why is the Visual component considered to be the dynamic with the greatest impact upon audiences? Why is the term *eye contact* vague?
- 9) How can the *ERA technique* —*Eye Connect, Reach out, and Animate* – be applied during the preparation of a political speech?
- 10) How can you comment upon the following two common statements in the Western culture: “I like that person; he looks me straight in the eye!”; “I don’t like that person; he’s shifty-eyed!”?

Task 3. Consider the following statements *TRUE, FALSE, or NOT MENTIONED*:

- 1) Whenever you start the process of seeking to learn new physical skills, you inevitably go through seven clearly defined stages. _____
- 2) The instructor tells you what you did wrong and you become conscious about your competence. _____
- 3) Repetition over time is central to learning any subject or any skill regarding mental activities. _____

4) The key for you to be able to make changes in yourself is to accept the comfort. Accept that you will have to step outside your discomfort zone—which brings us to a paradox. _____

5) When you are up in front of an audience and your adrenaline is flowing, driving you to flee or fight, to protect your vital organs, what feels uncomfortable is to cover your underbelly, to go into body wrap. _____

6) Negative behavior, driven by the fear of public speaking and its attendant instinctive reaction, the *Fight-or-Flight* syndrome, creates nevertheless positive perceptions in the audience. _____

7) If you can accept that there is a difference between the way it feels to you as a presenter and the way it looks to your audience, please accept the acknowledged fact that the instructions you are about to learn are certain to make you feel uncomfortable. _____

8) When the Author of the Book coaches his participants through the same exercises, he never asks them to stand up in front of the room and gesture with their arms open wide. _____

9) The key to effectuating change is to communicate to the individual—or the organization—that the comfort is the price to pay to achieve the new results. If an athlete wants to excel, they will have to workout harder and longer. _____

10) Dr. Klaus noted, “The vocal system provides one of the most powerful networks for the mediation of maternal attachment. The babies who received this kind of attention went into a state called ‘quiet alert’”. _____

Task 4. Provide the synonyms and antonyms (if any) for the key words below:

	Key word	Synonyms	Antonyms
1	resist		
2	exaggerate		
3	invariably		
4	overdone		
5	strange		
6	discomfort		
7	competence		
8	slightly		
9	substantially		
10	confident		

Task 5. Match the definitions to the words below:

1	denominator	a.	an important piece of information to remember from a meeting, presentation etc; a shop that sells meals that you take home to eat.
2	acronym	b.	a statement that two sets of numbers, letters, or symbols are equal; the process of considering one thing to be the same as another.
3	gravity	c.	the number that is below the line in a fraction. In $\frac{3}{4}$, 4 is the denominator. The number above the line is the numerator;
4	equation	d.	an abbreviation consisting of letters that form a word;
5	takeaway	e.	to make a lot of people express feelings or opinions about something; to produce power; to create jobs or work.
6	emphasize	f.	the amount of a substance that causes an explosion which a missile contains; the amount of people or things that an aircraft or other vehicle is able to carry.
7	generate	g.	a serious attitude; the seriousness or importance of something; the force that makes any two objects that have mass move towards each other; the most common example of this is when an object falls to the ground.
8	payload	h.	producing a summary that contains only the most important ideas or pieces of information; obtain liquid or oil from a plant using a similar process.
9	chain	i.	to give particular importance or attention to something; to make something more noticeable.
10	distillation	j.	a group of people that form a line ; a series of metal rings connected to each other, used for fastening, pulling, or lifting things; a long series of events, facts, or ideas that are all related to each other.

Task 6. Read the paragraph below. Fill in the gaps using the words in the box:

<...> The parallels between sports and presentations orare uncanny. In tennis, golf, swimming, running, and....., extension is critical. You take full strokes in golf and tennis, rather than punch at the ball. You takestrokes in....., rather than dog-paddle. You take full strides

in running, and you kick the soccer ball with full extension. During a recentcompetition, a promotional television clip showed a player kicking a ball with his body extended in a fullthrust, parallel to the ground. The videofroze him in midair to emphasize his athleticism and extension. Do the same in your presentations and speeches: Reachin fulland unlock your elbow. The full extension replicates a firm....., the direct opposite of the socially undesirable weak handshake. Be sure that the full extension of your arm culminates with youropen and all your fingers extended. If you have a tendency, as many presenters do, to point with your forefingergesturing, a simple mathematicalwill correct that: 3 to 1. <...>

palm	handshake	equation	soccer (2)	horizontal	image
when	extension	full	speaking	out	swimming

Task 7. Describe the picture below providing factual and conceptual information relevant to the image under consideration:



Task 8. Identify the mistakes in the passage below and provide the necessary corrections:

<...> Reaching out from home base replace all these forced, performance based efforts. Reaching animates the full range of you vocal production: boss volume and inflection. Reaching connect all of your Visual component with your Vocal components and with you Verbal well, because the pump effect in your lungs adds variety and punctuasion to you content. If your were to stop right hear and stand up to

try the preceding instruction, you will start furrowing your eyebrow, nodding your head, and flapping your arms all at the same time, and you would go into complete overload. Instead, we can distill all the preceding instructions into a short, easy-to-remember takeaway. But first, please note that all these instructions share one last common denominator: Each of them is qualitative, and not quantitative. <...>

Task 9. Translate the following sentences into Ukrainian:

1) This is not to say that you should stand frozen as a soldier at attention. Think of your hands at your sides as a touch-and-go position.

2) Every time you illustrate your talking points with your hands, drop them to your sides for punctuation. The touch-and-go approach yields five benefits, each building upon the other.

3) Despite all the many benefits of reaching out, you will find it very difficult to do. Your adrenaline will send counter signals to your arms, impelling them into protective body wrap.

4) The parallels between sports and presentations or speaking are uncanny. In tennis, golf, swimming, running, and soccer, extension is critical. You take full strokes in golf and tennis, rather than punch at the ball. You take full strokes in swimming, rather than dog-paddle.

5) While the distance between you and your audience in a presentation setting will keep them from extending their hands back to you, they will certainly feel engaged when you Reach out to them. The net effect is to create yet another means of interaction.

Task 10. Translate the following sentences into English:

1) Ви всі чули, що промова має складатися зі вступу, основної частини та висновку. До речі, мені більше подобається слово *закінчення* замість *висновку*. Воно не несе в собі додаткового смислового навантаження про те, що в ньому мають бути якісь висновки, підсумовування чи резюме.

2) Наведу приклад публічного виступу ораторів-початківців. Вони, знаючи вимоги до публічного виступу, зокрема, що має бути структура промови (вступ, основна частина, висновок), деколи так і говорять: “Для початку я скажу, про що буде мій виступ.” Потім вони говорять те, що хотіли сказати по суті свого виступу, а в кінці промови кажуть: “Підсумовуючи все вище викладене,

3) Але це неправильно з точки зору мистецтва публічного виступу. Чому? По-перше, це нудно. По-друге, при такому буквальному розумінні структури публічного виступу ви наражаєтеся на небезпеку використати кліше та затерті початки та закінчення. По-третє, такі промови фактично складаються з окремих частин, тому втрачається плавність виступу. При цьому, якщо забрати з таких промов вступ та закінчення, вони стають набагато кращими та цікавішими.

4) Поділ промови на вступ, основну частину та висновок має існувати лише для спікера. Це він повинен знати структуру свого публічного виступу та

розуміти, що в промові є такі частини і кожна з них має свої цілі, але слухачу цього знати не потрібно.

5) Гарна структура виступу – це не сукупність окремих частин. Майстерність публічного виступу передбачає зрозумілий ланцюжок думок, з цікавим початком, поступовим розвитком основної думки до кульмінації та логічно вибудованим закінченням.

6) Тому з'єднання між такими частинами промови, як вступ, основна частина та висновок, має бути максимально розмите з гармонійним переходом одна в одну.

7) У написанні тексту промови виокремлюють два різних підходи: “попередня структура” та “вільний політ”. В обох підходах спочатку визначте мету свого виступу, потім – тему та головну ідею.

8) Тема – це те, про що говоритимете, а головна ідея – це теза, яку слухачі мають запам'ятати після вашого виступу. Наприклад, метою вашого виступу може бути мотивувати аудиторію до занять бігом. Темою буде заняття бігом, а головною ідеєю може бути теза, що біг знімає стрес.

9) Головна ідея – це найголовніший елемент вашого виступу, без якого не варто починати писати текст. Це та річ, яка відрізняє вашу промову від інших. Це ваші особисті міркування. Це той меседж, з яким ви йдете до слухачів і який хочете їм передати.

10) Дивлячись на приклади публічних виступів багатьох ораторів, важко зрозуміти, що саме вони хотіли сказати та що донести слухачам. Тому, спочатку визначте головну ідею, тоді ви дуже легко вибудуєте на її основі свій текст. При цьому ваш мозок допоможе вам так будувати промову, щоб ви дійшли до цієї ідеї на фініші, а не звернули десь в сторону в процесі презентування свого матеріалу.

Task 11. Provide as many derivatives as possible to the words below using the necessary prefixes and suffixes:

	<i>Word</i>	<i>Derivatives</i>
1	inevitable	
2	perform	
3	competent	
4	poor	
5	instruct	
6	conscious	
7	scene	
8	learn	

9	attempt	
10	doubt	
11	comfort	
12	paradox	
13	right	
14	survive	
15	fact	

CHAPTER 8

CONTROL YOUR CADENCE

Task 1. Comment upon the quote below relying on the key messages of the chapter under consideration:

“No word was ever as effective as a rightly timed pause”. (*Mark Twain*).

Task 2. Answer the questions below, provide your reasons:

- 1) How can the concept of *cadence* be defined?
- 2) What is the *Vocal equivalent* of a written punctuation mark?
- 3) Why is the *Phrase and Pause skill* considered to be the most powerful tool?
- 4) Is *the Mental Method* considered to be the key to winning presentations?
- 5) What primary benefits does the pause provide? Enlist the 10 benefits of the pause in speech.
- 6) How do you understand *the Speak Only to Eyes* technique?
- 7) What are the two apocryphal notions floating around the presentation trade that correspond to *Phrase and Pause*?
- 8) How can you explain the Author’s use of the quote “*Don’t speak until you see the whites of their eyes*” in the context of the Chapter considered?
- 9) How does *the Complete the Arc technique* work in the speech preparation process?
- 10) What *Two Practice Techniques* are discussed in the Chapter under consideration?

Task 3. Consider the following statements *TRUE, FALSE, or NOT MENTIONED*:

- 1) Cadence in speech cannot be viewed as the equivalent of rhythm in music. _____
- 2) Speak in a rhythm, that meters the progression of your vocal presentation. _____
- 3) In the election campaign of 2006, Bush, then governor of Illinois, debated Vice President Al Gore three times. _____
- 4) To make the phrase the basic rhythm of your spoken cadence, you must also consider what separates one phrase from another. The verbal equivalent of a written punctuation mark is a pause. _____
- 5) The breath you take during the presentation has still another benefit: it fills your blood with air, providing more fuel for your vocal pump, and more animation in your voice. _____

6) Speak with a beat. In speech, that metric is a subdivision of a sentence, the irreducible unit of spoken language: the phoneme. _____

7) There are two apocryphal notions floating around the presentation trade that correspond to Word and Pause. The first is that the presenter should “finish the thought.” _____

8) In February 2003, Lorin Maazel, the resident conductor of the New York Drama Theatre led his orchestra on a tour of North Korea in an effort to build a cultural bridge between the countries where conventional diplomacy had failed. _____

9) Unlike Mr Sinatra, Ms. Fitzgerald often held some of her pauses as long as her notes. _____

10) Moreover, because those same second-language presenters are likely to speak French with an accent, the pause also gives their audiences processing time to comprehend the unfamiliar pronunciations. _____

Task 4. Provide the synonyms and antonyms (if any) for the key words below:

	Key word	Synonyms	Antonyms
1	cadence		
2	simple		
3	continuity		
4	regardless		
5	luxury		
6	easy		
7	failure		
8	multiple		
9	finish		
10	abrupt		

Task 5. Match the definitions to the words below:

1	triangle	a.	standing, pointing, or moving straight up. Something that is horizontal is parallel to the ground or its base; involving different levels in an organization or different stages in a process.
2	iteration	b.	a set of related things that happen or are arranged in a particular order; a part of a film that deals with one event or that has a particular style.

3	vertical	c.	to learn something so that you remember it perfectly;
4	consideration	d.	said or explained in an extremely clear way, so that you cannot doubt what is meant; showing or describing sex or violence with a lot of detail.
5	illuminate	e.	a flat shape that has three straight sides and three angles; something that has the shape of a triangle; a situation in which three people or groups are involved, although they have different opinions, ideas, or aims;
6	sequence	f.	something that makes it comfortable or enjoyable to live or work somewhere;
7	memorize	g.	careful thought before making a decision or judgment about something; something that you must think about carefully before you make a decision or judgment;
8	explicit	h.	the process of repeating a mathematical or computer operation, starting with the result of the previous operation each time; a new form of a computer program.
9	amenity	i.	a way of doing something that produces a particular result; a way that buses, trains, ships, or planes travel regularly;
10	route	j.	to make a place bright with light, or to shine a light on something; to make something clear and easier to understand.

Task 6. Read the paragraph below. Fill in the gaps using the words in the box:

<...>This instinctive impulse to resolve the..... of a musical phrase transcends cultural borders. Dr. Krzysztof Izdebski, the chairman of the Pacific Voice & Speech Foundation,me to present the Complete the Arc concept at the organization’s annual conference. The attendees wereand speech scientists from all over the world:....., Russia, Scandinavia, and Western Europe. After Dr. Izdebski’s introduction, I stepped onto theand, without uttering a word, rapped myon the lectern: BAM-Bam-Bam-..... -bam, then stopped short. Without a word, several people in the audience rapped their knuckles on whateversurface was nearby—their seats, their armrests, their laptops, or their briefcases—BAM BAM! After the....., Dr. Izdebski published Emotions in the Human Voice, a seriesscientific volumes that captured many..... the concepts presented during the sessions. Here’s how Claude Steinberg, one of the

presenters at the....., described Complete the Arc in scholarly terms
<...>

of (2)	hard	knuckles	voice	conference (2)	Bam	logic
		stage	Japan	invited		

Task 7. Describe the picture below providing factual and conceptual information relevant to the image under consideration:



Task 8. Identify the mistakes in the passage below and provide the necessary corrections:

<...> Despite the maestro’s fluency in seven another languages, the complexity of Korean presented two stiff a challenge and he abandoned the idea, but his instincts about cadense and rythm to convey meening wear on the right track and are aplicabbble even when speaking in one’s own native language. An ilustration of the importanse of Completing the Arch in speach comes from President George W. Bush. In the election campaign of 2000, Bush, then gouvernor of Texass, debated Vise President Alb Gore three times. Their last debate, in October 17, 2000, on Washington University in St. Louis, was conducted in the town hall formate in wich citisens had the opportunity to question the candedates direct. <...>

Task 9. Translate the following sentences into Ukrainian:

1) “If you take care of an elderly in your home!” A few moments earlier, the young woman had said that she has no dependents. By not pausing, Mr. Bush lost thinking time and lost track of her question. The ramble took him off topic.

2) “Medicare!” The young woman was 34 years old, almost double her entire life span away from Medicare eligibility. Mr. Bush’s ramble took him further out on a limb, making him appear evasive and offmessage.

3) With barely a pause for a very short breath, he continued to roll his words, jamming the last two phrases together, his cadence now starting to slide into a ramble.

4) As he spoke the last three words, his voice hung in midair, without dropping. He did not close his mouth or take a breath. Because he did not Complete the Arc, he rolled directly into his next phrase, accelerating his words.

5) One came from a young woman, who asked, “How will your tax proposals affect me as a middle-class, 34-year-old single person with no dependents?”

Task 10. Translate the following sentences into English:

1) Немає універсального шаблону або конкретних рамок, як правильно почати промову. Але це і добре. Виявіть фантазію, відкрийте свою індивідуальність, покажіть слухачам свою харизму. Із перших слів дайте людям те, за чим вони прийшли, тоді увага слухачів буде вашою із перших до останніх секунд вашого виступу.

2) Для того, щоб гарно виступити перед аудиторією, треба пройти кілька етапів підготовки до публічного виступу. Перший етап – це побудова структури свого виступу. Завдяки правильній структурі ваші думки будуть логічними та послідовними, а виступ – єдиним цілим.

3) Протягом усієї промови ви будете вести слухачів за руку до того результату свого виступу, який ви наперед заплануєте. Однак, підготовку до публічного виступу ми починаємо з “нульового” етапу. Від нього залежатиме, якою буде структура вашого виступу.

4) Якою є ціль вашого виступу? Хто є вашою аудиторією? Якою є тривалість виступу? Давши відповіді на ці запитання, ви будете знати, куди рухатися та як будувати структуру публічного виступу.

5) Особливу увагу приділіть цілям вашого виступу. Вона визначає, яким буде майбутній текст, та загалом впливає на кожне рішення при написанні промови, на кожному сторінку і на кожний абзац.

6) З чого почати свій виступ? Як його продовжити? Який саме матеріал використати? Як закінчити? На ці всі запитання дає відповідь ціль виступу. Якщо цілі ви не знаєте, то і якісної відповіді на ці запитання не дасте. У результаті будете лише здогадуватися, про що приблизно говорити аудиторії та готуватимете виступ наосліп, якщо взагалі його будете готувати.

7) Що робить людина, якщо не знає, що точно їй треба зробити, або як саме це зробити? Вона відкладає роботу, затягує час, чекає, що рішення прийде само собою. Вона дає собі час, щоб мозок подумав і підказав правильне рішення.

8) Однак, у випадку з промовами, через таке “обдумування” витрачається час та енергія, які можна використати на редагування, шліфування тексту та репетицію виступу.

9) Натомість, коли ви визначили ціль і знаєте, кому саме будете говорити, то далі стає дуже просто з контентом. Все, що допомагає досягати цілі, у текст ми включаємо, все що не допомагає – ми виключаємо.

10) Так само і на етапі редагування. Коли текст написаний, то ви побачите, де можна скоротити та покращити, що викинути, де поставити акценти, щоб ваша ціль була досягнута.

Task 11. Provide as many derivatives as possible to the words below using the necessary prefixes and suffixes:

	<i>Word</i>	<i>Derivatives</i>
1	rhythm	
2	metric	
3	music	
4	interrupt	
5	phrase	
6	reduce	
7	add	
8	person	
9	palp	
10	list	
11	lead	
12	benefit	
13	address	
14	utter	
15	smoke	

CHAPTER 9

MASTERS OF THE GAME

Task 1. Comment upon the quote below relying on the key messages of the chapter under consideration:

“Tell them to go out there with all they got and win just one for the Gipper.”
(*Knute Rockne, All American First National Pictures, 1940, screenplay by Robert Buckner*).

Task 2. Answer the questions below, provide your reasons:

- 1) What politicians are discussed in the Chapter under consideration?
- 2) What does it mean *to watch more and hear less, to feel more and think less* during the speech presentation?
- 3) Why is Ronald Reagan taken as a model of being a great communicator in the Chapter under consideration?
- 4) Why are Ronald Reagan’s outstanding communication skills often attributed to his career as an actor? Do you consider this attribution reasonable or senseless? Justify your point of view.
- 5) How long did Winston Churchill’s speech last on December 26, 1941? What was the purpose of the speech delivery and who was the target audience?
- 6) How can you describe Winston Churchill’s body language component during his speech to the US Congress?
- 7) Who spoke before a crowd of 200,000 people? What were the main messages of this speech?
- 8) What does it mean for a political speaker *to be conversational*?
- 9) Do you agree to the following advice given by Ronald Reagan: “Be yourself!” How helpful/harmful may it be for a politician when delivering a speech?
- 10) What politician did Barack Obama reference frequently in his bestselling autobiography *The Audacity of Hope*?

Task 3. Consider the following statements *TRUE, FALSE, or NOT MENTIONED*:

- 1) On January 15, 1981, in the House Chamber of the U.S. Capitol Building, George W. Bush stood poised on the historic dais, looking out at the sea of faces in a joint session of Congress._____
- 2) Bill Clinton rode each arc like a stately ship rolling on the high seas, its stout hull carrying it majestically over the waves._____

3) At the age of 70 Reagan, however, his once-resonant radio voice had become thin, in marked contrast to the voice of another man who stood at the very same spot on that historic day 42 years earlier. _____

4) On December 2, 1942, Prime Minister Winston Churchill was spoken to by a joint session of Congress from the venue of presidential State of the Union addresses. _____

5) Throughout his 30-minute speech, Sir Winston’s characteristic stentorian tones and aristocratic eloquence rang throughout the chamber. As he drew to a close, his imposing figure stood in frustration, his arms resting at his sides. _____

6) At Capitol building in Washington, DC. January 20, 1961 was a bitterly cold day with a chilling wind and a temperature of 20 degrees below zero, but Bill Clinton took the oath of office without a hat or topcoat. _____

7) When Winston Churchill concluded, he lifted one hand and raised three fingers in his trademark “IV” for victory sign. It brought the audience to its feet, although in silent applause. _____

8) At that point Kennedy extended his left arm fully and, as his serious voice bellowed the crisp words in his Boston accent, his arm beat the phrases like a concert master of a marching band. _____

9) On August 28, 1961, just two and a half years later and two and a half miles across town, the Reverend Martin Luther King, Jr. stood on the steps of the Lincoln Memorial and delivered an equally inordinary speech. _____

10) Clinton’s charisma was clearly evident in 1963 during Graham’s England crusade at a packed Music Hall in Birmingham. _____

Task 4. Provide the synonyms and antonyms (if any) for the key words below:

	Key word	Synonyms	Antonyms
1	reflective		
2	excellent		
3	quiet		
4	personal		
5	dependable		
6	obscure		
7	equal		
8	vast		
9	wispy		
10	sincere		

Task 5. Match the definitions to the words below:

1	columnist	a.	important, respected, and admired;
2	eminent	b.	the place where an activity or event happens;
3	virtue	c.	expressing a lot of emotion;
4	receptive	d.	a journalist who writes a regular series of articles for a particular newspaper or magazine;
5	impassion	e.	to try to be like someone or something else, usually because you admire them; if one computer system or program emulates another, it behaves in the same way;
6	venue	f.	a resonant sound is deep and clear and continues for a long time;
7	keynote	g.	a good quality or habit that a person has, especially a moral one such as honesty or loyalty; an advantage or a good feature that something has that makes it better than something else;
8	emulate	h.	willing to listen or to consider suggestions;
9	resonant	i.	a series of actions intended to produce political or social change; a series of actions by an army trying to win a war; a group of people who are running a political campaign.
10	campaign	j.	the most important feature of something;

Task 6. Describe the picture below providing factual and conceptual information relevant to the image under consideration:



Task 7. Read the paragraph below. Fill in the gaps using the words in the box:

<...>Reagan’s host segments werefilmed at a different time from the productions ofscreenplays. With Hollywood’s customary logistical efficiency, Reagan often recorded severaland closings at a time, in a bare studio, with only a camera and acrew present. Yet he had to project his words and personality into the inert lens of a camera and through to audiences whonot see him for months, if not years, or even decades later. To bein the living rooms of mid-twentieth-century America, Ronald Reagan had to present himself as one of the family, to be....., to be conversational. He had developed this intimate quality even before he became a screen actor. In the early 1930s, he worked as a sportsat a radio station in Des Moines, Iowa. His job was to sit in a studio and, from a telegraph ticker tape, describe the play-by-play ofCubs’ baseball games as if he were in the ballpark. Then and there, Ronald Reagan learned the art of projecting himselftime and space and, by extension, into the homes of his audiences. By the time he got to..... in the late 1930s, <...>

production	openings	would	usually	the	empathic
Hollywood	welcome	announcer	Chicago	across	

Task 8. Identify the mistakes in the passage below and provide the necessary corrections:

<...> By the time she delivered that final anual speech, his hands had become artritric and he kept them out of camera range. Morover, State of the Union adreses are carefully scripted and run on a teleprompt, so Ragan used his hands to hold a backup hard copy of his speech. Therefor, all of Ronald Ragan’s expresiveness ocurred above his broad, solide shoulders, in his head and features. These descriptive words of the Pulitzer Prise television critics captured it all: “. . . cocking his head with his sinsere grin . . .” This distinctive delivery style was not new to Ronald Ragan, and it did not come about as a result of the ravags of time or the falibility of teleprompters. It emerged more than 30 years earlier, during a unikue part of his film careere. No, not his acting. Ragan’s outstanding comunication skills are often mistakenly atributed to his career as an actor when, in fact, even the kindest of critics did not praise his performanses in his 54 films, most of them B-movies. <...>

Task 9. Translate the following sentences into English:

1) Вступ має привертати увагу з перших слів. Більше того, вам потрібно виділитися серед інших виступаючих, які були до вас, а також тих, яких глядачі чули раніше на інших заходах. Необхідно придумати щось оригінальне.

2) Не шкодуйте часу на формулювання перших фраз у промові. Шліфуйте їх знову і знову, доводячи до досконалості.

3) Якщо назвати це просто і одним словом, то вам треба придумати сюрприз. Має бути щось зовсім неочікуване. Це автоматично позбавить ваш вступ мовних кліше та затертих фраз. Також зосередить увагу глядачів, бо вони розумітимуть, що зараз буде коїтися щось цікаве.

4) Крім того, класний сюрприз додасть енергії аудиторії для уважного слухання вашого публічного виступу. Ви покажете, що готувалися до виступу, цінуєте аудиторію і стараєтеся для неї.

5) Вийдіть за рамки, пофантазуйте, щоб оригінально почати свій публічний виступ. Згадайте якусь історичну подію. Використайте причини, з яких вона сталася, що їй передувало, як вона відбулася та які вона має наслідки. Тобто з події можна витягнути потрібний вам елемент і на основі цього провести аналогію або заперечення.

6) Підшукайте цитату під свою тему. Сказавши її на початку, далі погоджуйтеся з нею чи не погоджуйтеся, або зверніть увагу на її актуальність. Тут також велике поле для фантазії, щоб ефективно розпочати промову.

7) Розпочніть із твердження, яке стосується найбільшої проблеми вашої аудиторії в поточний момент. При цьому не обов'язково ваше твердження має збігатися з думкою аудиторії.

8) Наприклад, на зборах компанії можна розпочати з такого твердження: “Я знаю, як за півроку знищити наших конкурентів”. Або можна цю ж промову розпочати таким чином: “Наша продукція нічим не краща від продукції наших конкурентів.” А потім спростувати це твердження.

9) Запитання до аудиторії або риторичне запитання – це досить простий варіант початку. Лише знайдіть дійсно цікаве і свіже запитання або по-новому його озвучте. Наприклад, початок виступу із запитання «Для чого ми живемо?» не є чимось новим, тому навряд чи зацікавить слухачів.

10) Вступ із запитання можна поєднати із попередніми варіантами початків. Наприклад: *Цитата + Запитання; Твердження + Запитання; Твердження у формі цитати + Запитання.*

Task 10. Translate the following sentences into Ukrainian:

1) A commercial DVD called “Ronald Reagan: The Great Communicator” contains many clips from more than 100 of his presidential appearances during the eight years of his presidency.

2) Contrast Ronald Reagan’s conversational style to that of the four orators you saw earlier in this chapter. Winston Churchill, John F. Kennedy, Martin Luther King, and Billy Graham all used their hands and arms with dramatic gestures that approached choreography.

3) Ronald Reagan, on the other hand, spoke to his audiences at their level, as one of us. Churchill, Kennedy, King, and Graham forcefully projected their personas to the distant backs of their public rooms; Reagan gently projected his into private living rooms.

4) The essence of Reagan’s style was his uncanny ability to be completely at one with his audience in every setting, across every dimension, to make every person in every audience feel as if, ‘‘He’s speaking to me!’’

5) A young, strapping Ronald Reagan, with the same lopsided—and color—hair as he had in his 1988 State of the Union, stood in front a bare wall of a movie studio, framed by stage lights.

Task 11. Provide as many derivatives as possible to the words below using the necessary prefixes and suffixes:

	<i>Word</i>	<i>Derivatives</i>
1	bell	
2	articulate	
3	ally	
4	accent	
5	mood	
6	grace	
7	resume	
8	pen	
9	trust	
10	worth	
11	hope	
12	gross	
13	clerk	
14	nation	
15	play	

CHAPTER 10

WHAT EVERY SPEAKER CAN LEARN FROM BARACK OBAMA

Task 1. Comment upon the quote below relying on the key messages of the chapter under consideration:

“I just never heard anybody speak like him before . . . It’s like he’s talking to you, and not to a crowd.” (*Ryan Marucco president, Young Democrats of Macon County, Illinois*).

Task 2. Answer the questions below, provide your reasons:

- 1) What politicians are discussed in the Chapter under consideration?
- 2) What speech is widely considered to be the starting point of Barack Obama’s ascent in politics?
- 3) How do you understand the phrase *to electrify the crowd* in the context of the Chapter under consideration? Who managed to electrify the crowd and the Democratic Party?
- 4) Who was the Democratic Party’s 2004 presidential nominee?
- 5) Who did the article entitled “The Candidate” and published by “New Yorker” magazine in May 2004 run about?
- 6) Did the media respond positively or negatively to Barack Obama’s speaking skills? What were their reasons?
- 7) What is *the Barack Obama Phenomenon*?
- 8) How can Hillary Clinton and Barack Obama be compared as political speakers?
- 9) What were the two successful runs made by Barack Obama?
- 10) What set of accessible techniques does Barack Obama use in his political speeches? Which ones out of those mentioned appear to be the most useful and the least useful for a political speaker, in your opinion?

Task 3. Consider the following statements *TRUE*, *FALSE*, or *NOT MENTIONED*:

- 1) On January 3, 2004, in the first official test of the presidential campaign, the Iowa caucuses, Obama made a surprise firstplace finish, with 37.6 percent of the vote, while Clinton placed third, with 22.5 percent. _____
- 2) On December 2, 2002, at the very same time that President George Bush and Congress were announcing their joint resolution to authorize the invasion of Iran, Obama, then an Illinois State senator, spoke at an antiwar rally in Federal Plaza in Los Angeles. _____

3) In a fiercely contested primary election among seven candidates for the U.S. Senate seat from Illinois (a key state in the upcoming presidential election), Obama emerged the winner, with 51 percent of the vote. _____

4) In the Author's opinion, Barack Obama is, by any standard, a very good, if not a great, speaker. _____

5) Barack Obama's now-famous keynote speech at the 2008 Democratic National Convention is widely considered to be the starting point of his ascent in politics. _____

6) Senator Jim Kerry, the party's 2007 presidential nominee, invited the rising star to deliver the keynote speech at the national convention and gave him his shot at glory. _____

7) Barack Obama used only the *Person-to-Person technique* in his run for the Illinois senate seat in 2004. _____

8) The 2009 presidential campaign, one of the longest and most fiercely fought in the history of politics, focused extensively on Senator Barack Obama's strengths as a public speaker and his rock-star appeal. _____

9) The January of 2003 was a full year before the nation's third primary contest and a week before Barack Obama formally announced his candidacy. _____

10) In March 2004, two months before that watershed convention speech, the New Yorker magazine ran a lengthy profile on Michelle Obama and her run for the U.S. Senate. _____

Task 4. Provide the synonyms and antonyms (if any) for the key words below:

	Key word	Synonyms	Antonyms
1	war		
2	famous		
3	passion		
4	national		
5	fiercely		
6	lengthy		
7	charismatic		
8	empty		
9	difference		
10	against		

Task 5. Match the definitions to the words below:

1	prompt	a.	the particular people and society that surround
---	--------	----	---

			you and influence the way in which you behave;
2	counterpoint	b.	to cause something to happen or be done; to encourage someone to speak or continue speaking; to remind an actor which words to say next; to remind an actor which words to say next;
3	milieu	c.	something that produces a different effect from something else, especially in an interesting or attractive way; two or more tunes that are played together to sound like one tune;
4	credentials	d.	a greater amount than you need or want;
5	exacerbate	e.	to form a pattern of straight lines that cross one another; to go across a place and back again many times, taking a different path each time;
6	proliferation	f.	to make a problem become worse;
7	succinct	g.	personal qualities, achievements, or experiences that make someone suitable for something; documents that prove who you are or that show your qualifications or status;
8	respective	h.	a sudden increase in number or amount; a large number of a particular thing;
9	plethora	i.	expressed in a very short but clear way;
10	crisscross	j.	belonging separately to each of two or more people or things previously mentioned;

Task 6. Describe the picture below providing factual and conceptual information relevant to the image under consideration:



Task 7. Read the paragraph below. Fill in the gaps using the words in the box:

<...> At that point, thecampaign became an intense political contest peppered with a relentless..... of negative charges and countercharges flying across the mediathe Web. The two candidates battledacross the country, state by state, and as they did, the poll numbers swung constantly, alternately closing and widening the narrow gapthem. Ultimately, Obama prevailed and became the Democratic presidential nominee. He went on to engage in an equally, if notintense contest with John McCain, the Republican nominee. That campaign was also characterized byswinging poll numbers. The plethora of factors that propelled these swings included: surprise revelations, unintentional gaffes,statements, controversial relationships, inflammatory ads, media hyperbole, ancrisis, platform maneuvering, influential endorsements, polarized voter blocs, and the Byzantine complexities of the political process—all ofare outside the scope of this book. <...>

which	economic	questionable	widely	more	and	barrage
		between	primary	fiercely		

Task 8. Identify the mistakes in the passage below and provide the necessary corrections:

Barack Obama, by any standard, very good, if not great, speaker. But his talent did not sprung from birth or from mystical magical powers. “There was a perception that this is very gifted individual who has a way with words,” one of his former clasmates told the Washinton Post. But, the clasmate went on to say, “This rhetorical and oratorical gifts have clearly developped and reached their ful flower in the course of his adult political career.” Obama uses a set of quite acessible technickues that you, too, can use, and wich you have allready learned in this book. Let’us complete our analisis of the Obama fenomenon by revisiting the highlights of several key chapters, to identify the behavior that she employed to produse such a positive responces—behavior that you can’t readily adopt.

Task 9. Translate the following sentences into Ukrainian:

1) After that successful acceptance speech, the election campaign moved into high gear. Obama and McCain crisscrossed the country delivering their respective messages in every kind of presentation setting, the most critical of which were three formal presidential debates.

2) The next morning, Obama’s lead in the RCP average bounced back up to 3.5. Astill better measure was a review of the speech by Ed Rollins who provided his own credentials along with his compliments.

3) Obama’s answers rambled into deep erudite analyses and long nuanced discussions. His rambles were exacerbated by a proliferation of “ums,” “ahs,” and

“y’knows,” that made his answers seem even longer. McCain, on the other hand, true to his “Straight Talk Express” slogan, made his responses prompt and succinct.

4) On August 16, 2008, Obama, by then the Democratic nominee, met John McCain for their first encounter of the presidential election at the Civil Forum on Leadership and Compassion at Saddleback Church in Orange County, California.

5) Emulating Reagan, Obama rolls out his words in long arcs, like a ship riding the waves on the high seas, Completing each Arc by dropping his voice, and punctuating each point forcefully. The pauses between the arcs allows his listeners to absorb the meaning of his words, if not to become captivated by his compelling rhythm.

Task 10. Translate the following sentences into English:

1) Не розпочинайте свій публічний виступ з кліше. Наприклад: “Я зараз буду говорити від щирого серця”. У нас кожен другий спікер, особливо політик, каже, що говорить від щирого серця. Люди давно втратили довіру до таких висловлювань.

2) Не говоріть те, що буде нудно слухати людям із залу. Наприклад, їм не цікаво знати, що вам приємно бути на цьому заході, або слухати про вашу вдячність організаторам. Це банальні слова, які ніхто не оцінить. Коли хочете подякувати, то майстерно інтегруйте це у середину промови, а не у вступ.

3) Не розповідайте, через які труднощі вам довелося пройти, щоб підготувати свою промову, та як складно було сьогодні потрапити на цю подію, і яка взагалі ви зайнята людина, і що аудиторії пощастило вас слухати, тощо. Це нікого не цікавить, дайте людям те, за чим вони сюди прийшли.

4) Це добре, коли промовець склав гарну структуру свого виступу, але сама структура нецікава аудиторії. Не варто пояснювати, про що ви будете говорити – треба просто говорити.

5) Якщо ваш публічний виступ має структуру, пункти, розділи, параграфи, то не варто на початку оголошувати зміст і структуру свого виступу. До речі, не треба цього озвучувати і під час промови.

6) “Я вам зараз розкажу про 10 пунктів чогось там” – також не вдалий початок. Для слухачів втрачено інтригу. Вони приблизно знають, скільки часу ви розповідатимете про цих 10 пунктів. Якщо тривалість вашого виступу для слухачів виглядатиме задовгою, вони нарікатимуть на те, що їм так довго потрібно сидіти і слухати вас.

7) Також, якщо на початку виступу ви розкажете все, про що будете розповідати, то частина людей може подумати, що вони це вже знають і підуть собі за кавою. А насправді вони могли б почути щось нове, якби залишилися в залі.

8) Пам’ятайте про винятки. Наприклад, на нарадах чи інших офіційних корпоративних заходах доречно на початку сказати, про що будете говорити. Але й тоді не варто детально представляти структуру публічного виступу.

Краще в загальному вигляді поясніть, що важливого для слухачів скажете, що їм може допомогти чи буде корисним для них.

9) Не розпочинайте з довгого міркування чи довгої історії. Це варто перенести на основну частину свого виступу.

10) Ви маєте одразу зацікавити людей. Якщо момент зацікавлення перенести на 2-3 хвилини після початку виступу, то ви просто втратите це вікно – перших 30 секунд, які найбільше чіпляють увагу глядачів.

Task 11. Provide as many derivatives as possible to the words below using the necessary prefixes and suffixes:

	<i>Word</i>	<i>Derivatives</i>
1	intense	
2	consecutive	
3	impede	
4	compile	
5	magnet	
6	star	
7	crowd	
8	nominate	
9	come	
10	fierce	
11	elect	
12	eye	
13	report	
14	body	
15	hear	

CHAPTER 11

GRAPHICS SYNCHRONIZATION

Task 1. Comment upon the quote below relying on the key messages of the chapter under consideration:

“If you make it hard for your audience, they will make it hard for you.”
(*J. Weissman*).

Task 2. Answer the questions below, provide your reasons:

1) What are the *Tools of the Presentation Trade*? How can the concept of *Graphics Synchronization* be defined? In what way does it integrate the speaker’s vocal and visual components?

2) What is the difference between *design* and *synchronization*?

3) How does the *Less Is More principle* work in terms of Graphics Synchronization?

4) What famous personalities are discussed in the Chapter under consideration?

5) What are the ways to create a transition between slides in one’s Power Point Presentation? How many options can be considered?

6) Why are the eyes of the audience viewed as an important tool to control the presentation process?

7) What kind of overview is called *Title Plus*?

8) What is the purpose of using *The Back Link* technique and how does it work? What benefits does this technique provide?

9) How does the *Speak Only to Eyes principle* work?

10) What is the power of the *pause* during the presentation process? How is the pause interrelated with the *time warp*?

Task 3. Consider the following statements *TRUE*, *FALSE*, or *NOT MENTIONED*:

1) If your graphics are designed under the *More Is Less* principle, as top-heavy, cluttered eye charts, your audience will not understand your slide. _____

2) Fellini’s dubbing wasn’t always as thorough as his camerawork, and watching his films where the actors’ lips move slightly out of synchronization is distracting.

3) As the Author claims, when a large group of people in an audience sees 80 or so brandnew words pop onto a 152-inch projection screen for the first time, reflexively their eyes will ratchet over to take in all the words. _____

4) When you look at the new slide, look at it in its entirety. This overview is called *Title Minus*. The title serves as the headline for the whole slide. _____

5) This is a negative way of saying, “Do not speak to the screen,” but that is aversion therapy again. _____

6) A bad way to create a transition between slides is to make a closure statement about the outbound image. _____

7) If you design *Less Is More* slides, still your pause will be longer and you will prolong the time warp, which won’t make you feel and appear calmer. _____

8) Graphics Synchronization is essentially an extension of Phrase and Sentence. It provides the cadence and the logic to move from person to person during your presentation. _____

9) Graphics Synchronization is the integration of your slides with your Textual and Vocal components. _____

10) Federico Fellini was one of the world’s greatest film directors, but he focused more on images than on body language. _____

Task 4. Provide the synonyms and antonyms (if any) for the key words below:

	Key word	Synonyms	Antonyms
1	close		
2	integration		
3	understand		
4	add		
5	interpret		
6	complex		
7	sensitive		
8	connect		
9	bright		
10	stressful		

Task 5. Match the definitions to the words below:

1	synchronization	a.	to happen or make something happen at a faster rate;
2	adherence	b.	to make two or more things happen or move at the same time or speed;
3	endorsement	c.	a process in which two people or groups have discussions in order to solve problems; the

			words that characters speak in a book, play, or film;
4	accelerate	d.	the process or result of making something smaller or less in amount, size, importance etc; the amount by which the price of something is reduced; a copy of a photograph, picture etc that is smaller than the original;
5	excessive	e.	a collection of valuable things, especially jewels or gold and silver objects. In stories, treasure is often stored in a treasure chest (=a large box); something that you look after carefully because you think it is valuable or important; someone who is very helpful and kind;
6	mumble	f.	an occasion when someone gives official or public support to a particular person or thing; an official record of an offence committed by a driver that is printed in their driving licence;
7	dialogue	g.	the action of continuing to obey a rule, law, agreement etc; support for or belief in an idea, plan, opinion etc;
8	treasure	h.	very unpleasant; used for emphasizing how bad something is;
9	reduction	i.	to say something in a way that is not loud or clear enough so that your words are difficult to understand;
10	dreadful	j.	much more than is reasonable or necessary; much greater than is usual;

Task 6. Read the paragraph below. Fill in the gaps using the words in the box:

<....> The last pitfall is thedamaging. It inevitably irritates your audience because they think, “I can read it myself! Don’t waste my time!” Reading the slide verbatim sends the message that the presenter isdown to, or patronizing, the audience. Even worse, reading the slide triggers aingrainedhabit: The first time anyone ever read to you was to put you to sleep; thus you—and everyin every audience you will ever face—are forever programmed. Reading the slide also sends thethat you need a crutch, which implies that you have not prepared very well or that you do not know your material; either implicationyour credibility. Reading the slide has one final negative impact: It sets up the anticipation that yougoing to read theslide. Even if it is a Less Is More slide, your audience will think, “This is going to take forever!” Instead, paraphrase, use synonyms, orthe key words in the Title. Your

audience can easily make the interpolation. Then add other words for the Plus (bars, pie, bullet, etc.). For instance, with theof the timeline slide, if the title reads: “Cost Reduction Results,” your Title Plus could be, “Here’s how our company’s operational efficiencies haveour costs over the last six quarters.” <....>

diminishes	person	deeply	speaking	example	are
message	reduced	most	entire	juxtapose	universal

Task 7. Describe the picture below providing factual and conceptual information relevant to the image under consideration:



Task 8. Identify the mistakes in the passage below and provide the necessary corrections:

<...>We spent the gooder part of five days together focusing on every aspect of their presentation including the narattive structure of their story, the dezign and animation of their slides, and body languardge and voice of the presenters. Most impotant, I couched them on how to integrate all of these esential factors. The centerpiece of the Dolby story was their vision of what they called “The Complete Contents Chain,” a series of six step that takes contents (for televizion or film) from its creation by proffesionals to its playback by concumers, and Dolby’s role (and oportunity to generate revenuees) at each of the steps. In their slide show, they depicted this chain as a serieses of six green rectangles arayed in a semicircular arch,

and Dolby's role at each step depicted as a series of six orange boxes, arranged in a parallel arc. <...>

Task 9. Translate the following sentences into Ukrainian:

1) Central to all of the preceding is the pause. If you design Less Is More slides, both you and your audience will have less visual information to process each time a new image appears on your screen.

2) We spent the better part of five days together focusing on every aspect of their presentation including the narrative structure of their story, the design and animation of their slides, and body language and voice of the presenters. Most important, I coached them on how to integrate all of these essential factors.

3) Every cinematographer, film editor, and director understands the powerful subconscious physiological, psychological, and social forces that impact audiences. These professionals play to these dynamics: They shoot and edit sequences rapidly to create negative tension, or slowly to create positive feelings.

4) One of the most commonly held false beliefs about presentations is that if the presenter turns to look at the screen, the presenter appears not to know his or her own material. This belief arises out of business school, or B-school thinking. Be prepared.

5) If you were to stand to present or speak to a small group, you would be looking down at your audience. In cinematography and photography this is known as a superior angle, which is used to convey a sense of dominance; e.g., the evil giant looks down at the victim menacingly.

Task 10. Translate the following sentences into English:

1) 30 секунд – саме стільки часу ви маєте, щоб захопити увагу слухачів. Якщо не зумієте цього зробити, то аудиторія втратить до вас цікавість і все, що ви скажете потім, вже не матиме значення.

2) Вступ – найважливіша частина публічного виступу, яку варто підготувати найретельніше, навіть якщо ви виступаєте перед лояльною аудиторією. Вступ має два завдання: 1. Переконати аудиторію, що вас варто слухати далі. 2. Показати, яку користь слухачі отримають з вашого виступу.

3) Щоб ефективно почати промову, уникайте поширених помилок, які можуть завалити ваш виступ з перших хвилин. Почніть свій виступ без нарікань. Навіть, якщо ви обурені організацією заходу чи якимись нюансами, які перешкоджають вашому публічному виступу.

4) Якщо ви приготували презентацію, а показати її неможливо через недоопрацювання організаторів, то не говоріть про це зі сцени. Просто усвідомте, що всяке буває. Сцена – це не місце для розбірок.

5) Якщо ж ви почнете виступ перед аудиторією з нарікань або претензій і негативу, то справите враження ниючої та незадоволеної людини, чого не люблять слухачі... В таких випадках можна жартувати, можна викручуватися, тягнути час під час публічного виступу, але привселюдно дорікати будь-кому не варто.

6) Не починайте виступ із жарту чи анекдоту просто так, щоб показати, що ви веселий хлопець або дівчина. Також не варто розповідати якусь смішну історію, що сталася вчора чи по дорозі на захід, яка не має відношення до змісту вашого виступу і ви не придумали, як її пов'язати з вашим виступом.

7) Жарт можна використати тільки тоді, якщо він дійсно смішний, реально підходить і має якесь відношення до змісту промови. Якщо в залі є люди, яких хочеться привітати і це доречно, то можна це зробити.

8) Але не варто говорити про те, що стосується вас особисто з людиною із залу і про це ніхто більше не знає. Недоречним, наприклад, є висловлювання з боку промовця: “Я бачу, що тут є Іван. Ми з тобою класно пограли в баскетбол минулого тижня, треба повторити.” Такі звернення зі сцени звучать дивно і не додають спікеру авторитету.

9) Не применшуйте своє вміння виступати і взагалі не говоріть про свої ораторські навички на сцені. Якщо ви скажете: “Ну, я не зовсім гарний спікер” або “Я не зовсім підготувався”, то вже можете сідати, бо вас і так слухати ніхто не буде. Такі фрази одразу відключають увагу аудиторії.

10) До речі, є один лайфхак, як розв'язати проблему відсутності досвіду публічних виступів чи недостатнього рівня ораторських навичок. Треба підготувати текст виступу, в якому ви будете впевнені, який буде продовженням вас і який буде відповідати потребам та рівню аудиторії. Тоді ви будете мати менше страху, природно себе почуватимете, а гарна інтонація та жестикуляція з'явиться у вас сама по собі.

Task 11. Provide as many derivatives as possible to the words below using the necessary prefixes and suffixes:

	<i>Word</i>	<i>Derivatives</i>
1	venue	
2	grow	
3	technology	
4	entire	
5	cross	
6	cord	
7	yield	
8	just	
9	bound	
10	precise	
11	watch	

12	distract	
13	state	
14	deem	
15	cram	

CHAPTER 12

GRAPHICS AND NARRATIVE

Task 1. Comment upon the quote below relying on the key messages of the chapter under consideration:

“Beware of left and right. Because the presenter and the audience are facing in opposite directions, left and right are different for each.” (*J. Weissman*).

Task 2. Answer the questions below, provide your reasons:

- 1) Does the Chapter under consideration discuss any famous political speakers?
- 2) What does Leslie Culbertson’s story run about?
- 3) What is *an Aha! moment*? How can it be interpreted during Leslie’s presentation process?
- 4) Why should one start their discussion of every slide with *a Title Plus*? What are the advantages of using this technique?
- 5) What are the peculiarities of using *a Title Plus* with *simple slides*, *complex slides*, and *very complex slides*?
- 6) What is *verbal navigation*? How do you understand the following statement: “*Navigate your audience’s eyes with your words*”.
- 7) Is it useful to combine *The Title Plus* and *Back Link techniques* in one’s presentation?
- 8) What does Dr. Katherine Crothall’s story run about?
- 9) Why do we need *bullet points* in our presentations? What do most presenters do when they display *bullets*? Is that right or wrong? How does that make audiences feel?
- 10) What do most presenters do when they display *quotations*? Is that right or wrong? How does that make audiences feel? What are the peculiarities of using *Numeric and Relational Graphics* during the presentation process?

Task 3. Consider the following statements *TRUE*, *FALSE*, or *NOT MENTIONED*:

- 1) Both complex and simple slides start with a Title Plus._____
- 2) To be a successful speaker one still should not combine their words, the Verbal, with their voice, the Vocal, and their body language, the Visual, as well as their graphics into an integrated whole._____
- 3) *The Title Plus technique* will make the rest of your narrative flow more smoothly and enable your audience to stay with you._____
- 4) The Author claims that one can develop a persuasive story, illustrate it with dazzling graphics, present it with poise and confidence, and not have it ruined by a

presentation environment that challenges and/or distracts their audience. _____

5) Very complex slides also start with a Title Plus and then never become the exception to the rule. _____

6) The Author claims that when you open the floor to questions, you react to the first tough question defensively, evasively, or contentiously, everything that went before will be negated. _____

7) The Author discusses three important culminating points about the methodology of public speaking in the framework of the Chapter under consideration. _____

8) Voice Management obviates the need for pointers, a device that has inexplicably become standard equipment in the presentation trade. _____

9) The Chapter under consideration does not provide any information about the use of bullet points. _____

10) The Title Plus and Back Link techniques combined tie your story and your slides together in a seamless narrative that makes it challenging for your audience to follow. _____

Task 4. Provide the synonyms and antonyms (if any) for the key words below:

	Key word	Synonyms	Antonyms
1	preceding		
2	conventional		
3	opposite		
4	relative		
5	irreducible		
6	aggressive		
7	interest		
8	enormous		
9	improve		
10	tolerant		

Task 5. Match the definitions to the words below:

1	disruptive	a.	a dazzling light is so bright that it makes you unable to see for a short period of time; extremely impressive;
2	culminate	b.	relating to the basic nature or character of something; essential to the existence,

			development, or success of something;
3	relegate	c.	a detailed explanation of something such as an idea or process, or the action of giving such an explanation; a public event or show of industrial products or technology;
4	dazzling	d.	a medical condition that has a particular set of effects on your body or mind; a set of feelings or actions that are typical in a particular situation;
5	poise	e.	to provide a short account of the most important facts or features of something;
6	fundamental	f.	repeating the exact words that were used;
7	exposition	g.	a controlled and relaxed way of behaving, even in difficult situations; a graceful and calm way of moving, standing, or sitting;
8	syndrome	h.	to move someone or something to a less important position;
9	summarize	i.	to happen or exist as the final result of a process or situation;
10	verbatim	j.	causing difficulties that interrupt something or prevent it from continuing; original and new in a way that causes change;

Task 6. Describe the picture below providing factual and conceptual information relevant to the image under consideration:



Task 7. Read the paragraph below. Fill in the gaps using the words in the box:

<...>Leslie Culbertson is the vice president of finance atCorporation. When she assumed that role, I had the opportunity to coach her for her first majorat an investment conference. Leslie was a most diligent student: She took full ownership of her presentationshaping her content, Verbalizing her narrative, andher own slides. As part of the process, we exchanged her slide show via email several times to refine them. Twolater, Leslieme early one the morning and asked, “Could you review my presentation again?” “Sure,” I replied, “goand email it to me.” “Well, I can’t do that,” said Leslie, “I’m in the car now, on theto the conference.” “Who’s driving?” I asked. “A colleague,” said Leslie, reassuringly. Leslie was on her..... phone. I was in my office on a land line. She had the slides on her laptop. I did not. All I couldwas her narrative. <....>

review	mobile	way	designing	ahead	Intel
	called	months	presentation	by	

Task 8. Identify the mistakes in the passage below and provide the necessary corrections:

Verbal Navigation obviates the need for pointers, a devise that has unexplicably became standard equipment in the presentation trade. Don’t follow leming. Trash all pointers. Ridgid pointers, wether the long wood or collapsible metal tipe, become twirling batons, toys, wands, lances, spears, or swords in the hands of nervous presenters. Their dimminutive cousins, laser pointers, produse frenetic light shows. As you grasp either tipe of pointer, your hand turns into a fist. Worse, grasping a pointer inhibits opening your hand when you Reach out to create handshake. Very complex slides also start with a Title Plus, but then become the exeption to the rule. Certain slides require a level of detail that is irreducible: in example, financial charts, architecteral digrams, or flow-charts.

Task 9. Translate the following sentences into Ukrainian:

1) The one exception to this very important rule is to treat your bullets as a group and state that in your Title Plus: “Here we see four features of our new product.” Then go on to say that you will focus on only the last two bullets.

2) When you are finished with your discussion of the first bullet, turn back to the screen, glance at the second bullet, then turn back to another person and say, “We’ve also added new options that will allow you to . . . ” and continue the same discussion pattern as with the first bullet. Paraphrase, discuss, and add value.

3) Kathy’s firm grasp of the Title Plus technique, as well as all her other presentation skills, contributed to a successful road show that generated enormous

investor interest. The offering of 4,250,000 shares had orders for 44 million shares—11 times oversubscribed.

4) The Title Plus and Back Link techniques combined tie your story and your slides together in a seamless narrative that makes it easy for your audience to follow. So easy, they are even able to follow your presentation when they are not present in the same room with you.

5) Start your discussion of every slide with a Title Plus. It will make the rest of your narrative flow more smoothly and enable your audience to stay with you. After the Title Plus, however, different types of slides have different narrative follow-throughs.

Task 10. Translate the following sentences into English:

1) Майже кожен, хто виходить до мікрофона, міг би говорити більш впевнено та переконливо. Для цього потрібно навчитись керуватися кількома принципами і уникати трьох ораторських помилок.

2) Поводьтеся скромно, намагайтеся бути щирим зі своєю аудиторією і завойовуйте її довіру оригінальними метафорами, як радять експерти.

3) Не забувайте, що за доби смартфонів будь-який "ляп" може бути увіковіченим в інтернеті. Це означає, що промова має бути ретельно підготовленою.

4) Уважна аудиторія миттєво розпізнає самозванця. Ось чому вам не вдасться привернути увагу слухачів, якщо ви щиро не зацікавлені в темі вашого виступу і, якщо ви не зможете пояснити її надзвичайну важливість для вас особисто.

5) Люди не просто слухають ваші слова, вони також відчують, що відбувається на сцені, і відповідно вирішують, чи варті ваші ідеї їхнього осмислення.

6) Якщо аудиторії не зрозуміло, чому ви про це говорите, або вони бачать гіпертрофоване *ego* оратора, вони обов'язково спитають себе: "Чому я маю цьому вірити?"

7) Іноді досить сказати, "Як член проекту, я..." або, якщо ваша промова – мотиваційна, ви можете почати з життєвої історії, яка змусила вас замислитися про деякі речі. Проте щирість або, навпаки, фальш виявляються не тільки в словах, але й в жестах та рухах, тобто мові тіла, яку уважно зчитує аудиторія.

8) Ніщо не виглядає таким марнославним та егоїстичним, як незнання своєї аудиторії та неналежне звертання до неї. Наприклад, коли виконавчий директор міжнародної компанії на телеконференції з усіма підрозділами вітає співробітників словами "Доброго ранку", але у багатьох з них вже далеко не ранок.

9) Давайте не забувати, що ми прагнемо вплинути на нашого слухача, захопити його новими ідеями або спонукати до нових рішень. Якщо аудиторія відчуває, що оратор більше зосереджений на самому собі, переконати її буде набагато складніше.

10) Використання невдалих порівнянь або образів, недоречних для певної аудиторії, спричинює хаос. Наслідки таких помилок зазвичай дуже помітні. Люди, як правило, використовують близько шести метафор у хвилину, каже Саймон Ланкастер, спічрайтер із Лондона і автор книги "Гід з написання промов".

Task 11. Provide as many derivatives as possible to the words below using the necessary prefixes and suffixes:

	<i>Word</i>	<i>Derivatives</i>
1	after	
2	narrate	
3	elaborate	
4	guide	
5	value	
6	aware	
7	dynamic	
8	rule	
9	except	
10	product	
11	aggressive	
12	coach	
13	manage	
14	invest	
15	amplify	

CHAPTER 13

THE POWER PRESENTATIONS PYRAMID

Task 1. Comment upon the quote below relying on the key messages of the chapter under consideration:

“The inclusive pronoun we combines the self-centered I and the persuasive you into the mutually beneficial firstperson plural.” (*J. Weissman*).

Task 2. Answer the questions below, provide your reasons:

- 1) Does the Chapter under consideration discuss any famous political speakers?
- 2) What are the elements of the *Power Presentations Pyramid*?
- 3) What is the function and the role of the *inclusive pronoun* “we” in political speeches?
- 4) What is one of the most effective ways to communicate with any audience according to the Author of the Book?
- 5) Using the *I -pronoun* reinforces one’s negative reputation. Do you agree or disagree? Give your reasons.
- 6) Why is *Less in the graphic* more effective?
- 7) What does *NAFTA* abbreviation stand for? What can you say about the *NAFTA debate*?
- 8) How important is *Body Language* during the presentation process? What is your personal attitude towards using nonverbal means when delivering a speech? Are you good at using the body language?
- 9) Comment upon the following statement from the Chapter under consideration: “*A presentation does not exist on the screen alone, in the presenter alone, or in the audience alone*”. Do you agree or disagree? Give your reasons.
- 10) How should a successful presentation be organized according to the summary provided by the *NAFTA debate analysts*?

Task 3. Consider the following statements *TRUE, FALSE, or NOT MENTIONED*:

- 1) Thirty years after the *NAFTA debate*, Al Gore’s affinity for effective graphics still didn’t earn him an Academy Award._____
- 2) The impact of Ross Perot’s negative behavior on audience perception was evident from the public opinion polls taken by *BusinessWeek* on the day before the debate._____
- 3) A Power Presentation cannot be viewed as an operating system._____
- 4) A presentation does not exist on the screen alone, in the presenter alone, or in the audience alone._____

5) The Chapter under consideration focuses upon Barack Obama’s speaking skills only._____

6) In the November 9, 1998 episode, then-Vice President Al Gore debated Rosseline Parot about the proposed North American Free Trade Agreement (NAFTA)._____

7) The television host represents the audience: when Larry King nods, the audience does not nod empathically._____

8) *Less Is More Principle* is synonymous with Audience Advocacy._____

9) “Give me your whole mind”! Perot addressed the vice president of the United States as if he were an office boy. In response, the US Secretary of State smiled back sarcastically._____

10) Perot’s behavior throughout the debate also serves to demonstrate how not to handle all the other elements of a presentation or a speech—the entire pyramid._____

Task 4. Provide the synonyms and antonyms (if any) for the key words below:

	Key word	Synonyms	Antonyms
1	support		
2	essential		
3	answer		
4	debate		
5	inclusive		
6	persuasive		
7	immediately		
8	exclusive		
9	dismissive		
10	impatiently		

Task 5. Match the definitions to the words below:

1	ultimate	a.	a group of people who admire or support a particular person, belief, idea etc: can be followed by a singular or plural verb; all the people who watch a television programme, listen to a radio broadcast, or are reached by advertising;
2	orbit	b.	something that you decide is true after thinking

			about it carefully and looking at all the evidence; the end of something; the process of deciding or agreeing something;
3	audience	c.	an effect, or an influence; an occasion when one object hits another; the force with which one objects hits another;
4	image	d.	someone who answers questions, especially on a questionnaire (=a set of written questions) or for an opinion poll; the party in a court case who is against either the appellant or the petitioner or who is responding to an application, especially for divorce;
5	nucleus	e.	the path that is taken by an object moving around a larger object in space; an area in which someone or something has power or influence; the path that is taken by an electron around the nucleus of an atom;
6	conclusion	f.	the attitude that you have towards something, especially your thoughts about how good it is; the attitudes and thoughts of a group of people;
7	impact	g.	a discussion in which people or groups state different opinions about a subject; a formal discussion that ends with a decision made by voting;
8	respondent	h.	happening at the end of a process or activity; if you have something such as ultimate power or responsibility, you have more power or responsibility than anyone else; as good or as bad as possible; relating to the origins or basic form of something;
9	opinion	i.	the central or basic part of something; the central part of an atom, consisting of protons and neutrons;
10	debate	j.	an opinion that people have about someone or something, which may not be a true one; a picture or idea of something in your mind; a description of something that uses language or combines ideas in an interesting way;

Task 6. Read the paragraph below. Fill in the gaps using the words in the box:

<...> To demonstrate each of theseconcepts, let's turn to an example thatplace more than a decade and a half ago on the Larry King Live television program. In the November 9, 1993 episode, then-Vice President Al

Gore debated Ross Perot about the proposed NorthFree Trade Agreement (NAFTA). I analyzed thisextensively in my book In the Line of Fire to demonstrate how not to answer questions as Perot did,striking example of negative behavior. Perot’s behavior throughout the debate also serves tohow not to handle all the other elements of a presentation or a speech—the entire pyramid. Conversely, and more to the....., Al Gore’s positive behavior in the same encounter serves to illustrate theway to manage each of those same essential elements.
<...>

correct point demonstrate a debate took American five

Task 7. Describe the picture below providing factual and conceptual information relevant to the image under consideration:



Task 8. Identify the mistakes in the passage below and provide the necessary corrections:

The schenarios at the end of the previous chapter contain five esensial elements that are existing in every presentation or speech, and can be view as the tiers of a piramid The foundation of the piramid, as it is for each presentation, is solid story that is ilustrated by the graphic of the slide show. In the turn, these elements delivered by the presenter’s body language and voice, all suported by the tools of the presentation trade. The entire presentation is then subjected to the scrutiny of the audience’s questions, which the presenter must to handle with complete asurance and incredibility.

Task 9. Translate the following sentences into Ukrainian:

1) “We,” “we,” “we”: Gore began just as the U. S. Constitution begins: “We the people . . .” The inclusive pronoun we combines the self-centered I and the persuasive you into the mutually beneficial firstperson plural.

2) Gore was speaking about the Clinton administration but, by using the inclusive pronoun, he involved the electorate—and the audience. Audience Advocacy.

3) Here Gore offered anecdotal evidence to support his cause. One of the most effective ways to communicate with any audience is to put your message in human-interest terms; it immediately evokes empathy.

4) “My concern” and “I look”: For a man with a reputation of arrogance and egocentricity, I, the exclusive pronoun, served to reinforce his negative reputation. Note how many times he said “I” in his opening statement.

5) The vice president chose the correct seat, making his graphic card, designed according to the *Less Is More principle*, even easier for the audience to read.

Task 10. Translate the following sentences into English:

1) Публічний виступ – це усне монологічне висловлення з метою досягнення впливу на аудиторію. У сфері ділового спілкування найбільш часто використовуються такі жанри, як доповідь, інформаційна, привітальна і торгова промова.

2) В основі класичної схеми ораторського мистецтва лежить 5 етапів: а) добір необхідного матеріалу, змісту публічного виступу (inventio - «винахід»), б) Складання плану, розподіл зібраного матеріалу в необхідній логічній послідовності (dispositio - «розташування»), с) «Словесне вираження», літературна обробка мови (elocutio), d) Завчання, запам'ятовування тексту (memoria - «пам'ять»), е) Проголошення (pronuntiatio).

3) Сьогодні в ораторській діяльності виокремлюють 3 основних етапи: докомунікативний, комунікативний і посткомунікативний.

4) Антична риторика винятково велике значення надавала підготовці публічного виступу (це чотири з п'яти етапів приведеної схеми). Греки говорили, що промови Демосфена промащені олією нічної лампади, при світлі якої він їх складав.

5) Підготовка до будь-якого ораторського монологу починається з визначення його теми і мети. Тему визначає або сам автор, або ті, хто запрошує його виголосити промову. Назва виступу повинна бути зрозумілою, чіткою, за можливості короткою. Тема повинна відбивати зміст промови і привертати увагу слухачів.

6) При розробці порядку денного для нарад необхідно особливу увагу звертати на формулювання тем доповідей і повідомлень. Теми повинні орієнтувати людей на участь в обговоренні конкретних проблем.

7) Тому доцільно «розшифровувати» пункт порядку денного «Різне» – людина буде мати можливість заздалегідь підготувати і продумати свій виступ. Деякі промови не мають назв: привітальна, мітингова та інші.

8) Починаючи розробку тексту, необхідно визначити мету виступу. Оратор повинен ясно уявляти, якої реакції він домагається. Основні цілі публічного монологу – повідомлення і вплив.

9) Оратор може поставити задачу інформувати слухачів, дати певні відомості. Чи він розраховує на те, щоб схвилювати аудиторію, сформувати у людей переконання, уявлення, що стануть мотивами їхньої поведінки, тобто закликає до якихось дій. Часто ці завдання перехрещуються, сполучаються в одному виступі. Свої прагнення і задачі варто повідомити слухачам.

10) Важливо оцінити склад майбутньої аудиторії. *Хайнц Леммерман* – автор підручника з риторики – закликає заздалегідь налаштуватися на своїх слухачів, поставити себе на їхнє місце, «побачити речі їх очима».

Task 11. Provide as many derivatives as possible to the words below using the necessary prefixes and suffixes:

	<i>Word</i>	<i>Derivatives</i>
1	mutual	
2	plural	
3	evoke	
4	immediate	
5	reason	
6	force	
7	live	
8	standard	
9	segment	
10	debate	
11	graph	
12	vision	
13	frame	
14	tap	
15	motion	

CHAPTER 14

CODA—ENDING WITH THE BEGINNING

Task 1. Comment upon the quote below relying on the key messages of the chapter under consideration:

“Behavior that’s admired is the path to power among people everywhere”.
(*Beowulf*, Seamus Heaney, translator).

Task 2. Answer the questions below, provide your reasons:

- 1) Does the Chapter under consideration discuss any famous political speakers?
- 2) What was the Author’s first day on the job?
- 3) Do you agree to the following statement: “*An orator is a scholar*”? Give your reasons.
- 4) How do you understand the concept of *double reinforcement* in the context of the Chapter under consideration?
- 5) How does the Author of the Book interpret *the Moment of Truth* for himself?
- 6) What does the Author mean by using the following metaphor: *a billowing parachute lifted by the wind*?
- 7) How are the two areas of *Pause* and *Reach Out* related to discomfort?
- 8) What is the best compliment the Author has ever received as a presentations coach?
- 9) Do various communication types (a meeting, an interview, a conference, a discussion, or a one-on-one engagement) have similar or different key presentation elements?
- 10) Comment upon the following statement: *Behavior that’s admired is the path to power among people everywhere*. Do you agree or disagree? Give your reasons.

Task 3. Consider the following statements *TRUE*, *FALSE*, or *NOT MENTIONED*:

- 1) The Author’s graduate studies had included Aristotle and Cicero, but not gestures. _____
- 2) The Chapter under consideration discusses the phenomenon of double reinforcement. _____
- 3) The price you will pay to achieve your new results is certain to produce discomfort in three areas: *The Pause*; *The Mental Method*; *Reach out*. _____
- 4) The Author claims that 94 percent of the presenters and speakers he has ever encountered, are not actors or performers. _____

5) The Chapter under consideration is totally dedicated to the *Mental Method of Presenting*._____

6) Ronald Reagan’s six-year stint as the host of General Electric Theater was the seed from which his rich repertory of skills blossomed._____

7) Every communication exchange you make—whether in a meeting, an interview, a conference, a discussion, or a one-on-one engagement; whether business or social or political—involves totally different key elements and dynamics that are in a presentation or speech._____

8) The Author claims that if one treats their Moments of Truth in front of their mission-critical audiences as performances, they are sure to fail._____

9) Barack Obama claims that the key to effectuating change is that one’s comfort is the price one pays to achieve new results._____

10) If you want your communication to be successful, you must manage all the elements and dynamics of every interpersonal exchange effectively._____

Task 4. Provide the synonyms and antonyms (if any) for the key words below:

	Key word	Synonyms	Antonyms
1	admire		
2	hire		
3	young		
4	public		
5	superior		
6	lift		
7	blossom		
8	pause		
9	successful		
10	everywhere		

Task 5. Match the definitions to the words below:

1	coda	a.	a long comfortable vehicle for carrying a large number of passengers, especially on long journeys; someone who trains a sports player or team; a less expensive type of seat on a plane or train;
2	drama	b.	a way to solve a problem or to deal with a bad situation; the answer to a question in a puzzle, crossword, etc; a liquid with another substance

			dissolved in it, so that it has become part of the liquid;
3	coach	c.	a solution to a particular problem; a cure for pain or a minor illness;
4	implore	d.	to do something without preparing it first, often because the situation does not allow you to prepare; to make something from whatever is available, although it is not what you normally use.
5	reinforcement	e.	the way that something will appear or be done if you make no other choice, especially on a computer;
6	solution	f.	a play for the theatre, television, or radio; something unusual or exciting that happens;
7	remedy	g.	a large piece of cloth joined to heavy strings, used by someone jumping out of a plane;
8	improvise	h.	the final section of a long piece of music; the final part of a piece of writing or a speech that acts as a summary; something that happens at the end of a series of events;
9	default	i.	the process of reinforcing something; extra soldiers or police officers who go to help an existing group of soldiers or police officers;
10	parachute	j.	to ask someone to do something, in a very emotional way, because you want it very much;

Task 7. Read the paragraph below. Fill in the gaps using the words in the box:

<...> A year later, I developed a new module for the speech class andwent home to practice it in front of a mirror. What I saw made me realize that my brilliant new solution had created the image of awho was brandishing a weapon, making a fist, and protectingunderbelly, all at the same time. I hadrepeating this negative behavior for a year and reinforcing it by advocating it, until it became a deeplyhabit.

I knew I had to break it, and the effort wastrying to rip adhesive tape off my skin. But I did it. I learned tothe body wrap and to Reach out. You, too, can..... to Reach out. You, too, can change your behavior and achieve positive new results in front of your audiences. <...>

learn like been his eliminate ingrained dutifully person

Task 6. Describe the picture below providing factual and conceptual information relevant to the image under consideration:



Task 8. Identify the mistakes in the passage below and provide the necessary corrections:

Suddenly, they stopped at the pen on my desk. “An orator is a scholar,” I said, feigning assured wisdom. “Use a scholar’s tool; use a pen. Hold onto your pen to focus your energies. That’s a logic place for your hands.” My improvised remedy seemed to produce an immediate cure for the young woman’s jitters. Confident that I had made a major discovery that would become a landmark in the annals of rhetoric, and that I would be hailed as a twentieth-century Aristotle, I continued to prescribe the remedy to other students for the next two semesters. In support of my advice, I role-modeled the solution by holding onto my own pen as I lectured. I was not only telling people what to do, I was doing it myself. Behavioral psychologists call this double reinforcement.

Task 9. Translate the following sentences into Ukrainian:

1) Every communication exchange you make—whether in a meeting, an interview, a conference, a discussion, or a one-on-one engagement; whether business or social or political—involves the same key elements and dynamics that are in a presentation or speech.

2) If you want your communication to be successful, you must manage all the elements and dynamics of every interpersonal exchange effectively. If you want a positive audience perception, you must present with positive behavior.

3) I certainly experienced discomfort in each of these areas, by nurture and nature. As a native of New York, I was nurtured to believe that pausing is worse than capitulating; as a human being, my nature was to assume the fetal position with my hands and arms.

4) That shift in your approach, along with a shift in your thinking from yourself to the person with whom you are conversing, is the essence of the Mental Method of Presenting.

5) You, and 99 percent of the presenters and speakers I have ever encountered, are not actors or performers. If you treat your Moments of Truth in front of your mission-critical audiences as performances, you are sure to fail.

Task 10. Translate the following sentences into English:

1) Необхідні дані про тих, на кого розрахована промова, це: освітній рівень, напрямок освіти (гуманітарна, технічна ...), пізнавальні інтереси, стать, вік, ставлення до теми і до оратора.

2) Завжди легше говорити, звертаючись до однорідного (гомогенного) складу (дилетанти, фахівці, колеги, студенти, люди однакових політичних поглядів і т.д.). Що однорідніша аудиторія, то більш передбачена реакція на виступ.

3) Звертаючись до молоді, не можна загравати, лестити, повчати, дорікати в незнанні, некомпетентності, підкреслювати свою перевагу, ухилятися від гострих проблем і питань.

4) Перед слухачами з високим рівнем професійної чи наукової підготовки не можна виступати, якщо немає нових поглядів, підходів до рішення проблеми, не можна допускати повтори, тривіальні судження, демонструвати свою перевагу, зловживати цифрами, цитатами, ухилятися від суті проблеми.

5) У неоднорідній (гетерогенній) аудиторії виголошувати промову сутужніше. Якщо публіка різна за складом, треба, за можливості, адресувати якийсь фрагмент кожній групі. Варто заздалегідь подумати про те, що сказати окремим, особливо авторитетним, важливим персонам, якщо ви знаєте, що вони прийдуть.

6) Необхідно також з'ясувати чисельність аудиторії. Великою кількістю слухачів складніше керувати. У переважній більшості випадків людина легковірна, схильна до знеособлювання, нездатна до критики, бачить усе у чорно-білих тонах, реагує на емоції.

7) Що більша аудиторія, то простіше, наочніше, образніше варто говорити. Знання своїх слухачів, «прицільна» підготовка до промови здобувають особливе значення під час обговорення якогось важкого питання у вузькому колі фахівців і ділових людей.

8) Варто завчасно дізнатися, у якій обстановці буде проходити виступ – у залі, у кабінеті, чи є там кафедра, стіл, мікрофон ... Кафедра допомагає сконцентрувати увагу на ораторі, за нею треба розташовуватися вільно,

невимушено, установивши і намагаючись зберігати постійну відстань у 20 - 30 сантиметрів між ротом і мікрофоном.

9) Треба з'ясувати також, після яких інших промов планується ваш виступ. Адже кожна наступна промова повинна бути цікавішою за змістом і формою, ніж попередня. Матеріал публічного виступу може бути теоретичним і фактичним.

10) Насиченість промови тим чи іншим типом матеріалу залежить від жанру. Так, у звітній доповіді потрібно наводити безліч фактів, щоб довести положення і переконати слухачів. Матеріал виступу повинен бути достовірним. Попередньо перевіряють точність інформації, цифр, дат, цитат, імен.

Task 11. Provide as many derivatives as possible to the words below using the necessary prefixes and suffixes:

	<i>Word</i>	<i>Derivatives</i>
1	brilliant	
2	advocate	
3	duty	
4	home	
5	weapon	
6	blossom	
7	nature	
8	nurture	
9	capitulate	
10	implore	
11	double	
12	associate	
13	hire	
14	assign	
15	master	

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