

# **Course: Business English**

## **Level 2**

Day №27

# Presenting Information



Communicating across  
cultures

## COMMUNICATING ACROSS CULTURES



How often do you present in front of people?  
What common practices should you observe when giving presentation in your country?

## Making culture your competitive advantage

Presentations, proposals, and promotional materials are still used intentionally. However, the way these are used is not the same everywhere. People from different cultures learn information differently. They respond to different styles, structures, colors, and cues. When you present to US clients, you should talk about the “bottom line” – the objective of your presentation – first. Other cultures might prefer you to state it last. Germans, for example, like to hear facts and data, and prefer detailed information. A bold, aggressive approach might be successful in Texas. It might be too “self-promoting” in Vietnam. Whenever you present, find out about your audience and their culture and customize your presentation for them.

**According to the information from this Canadian website, are these statements true (T) or false (F)?**

1. You can use the presentation approach anywhere.
2. When presenting to US clients, you should state your objective at the beginning.
3. In Vietnam, you should use a bold, aggressive approach.
4. Before you present you should find out about your audience.

## Read this story about two presenters, Andy and Diane.

**SPEAKER:** I'd like to begin by telling a story about 2 presenters at a conference in West Africa. Andy and Diane. Andy worked for a waste management company. He began his presentation by greeting his senior members in the audience and giving his impressions of West Africa. He then gave a brief slide show. It was almost all photographs.

The photographs told the step-by-step story of how his company cleaned up a site in Canada. There were pictures of people doing tests, machinery at work, and even a humorous slide of waste flying across the sky. Diane gave a presentation that has been successful in Germany.

It consisted of professionally-designed slides. The slides had written information about successful projects, technical information, and graphs. Diane also used humor in her presentation. She told a story about how the company learned from a past mistake. After her presentation, not many people came to talk to Diane. She noticed, however, that a lot of people were talking to Andy after his. What happened?



**A With a partner, match the phrases on the right to one of the presenters on the left.**

**The first one is done for you.**

Andy

successful result

unsuccessful result

greeted senior members of the audience

used humor in the presentation

Diane

showed lots of photographs

used professionally-designed slides

showed technical information



**B Look at the words/phrases in the box. Then listen again. Who do the underlined words refer to in the sentences?**

Diane

Andy's slide show

a waste management company

Andy's presentation

Diane's presentation

West Africa

Andy

technical information

1 He began his presentation by greeting senior members in the audience and giving his impressions of West Africa

2 It was almost all photographs

3 It consisted of professionally-designed slides

4 She noticed, however, that a lot of people were talking to And after his.



Think of advice for someone who is going to give a presentation in your culture. Discuss and note down ideas.

Here are some things to think about.

- \* directness
- \* gestures
- \* being on time
- \* idioms
- \* politeness
- \* taboos
- \* speed
- \* language



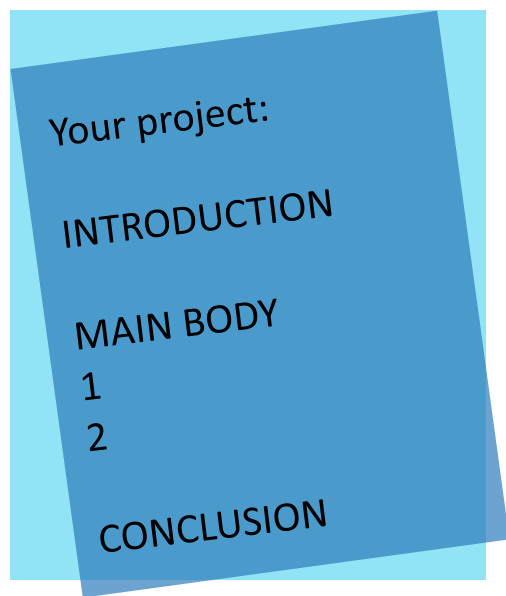
### Useful Language

*You **shouldn't** use idioms. Many people won't understand them. You **should** speak slowly and clearly because many people have trouble listening to English. You **shouldn't** talk about religion.*

Prepare to present your project from 3 Exploring to the class. Look at Adil's presentation plan. Make similar notes for the main points you want to speak about. Practice with a partner, then present to the class.

### Interactive website project INTRODUCTION

Brief description of the project



### MAIN BODY

#### 1 Outline

- Stage 1: choose designer
- Stage 2: plan the site
- Stage 3: reorganize customer services
- Stage 4: build the site

#### 2 Progress

- I2i-media, Bangkok, price
- Thanks for ideas, ask for more
- I2i-media planning
- Customer services department, training, software
- Time – ahead of schedule
- Costs

### CONCLUSION

Thanks, questions



***Thank you for  
today!***

***I'm looking forward to  
seeing you again!***