

# Lesson

# 1

## Introductions

- Presentation introductions
- Types of presentations

### Warm Up

*Think about the last presentation that you saw. Was it for work, school or something else? What was the presenter trying to communicate and why? What did the presenter do that was effective? What was not effective?*

### Activity 1

#### Types of Presentations

*There are 4 main types of presentations*









Persuasive (to persuade the audience to do something)		Informative (to present information to the audience)	
sales pitch	project pitch	progress or research report	product demonstration
to sell the audience something	to persuade the audience to give your company a contract	to give the audience some information	to show the audience how to use a product

# Exercise 1

## Matching

Match the pictures with the type of presentation that they show;

a) sales pitch b) project proposal c) progress or research report d) product demonstration

			
"Let me show you how to use the new computer"	Sales are up around 10% this year"	"Buy this soap to make your clothes the cleanest!"	"Our new company can build a new bridge here."
Type: _____	Type: _____	Type: _____	Type: _____
			
"If you buy our service, your sales will rise by 15%."	"This is how you use the machine."	"Our company can make the technology you need."	"This is the subject of my research."
Type: _____	Type: _____	Type: _____	Type: _____

persuade - ชักจูง	project - โครงการ	service - บริการ
inform - แจ้ง	contract - สัญญา	machine เครื่องจักร
audience - ผู้เข้าชม	research - การวิจัย	technology เทคโนโลยี
information - ข้อมูล	product - ผลิตภัณฑ์	subject - หัวข้อเรื่อง
pitch - คำเสนอ	bridge - สะพาน	

## Activity 2

### Introductions

Your introduction should tell the audience four things:

<b>what</b>	<b>who</b>	<b>why</b>	<b>how</b>
What is the presentation about ?	-Who are you? -Why should the audience listen to you? -What is your experience with the subject?	Why should they be interested in the subject?  - What can they gain from this presentation?	- How long will it take?  - What should they do during the presentation?

## Exercise 2

### Matching

Match each sentence with one part of the introduction

<b>what</b> ____ / ____	A) Today I'll tell you about our new product, the thinnest laptop in the world.
<b>who</b> ____ / ____	B) The presentation should take about 30 minutes
<b>why</b> ____ / ____	C) I'm an engineer at Samsung Corporation. I have worked there for 20 years.
<b>how</b> ____ / ____	D) This computer is thinner than a small magazine so you can easily carry it anywhere.
	E) It will be 2x faster than the Macbook Air.
	F) I am an expert in computer technology.
	G) It's called the Samsung Galaxy Notebook GX3.
	H) We'll have 10 minutes for questions and answers at the end.

introduction - การแนะนำ	gain - ได้รับ	easily - อย่างง่ายดาย
experience - ประสบการณ์	thin - บาง	carry - พกพา
interested - สนใจ	engineer วิศวกร	expert - ผู้เชี่ยวชาญ



# Lesson 2

## Structure

- Introduction, body and conclusion
- Signposts
- Presentation structure planning

### Warm Up

*How are most presentations structured? Do they have a clear beginning, middle and end? How do presenters transition from one part of a presentation to another?*

### Activity 1

#### Structure of a presentation

This is sample structure of a full presentation

Section:	Subsection:
Introduction	What
	Who
	Why
	How
Body	Topic 1
	Topic 2
	Topic 3
	Additional topics...
Conclusion	Summary
	Call to Action?
	Bonus

structure - โครงสร้าง  
topic - หัวข้อ

signpost - เสาติดป้ายบอกชื่อถนน  
additional - เพิ่มเติม

summary - สรุป

# Vocabulary

## Signposting

“Signposts” are words or phrases that are used as place markers. They help show the listener where you are in the presentation. They let your listener know what to expect.

Examples of Signposts:

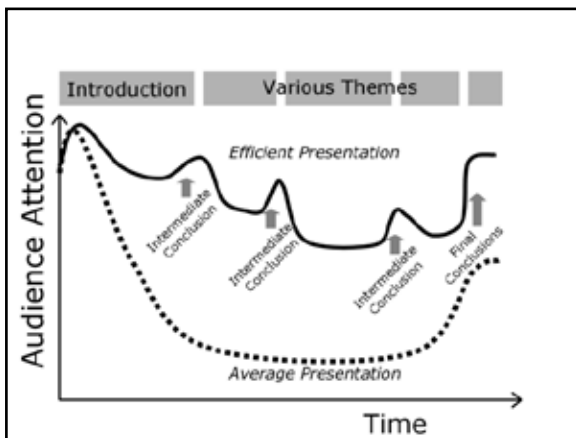
That’s all about this point. Next, we’ll move on to...

First... / Second... / Third...

So far, I’ve talked about.... Now, I’ll talk about...



## Why use a signpost?



Signposts help keep the audience’s attention high. They also help signify when a new topic is being introduced.

Signposts are familiar to most people and are easy to understand.

## Exercise 1

### What’s a Signpost?

Circle the phrases below that are signposts

1) Hello, my name is Robert.	5) I’ll take questions at the end.
2) There are three main topics	6) We have lots of new competitors.
3) Next, I’ll talk about the new sales report	7) That wraps up the sales report for this year.
4) Sales decreased by 15% this year	8) We have just two main topics to cover.

sample - ตัวอย่าง	summary - สรุป	competitor - คู่แข่ง
full - ครบ / เต็ม	phrase - วลี / กลุ่มคำ	to wrap up - เสร็จสิ้น
additional - เพิ่มเติม	to expect - คาดการณ์	

## Exercise 2

### Identifying Signposts

Listen as your teacher gives the sample presentation. Underline the signposts.

Introduction	Hello, I'm Bill Jackson. I'm here to tell you about some exciting new places in Southeast Asia. I'll show you the best beach in Bali, the highest mountain in Malaysia, and the modern city of Singapore. I work with ACS Tours. I have been the marketing director for 3 years now. I've lived in Southeast Asia for 10 years and I have traveled many times to every country in Asia. My presentation will show you some amazing places that you may have never seen before! You'll get some new ideas for your next vacation, and our company can help take you there! The presentation will last about 10 minutes. Pay close attention because I'll ask a few questions at the end. The people who answer them correctly will win some free prizes!
Topic 1	The first place I'd like to tell you about is Bali. There are three special things about this island. First of all, it's famous for its beautiful beaches and surfing. Second, the food is amazing. You can try many new dishes, but don't worry, it's not too different from Thai food! Third, Bali is a great place to party. It has some of the best nightclubs in the world. Many famous DJs play there. Well, those are the main points about Bali. Now, let's move on to the next place.
Topic 2	Mount Kinabalu in Malaysia is the highest mountain in Southeast Asia. The good news is that you can climb it easily! You don't need much experience in mountain climbing. There is a guesthouse near the top. You can climb to the guesthouse on the first day. Then you can get up early in the morning on the second day and climb to the top for sunrise. Then you climb down the next day. Well, that wraps up the second section. We've seen an amazing island and a beautiful mountain so far. Next, we'll see a modern city.
Topic 3	Our last place is Singapore. Everyone knows that the city is very clean. But you can have fun there too! For example, you can visit the Singapore Zoo during the day, then go to the Night Safari. In addition, you can play some games at the new Marina Bay Sands casino. Finally, you can pray and make merit at the famous Buddha Tooth Temple.
Conclusion	Well, now you've seen three amazing places. Would you like to visit them? ACS Tours has a special Songkran package, so you can see all three in one week! I'll give each of you a brochure with more information. Please let me know if you are interested and I can give you a special discount for today only. Well, that's all for my presentation. Finally, let me ask you a few questions. The first to answer correctly will get a 10% discount on the Songkran package!... Well, now you've seen three amazing places. Would you like to visit them? ACS Tours has a special Songkran package, so you can see all three in one week! I'll give each of you a brochure with more information. Please let me know if you are interested and I can give you a special discount for today only. Well, that's all for my presentation. Finally, let me ask you a few questions. The first to answer correctly will get a 10% discount on the Songkran package!...

## Exercise 3

### Group Presentation

You've seen a presentation about travel in Southeast Asia. Now you and your group will make a short presentation about travel in Thailand. Imagine that you work for a tour company, and you are giving a presentation to a group of Thai people in their 20s and 30s.

<b>Introduction</b>	Tell who, what, why and how
<b>Signpost</b>	
<b>Place 1</b>	Introduce the first place. Describe why your audience would like to go there. Give 3 activities that people can do there. Tell the audience why they are fun!
<b>Signpost</b>	
<b>Place 2</b>	Introduce the second place. Describe why your audience would like to go there. Give 3 activities that people can do there. Tell the audience why they are fun!
<b>Signpost</b>	
<b>Place 3</b>	Introduce the third place. Describe why your audience would like to go there. Give 2-3 activities that people can do there. Tell the audience why they are fun!
<b>Signpost</b>	
<b>Conclusion</b>	Don't worry about the conclusion this time. We'll cover it in the next class.

<b>Signpost examples</b>		
Moving to a new topic:	Adding points:	Summarizing and Concluding:
Next, I'll talk about...	In addition...	So far we've looked at...
The next place is...	First.../ Second.../ Third...	Toi sum up so far...
Now, let's take a look at...	Moreover...	Thats all about...
Next, we come to...	Also.../ .... too	In conclusion...

delivery - วิธีการพูด	to describe - อธิบาย	to sum up - สรุป
organization - โครงสร้าง	activity - กิจกรรม	conclusion - สรุป
signpost - เสาติดป้ายบอกชื่อถนน	topic - หัวข้อ	to summarize - สรุป
point - จุด	In addition - นอกจากนี้	





# Lesson 3

## Engaging Introductions

### Warm Up

What are some interesting ways to start a presentation? How can you get the audience's attention right away?

### Activity 1

#### First Impressions

Your audience decides what they think about your presentation within the first 10-20 seconds.

Because of this, it's important to have:

- 1) An Interesting Introduction
- 2) Confident Body Language

Remember the four parts of an introduction: what, who, why, and how. The first thing we want to communicate to our audience is what we will be giving our presentation on. Remember, we want to grab their attention so it is important to have a "hook". "Hooks" can be interesting statistics, stories, jokes, or facts that make an audience interested in a presentation. We put "hooks" throughout our whole presentation, however the opening hook is the most important as it draws the audience in. We will now look at examples of "hooks" in each

### "What"

#### Get their attention

The "what" stage of a presentation is often the most important. This stage must grab the audience's attention and inform them what the presentation will be about. Here is where you will outline the stages of the presentation and why its information is important. In addition, you must give a good first impression and engage the audience immediately. A successful "what" section is not simply a presentation of facts, but an in-context and relevant display of information.

## Presentation openings

Imagine you are an audience member at a presentation on the Apple company in the world economy today. At the beginning of the presentation, A man walks to the front of the room and says the following:

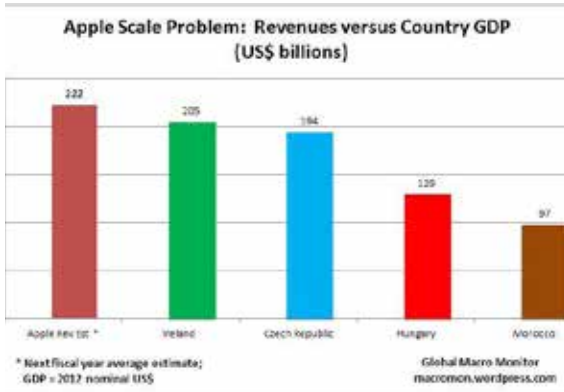
“My presentation today is about Apple Inc. in the economy today. Apple is one of the biggest companies in the world. Now it is very famous. People everywhere want to buy its products. Last year its value became higher than \$500 billion.”

Do you think this is an effective, engaging and in-context introduction? Why or why not? Actually it is none of these things. It was just a list of very simple facts about Apple. Instead of saying a simple list, try some of these techniques for engaging introductions instead:

## Visual Aids

Instead of giving information, put it into an interesting context and make it grab your audience’s attention. For example:

## Graphs and Charts



Speaker: “As you can see from the chart above, Apple is a very big company. For example, each year it earns more money than the country of the Czech Republic, which has over 10 million people!”

In this example the audience can see with their own eyes the scale of the size of the Apple company. This puts just how big Apple is **Into context** for the audience

The graph is colorful and easy to understand, making it an engaging tool for the speaker

All of the speaker's points support what is on the graph and helps the audience understand the point the speaker is trying to communicate.

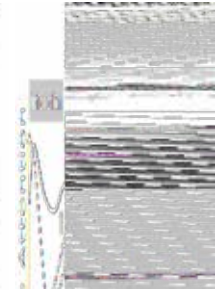
engaging -	economy -	technique-
introduction -	value -	
in-context	1 million – 1,000,000	
confident	1 billion – 1,000,000,000	
section -	attention-	

Using a visual aid helps the audience visualize what you are talking about

When the audience can see real-world examples from your visual aids it is easier for them to create a context for what is to come



Apple computer (2000's)



Apple computer (1990s)

“From 1977 until now, computers have become more and more important in the economy. For more than 35 years, Apple has been a major computer company.”

## Signs and Statistics

Below are some more engaging ways to grab your audience’s attention. Notice that the story is relevant to the presentation and leads into presenting interesting statistics. Depending on how much time you have you can use a combination of engaging ideas, stories, or statistics to grab your audience’s attention.

Examples:

Statistics	Stories
<p>“Did you know that at one time during 2011, Apple Inc. had more money in the bank than the US government?”</p> <p>“Apple has only 47,000 employees, but each year it earns more money than the country of the Czech Republic. This country has more than 10,000,000 people!”</p> <p>“This presentation will tell you more about this company and its role in the economy today.”</p>	<p>“Many people know that Steve Jobs was one of the most famous businessmen in the world. However, few people know that in 1985, he lost his job at Apple Computers. He didn’t return to Apple until 1997.</p> <p>While he was CEO, the company grew to become one of the most valuable companies in the world. In fact, from 2003-2006, the company’s stock price increased from \$6 per share to \$80 per share. Before Jobs left Apple in 2010, the stock was \$300 per share.</p> <p>The rest of my presentation will tell about the company that Jobs helped to build, and its place in the economy today.”</p>

## Activity 1

### Putting statistics in context

When you talk about statistics, it usually refers to large numbers. It's often hard to imagine how large these numbers really are. Match the statistics below to their correct context, using the data in the box on the left. (If you need to, use a calculator!)

Average income in USA: \$38,675 Population of USA: 314 million Population of Thailand: 70 million Population of Cambodia: 14 million USA's 2012 GDP: \$15,000 billion Thailand's 2012 GDP: \$345 billion Cambodia's 2012 GDP: \$13 billion World Population: 7 billion	1) Investor Carl Icahn earned \$2 billion in 2011. (This is the average income of about 51,700 Americans.)
	2) China's population is 1.35 billion. India's is 1.25 billion.
	3) Apple Inc. earned about \$222 billion in 2012
	4) Americans spent \$117 billion on fast food in 2012.
	5) About 8.3 million people visit 7-11 in Thailand every day.
	6) Thailand exported cars and car parts worth about \$33 billion in 2012.

## "Who"

### Why should they listen to *you*?

After you get your audience's attention in the "What" section you need to make sure they know who you are and why they should listen to you. Just like in the "What" section do not just want to give facts. We want to make them sound interesting. It is common to introduce your subject or topic after introducing yourself.

### Engaging ways to introduce yourself

Instead of saying your name, give the audience a **reason** to listen to you.

Boring	Engaging
My name is...	My name is... and I'm here to tell you about...
Hi. I am...	Hello everyone, good morning and welcome. Thanks for coming. My name is... and we'll be talking about
Hello I am the...	As some of you know I am...
	It is wonderful to see you all here, as you may know, I am ....

employee	statistic
share	visual
stock	wonderful

## What is your experience with the subject?

After you have told them your name you then want to tell them why they can trust you. If you have little experience or professional credentials then use the “what” section to get their attention and transition quickly into “why”. If you have experience and credentials then be sure to tell your audience.

No credentials - Refer to previously stated facts or the story from the “what” section to say why they should listen to you.	As the statistics may have told you we will be talking about....
Using credentials - Use your credentials to let your audience know your expertise.	... and I am the marketing manager for International Partners...
Using experience: - Talk about your experience with the subject	... I have studied ... now for 3 years...

### Activity 2

#### Quick opening statement

Imagine that you were giving a presentation for your company. What would your “Who” section look like? Write a quick example and then share it with the person next to you:

### “Why?”

#### Why they should care about the subject

The “Why” is where we give some more information, facts and reasons that an audience should listen and should care. Here is our opportunity to get them excited! Be sure to also tell them briefly about the topics you will cover in the body.

There are many engaging ways to tell an audience “Why they should listen.” The two most effective ways are to persuade with relevance and to engage with questions. Remember, that regardless of which “why” you choose, it is important that after telling them the topic of your presentation, be sure to tell them why it is important.

#### **Persuade with relevance**

“Today I’ll be speaking about Apple’s integral role in the global economy. As you will see in the presentation to come, Apple has become one of the world’s most recognized brands and has shaped not only the way that we interact with the world but the way we do business. For these reasons Apple touches every part of your life. I’m here to tell you more about their role in the world so you can understand this huge global player and how they affect your life.”

## Engage with questions

“Today I’ll be speaking about Apple’s integral role in the global economy. Can you imagine what the world would be like without iPhones, iPads, and Mac-books? Where would you keep your music, your videos, your games? How would you edit your pictures, interact on Facebook or send an important work e-mail while waiting for the bus or MRT? As far as we know, you wouldn’t be able to without Apple. Apple is everywhere and touches everything in the private and professional sectors.”

## “How?”

This tells your audience “how long” your presentation will be and gives instructions. It will also outline “how they should interact/ask questions.” Before you begin with the body of your speech it is important that your audience knows how long it is going to take and how they should ask questions. You have a number of options depending on your time restrictions and the context of your presentation..

## “How long?”

As your audience may be busy and have a number of things on their mind it is important to tell them how long your presentation is. For example:

“During the next 30 minutes I will talk about...”

“I will discuss these and other issues for the next 15 minutes...”

“We will look at global trends for the 1st hour, take a short break, and then look at how we can grow in today’s market for the second hour.”

## How the audience should interact/ answer questions

It is important to give your audience instructions regarding how to ask questions, interact with media, follow along, etc. For example:

“Please feel free to ask questions at any time... I’d like to begin with...”

“If you have any questions please save them for the end of the presentation and I will happily take as much time as you need to answer them. The first thing we’ll talk about is...”

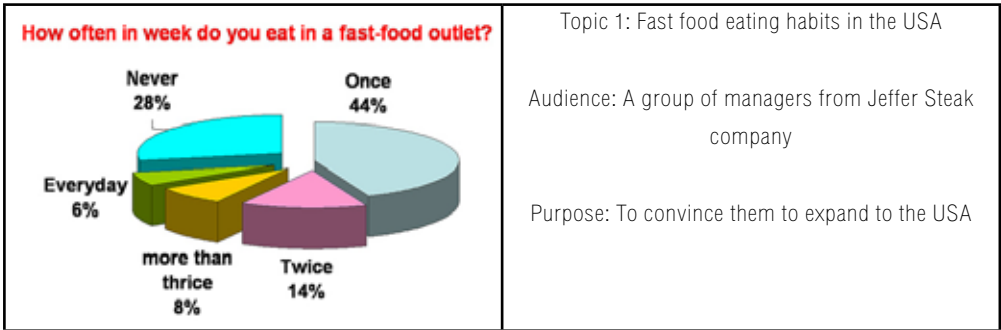
“Please be sure to follow along in the packets you have been given. If you have any questions please wait until the end of each section where I will ask if you have any. Let’s first look at...”

interact  
recognized  
credential

previously  
integral  
global economy

### Writing an introduction

Imagine that each picture or graph below is the first slide in a presentation. Use the picture or graph to make an interesting introduction to each topic. Remember to include what, who, why, and how.







# Lesson

# 4

## Body language and speaking tips

### Warm Up

What is “body language?” How is it different than verbal language? Does body language have similar meanings in different cultures? Is it more or less effective than using words?

### Activity 1

#### Body language in a presentation

Your teacher will act out some different kinds of body language. Decide which phrase matches their body language. (Write the Thai translation if you need to.) Which kinds of body language are good to use in a presentation. Which aren't good?

hands in pockets	using hand gestures	looking at the floor
arms crossed	looking at the floor	fidgeting
looking up at the ceiling	making eye contact	moving around while talking

### Body Language tips

- Talk to one person at a time. (Make eye contact with one person for one sentence, then switch.)
- Smile! (If you seem happy, your audience will feel happy.)
- Keep good posture with your back straight.
- Keep your body open to the audience.
- Use your hands to help explain your ideas.
- Do not move around excessively.
- Move around the room.

## Activity 2

### Speaking tips in a presentation

Your teacher will act out some different kinds of speaking techniques. Decide which phrase matches their techniques. (Write the Thai translation if you need to.) Which ones are good to use in a presentation. Which aren't good?

reading from a paper	talking in a monotone	pausing between sentences
using different tones when talking	using filler words between sentences (ex: "ummm" "ooooh", "ahhhh")	rising voice at the end of a sentence
speaking quickly	speaking slowly	breathing deeply

## Speaking tips

- Try to speak slowly. (You'll naturally talk faster when you're nervous.)
- Try to pause between sentences or sections.
- Don't use filler words. (Don't say ahhhh, or ummm....)
- Change the tone of your voice. (Emphasize important words)
- If you use notes, look at them only between sentences.
- Breathe deeply. (If you don't breathe enough, you'll panic and lose your breath.)

## Exercise 3

Remember the body language tips we've just learned.

For now, we'll focus on 3 things: making eye contact, smiling, and avoiding filler words. Try to use the tips in your mini-presentation. Now prepare to give a two-minute presentation about these 3 topics: (give example – model)

Where I grew up

My first job

One project that I've worked on

excessively	monotone	emphasize
posture	fidgeting	deeply
eye contact	filler	
gestures	avoiding	

# Lesson 5

# Conclusions



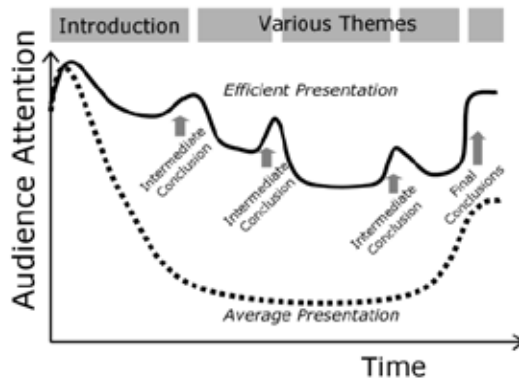
## Warm Up

How do most presentations end? What do you think are the most effective ways to get the audience to remember something at the end of a presentation? Do you have any favorite techniques?

## Conclusions

### Audience attention

Your audience will feel most attentive near the end of your presentation, as you can see from the chart below. This is the time to make your point clearly.



- Your audience's attention increases near the end of your presentation.

- This is the time to summarize your message clearly.

- Give the audience something they will remember long after you're finished!

increase	intermediate	alliteration
attentive	summarize	reimburse
conclusion	rhyming	hurricane

## Step 1

### Use a signpost!

Use some of the signpost words we learned earlier to let the audience know that it's time for the conclusion. If you use one of these phrases, the audience will immediately know that a conclusion or summary or main points is coming. Here are some examples:

- That wraps up the main part of the presentation...
- To conclude, I'd like to go over the main points again...
- In conclusion, here are the biggest things to remember...
- I would like to summarize the main points now...
- Now I'll review the main ideas that you can take away...
- We've seen a lot of new things in this presentation, such as...
- If you remember just a few things from today's presentation, remember that...

## Step 2

### Summarize into short points

For a conclusion it is important to remember to choose the biggest points – the points you want your audience to remember the best. Summarize those points in short phrases that are easy to remember. You can use rhyming and alliteration to make your phrases easier to remember.

## Step 2 Activity

### Points to remember

Below there is an example of a full idea and how to turn it into a short summary, alliteration or rhyming phrase. Try to use the following full ideas and turn them into short points.

Full idea	Short idea
A) AIS has the most mobile phone customers in Thailand. It has the fastest internet speeds and the lowest prices as well.	(Short Summary) AIS: Popular, fast and affordable (Alliteration) AIS: Tops in Thailand! (Rhyming) AIS: Top mobile <i>brand</i> in <i>Thailand</i>
B) AEC insurance will reimburse you for any damage to your house, including by flood, fire, hurricane or crime	

C) Ayutthaya will be the best site for your company's new factory. It has good transportation connections to Bangkok, low land prices, and plenty of well-educated workers.	
D) Venice Hotel has a modern business center with free WIFI everywhere. We are close to BTS Thong Lor, so it will be easy for your employees to travel around Bangkok. Guests can relax at our swimming pool and spa.	
E) Nowadays, Thai people have fewer children than ever before. However, they also spend more on each child than ever before. Parents are spending a lot of this money on education.	

### Step 3

#### Call to action

If your presentation is persuasive, then you must tell your audience what they should do next. What action(s) should they take after seeing your presentation? How can they take what they have learned into the real world?

### Step 3 Activity

#### Call to action examples

Read through the examples on the next page. The examples are the call to action following the presentations in Activity 1. Fill in the call to action for the two blank presentations.

A) You can easily sign up for AIS service at our many shops around Bangkok. You can buy a prepaid SIM card at any 7-11. Finally, you can visit our website to learn more about each phone and data plan.	B) ASEC Insurance
C) Our company can help you buy land and build a factory in Ayutthaya. Contact one of our sales staff through our website to discuss the services you need and your price range. We will be happy to send someone to meet you in Bangkok.	D) Venice Hotel

## Step 4

### Bonus! (optional)

As a way to spice up the presentation, you can offer the audience a special bonus at the end. The bonus could be a chance to win a prize, a free gift, or a special discount. A prize or gift makes your audience more likely to remember the presentation. A special discount makes them more likely to buy what you want to sell.

## Step 4 Activity

### Offering a bonus

Read the example bonus offers. Fill in the two blank boxes with bonus offers of your own. Use the same example companies and presentations from the previous activities in this lesson.

A) Sign your name and email address on the paper in front. We will email you a special coupon that you can use to get one month free if you buy a one-year data plan.	B) ASEC Insurance
C) To thank you for listening to me today, I'd like to give each of you a free pen from our company. Just sign up for our email list to get one!	D) Venice Hotel



## Step 5

### A strong finish

Clearly say that you're finished. Your finish is the last thing your audience will remember about you, so make it strong and confident.

Make sure to speak clearly and use confident body language here. On the following page, look at the differences between a strong and weak finish:

persuasive	spice up	
nowadays	blank	clearly
bonus	discuss	confident
coupon	data	

A Weak Finish	A Strong Finish
 <p>“Well... Um... I guess that’s all for my presentation today  (looks around room)  So, uh, does anyone have any questions?”</p>	 <p>“That concludes my presentation. Thank you very much for your attention.  Please, let me know your questions.”</p>
<ul style="list-style-type: none"> <li>- uses filler words</li> <li>- uncertain</li> <li>- says “So, does anyone have any questions?” -</li> </ul> <p>It seems the speaker hopes the audience doesn’t have questions.</p>	<ul style="list-style-type: none"> <li>- direct and deliberate</li> <li>- thanks the audience</li> <li>- says “Please, let me know your questions.” –</li> </ul> <p>It seems the speaker wants to hear questions.</p>

## Using a story

(optional)

A story can be a good way to begin your conclusion. It should set up and support the main point that you want to say to the audience. People are generally more interested in stories, and they can remember stories better than facts. For example:

Presentation Subject: Setting up a factory in Ayutthaya (“C” from above)

“Let me tell you a story about one of our clients. He spent months trying to buy land near Ayutthaya to build a new factory. He looked at websites and newspapers to find land for sale, and he visited a lot of sites, but he never found a place that he liked. After he called us, he came into the office and looked through our extensive real-estate catalog. This catalog has pictures of hundreds of plots of land around Ayutthaya. After he met us, it only took him two more days to find the place that he wanted.”

clear - ชัดเจน	deliberate - โดยจงตนนา	catalog - แค็ตตาล็อก
confident - มั่นใจ	client - ไคลเอนต์	plot of land - พล็อต
uncertain - ไม่นั่นใจ	extensive - ครอบคลุม	wrap-up
direct - โดยตรง	real estate - ที่ดินและโรงเรือน	

## Step 5 Activity

### Write your own conclusion

The presentation from Lesson 2 is copied below. Imagine you're a tour company sales representative. You're trying to sell a vacation package to a group of young adults.

Write your own conclusion. Remember to use:

- 1) A Signpost to show you're starting the conclusion.
- 2) A summary of your main points.
- 3) Give a call to action: Tell your audience what they should do next.
- 4) Offer a special bonus to your audience.
- 5) Confidently wrap up the presentation and ask for questions.

Introduction	Hello, I'm Bill Jackson. I'm here to tell you about some exciting new places in Southeast Asia. I'll show you the best beach in Bali, the highest mountain in Malaysia, and the modern city of Singapore. I work with ACS Tours. I have been the marketing director for 3 years now. I've lived in Southeast Asia for 10 years and I have traveled many times to every country in Asia. My presentation will show you some amazing places that you may have never seen before! You'll get some new ideas for your next vacation, and our company can help take you there! The presentation will last about 10 minutes. Pay close attention because I'll ask a few questions at the end. The people who answer them correctly will win some free prizes!
Topic 1	The first place I'd like to tell you about is Bali. There are three special things about this island. First of all, it's famous for its beautiful beaches and surfing. Second, the food is amazing. You can try many new dishes, but don't worry, it's not too different from Thai food! Third, Bali is a great place to party. It has some of the best nightclubs in the world. Many famous DJs play there. Well, those are the main points about Bali. Now, let's move on to the next place.
Topic 2	Mount Kinabalu in Malaysia is the highest mountain in Southeast Asia. The good news is that you can climb it easily! You don't need much experience in mountain climbing. There is a guesthouse near the top. You can climb to the guesthouse on the first day. Then you can get up early in the morning on the second day and climb to the top for sunrise. Then you climb down the next day. Well, that wraps up the second section. We've seen an amazing island and a beautiful mountain so far. Next, we'll see a modern city.
Topic 3	Our last place is Singapore. Everyone knows that the city is very clean. But you can have fun there too! For example, you can visit the Singapore Zoo during the day, then go to the Night Safari. In addition, you can play some games at the new Marina Bay Sands casino. Finally, you can pray and make merit at the famous Buddha Tooth Temple.
Conclusion	



# Lesson 6

# Comparing and Contrasting

## Warm Up

Presentations often involve comparison and contrast. You'll often need to compare your company's products and services with other companies. You may also need to talk about changes over time, such as comparing last year's sales figures to this year's sales figures.

## Comparatives and superlatives

### Positive comparatives and superlatives

#### Comparative forms

Type 1: ends in "-er"	Type 2: "more + adj"	Type 3: ends in "-ier"
big-> bigger	expensive -> more expensive	happy -> happier
cheap-> cheaper	useful -> more useful	angry -> angrier
wide -> wider	effective -> more effective	messy -> messier

Example Sentences:

Russia is bigger than Thailand.  
A car is more expensive than a motorbike.  
My coworker's desk is messier than mine

#### Superlative forms

Type 1: ends in "-est"	Type 2: "most + adj"	Type 3: ends in "-iest"
big-> biggest	expensive -> most expensive	happy -> happiest
cheap-> cheapest	useful -> most useful	angry -> angriest
wide -> widest	effective -> most effective	messy -> messiest

Example Sentences:

Russia is the biggest country in the world.  
Lamborghini is the most expensive kind of car.  
My coworker's desk is the messiest in the office.

## Activity 1

Write the positive comparative and superlative forms of the adjectives below.

Adjective	Comparative Adjective	Superlative Adjective
long		
interesting		
pretty		
practical		
easy		
heavy		
thick		
colorful		
light		
busy		

## Activity 2

Make a sentence!

Make one sentence using each of the adjectives below. Use the adjective in either comparative form or superlative form. Try to make the sentence about your company or department.

1) easy	
2) big	
3) expensive	
4) effective	
5) interesting	

Now write 3 sentences using comparative or superlative adjectives of your choice


compare - เปรียบเทียบ  
practical - มีประโยชน์  
adjective - คำคุณศัพท์

effective-  
contrast-  
practical

# Comparatives and superlatives

## Negative comparatives and superlatives

### Comparative forms

Type 1: "less" + adj		
big-> less big	expensive -> less expensive	happy -> less happy
cheap-> less cheap	useful -> less useful	angry -> less angry
wide -> less wide	effective -> less effective	messy -> less messy
Example Sentences: A motorbike is <b>less expensive than</b> a car Our old manager was <b>less effective than</b> the new one		

-We rarely use some negative comparatives. For example, we usually say "smaller" instead of "less big," or "narrower" instead of "less wide".

- Also, we might use the phrase "...not as \_\_\_\_\_ as..." For example, we might say "Cambodia is not as big as Thailand" instead of "Cambodia is less big than Thailand."

### Superlative forms

Type 1: "least" + adj		
big-> least big	expensive -> least expensive	happy -> least happy
cheap-> least cheap	useful -> least useful	angry -> least angry
wide -> least wide	effective -> least effective	messy -> least messy
Example Sentences: Bananas are the <b>least expensive</b> fruit Shouting is the <b>least effective</b> way to solve a problem		

We rarely use negative superlatives. For example, we would say "Singapore is the smallest country in ASEAN."

We would not say "Singapore is the least big country in ASEAN"

## Activity 3

### Negative comparatives and superlatives

Adjective	Comparative Adjective	Superlative Adjective
interesting	less interesting	least interesting
efficient		
attractive		
exciting		
useful		

## Activity 4

### Make a sentence!

Make one sentence using each of the adjectives below. Use the adjective in either negative comparative form or superlative form.

1) easy	
2) exciting	
3) expensive	
4) effective	
5) interesting	

## Activity 5

### Make a sentence!

Use the picture sheets your teacher provided to compare the three phones with your partner. Make sure to use comparatives and superlative adjectives, in both positive and negative form!

## Talking about differences

### Similarities and differences

These words can be used to talk about how things are similar or different.

Words and phrases to show similarity		
both	likewise	just as
also	too	similarly
<b>Examples:</b> The advertising department has done a great job this year. Likewise, so has engineering. The new Toyota cars have GPS systems. The new Honda cars have them too. Tablet PCs have on-screen keyboards, just as smart phones do.		

Words or phrases to show difference or contrast		
yet	but	however
in contrast	on the other hand	though
while	whereas	although
<b>Examples:</b> The Blackberry has a small keyboard, <b>but</b> the Samsung Note doesn't. Our company has earned high profits this year. <b>However</b> , our competitors have struggled. <b>While</b> our sales have increased this year, our profits have decreased.		