

Speaking of Speech, Premium Edition—Basic Presentation Skills for Beginners

Charles LeBeau

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About This Book

This is the story of *Speaking of Speech*. And, if you are reading this, then you are part of that story.

Speaking of Speech started as a dream, on the back of a napkin. (I still have the napkin.) David Harrington and I used to relax in the lounge of the Yamato Grand Hotel in the late 1980's and doodle ideas for a presentation book on napkins. I kept the napkins. Just in case.

Several years later, feeling in a rut as I trudged home after work, I wished to myself that I could do something different, something exciting. That night, David called and asked if I still had the napkins because a publisher was interested in doing a presentation book.

We signed the contract with that publisher and were assigned an editor. Shortly afterwards, the editor quit (not our fault!), and David and I were left to fend for ourselves. We designed the book ourselves. We found a Canadian artist with an iconic style we really liked and contracted him to do the illustrations and the cover, which gave the first edition its unique feel.

It took us three years of Saturdays and holidays to finish.

The first edition of *Speaking of Speech* debuted in 1996. It was black and white and looked different than anything else on the market—a big risk. But it worked. You liked it.

The next edition of *Speaking of Speech* arrived in 2009—more than a decade later. This time, it was in color and came with a DVD shot in New York. Again, you liked it.

In January of 2020, our publisher, Macmillan, pulled up stakes and left Japan, making *Speaking of Speech* an orphan. National Geographic Learning has kindly adopted it and given it new life as *Speaking of Speech, Premium Edition*.

So, what is “premium” about the latest edition?

1. The video has been re-shot and updated.

The new video bids farewell to the beloved characters of the first DVD and welcomes a new cast of characters. An episode featuring online presentations reflects the

new reality of the pandemic. Another new episode focuses on explaining visuals, a perennial problem all presenters face. Merwyn Torikian, our brilliant director and producer, has labored to make each episode entertaining, and has added new music and sophisticated animation to give the video some modern flash. New slides for each episode showcase the importance of the visual message.

2. The textbook has been updated with key additions.

The earlier editions of *Speaking of Speech* focused on the three messages (the Physical Message, the Visual Message, and the Story Message), but little attention was given to the actual language of presentation—the Verbal Message. In the *Premium Edition*, we added the Verbal Message to provide the language scaffolding needed by non-native presenters to implement the other three messages successfully. Each unit now includes a section highlighting language specific to that unit's presentation. In addition, a new section on slide design is included in each unit to pre-empt the common pitfalls we so often see novice slide designers fall into. On some pages, we have taken advantage of National Geographic's extensive library of images to replace older illustrations with vivid photographs of the world.

3. The audio has been updated and re-recorded.

A revision here was long overdue. Most of the listening in the previous edition dated back to 1996. The world has changed much over the last two decades and a half. The *Premium Edition* audio uses new examples and new names to bring the listening up to date.

I hope you enjoy this *Premium Edition of Speaking of Speech* and it meets your high expectations.

Charles LeBeau

Author's Acknowledgments

Life has been very good and there are too many people to thank by name. In short, I am grateful to all the students over all the years that have used *Speaking of Speech*, enough students now to fill almost four Tokyo Domes! And, of course, I am indebted to all the teachers who chose and continue to choose *Speaking of Speech*—you know who you are.

Special love and appreciation go to my co-author, co-presenter, and co-conspirator, David Harrington. Life would not have been the same without him!

And thanks to Tsuyoshi Yoshida and Rika Kojima at National Geographic Learning for giving *Speaking of Speech* a new home.

Special thanks go to Reitaku University for the use of their facilities, to Merwyn Torikian for the direction, production, editing of the video, and his creative input. Thanks also to the hard work of the cast in order of appearance: Nico Struc, Alessandro Grimaldi, Kana Yamase, Magdalena Ionescu, Robert Hamilton, Daisuke Hayashi, and David Groff. Finally, a round of applause should go to the Reitaku English Drama Group for their participation: Kaori Ikeda, Yuka Saito, Akihiko Kita, Mana Shimizu, Takafumi Umetsu, Taiki Kimura, Ryota Mori, Nanami Tao, Chieri Watanabe, Kayane Horibe, Marika Hojo, Taisei Wachi, Shohei Urata, and Airi Watanabe.



The author in a cameo role in Episode 6.

A special thank you to Midoriko Iio and Tomoyuki Adachi at Parastyle Inc. for their excellent design and consistent attention to detail.

And finally, my family: my parents for not giving up on me; my brothers for putting up with me; my sons for inspiring me; and my wife for nearly 40 years of love and partnership. I married way above my station in life and way above my pay grade!

Charles LeBeau

How to Access the Video and Audio Online

For activities with a camera icon () and/or a headset icon (), the video and audio are available at the following website.

<https://ngljapan.com/samples-2021/>

You can access the video and audio as outlined below.

- 1 Visit the website above.
- 2 Click “Video (ビデオ)” or “Audio MP3 (音声ファイル).”
- 3 Click the link to the content you would like to watch or listen to.

Use the QR code to directly access the video and audio.



Scope and Sequence

The Physical Message [pp. 11–48]					
Unit	Presentation Skill	Video	Performance	Slide Design	The Verbal Message
1 [pp. 13–23]	Posture and Eye Contact the foundation of the Physical Message	In Episode 1, Max Jones recommends visiting his hometown, Seattle, Washington. [Informative Presentation]	Learners prepare and perform a presentation introducing their hometown or a city they recommend visiting.	Working with Photos and Titles	Modals: Subject + Can + Verb + Noun
2 [pp. 24–35]	Gestures supporting your words with the Physical Message	In Episode 2, Emma Suzuki does an online presentation describing her ideal campus. [Layout Presentation]	Learners prepare and perform a presentation describing the layout of their ideal campus.	Working with Multiple Images	Location: Location + Facility + Reason
3 [pp. 36–48]	Voice Inflection emphasizing key words to help the audience remember	In Episode 3, Julia LaBelle teaches the audience how to make her favorite snack. [Demonstration Presentation]	Learners prepare and perform a presentation demonstrating how to prepare or cook a dish of their choice.	Working with Text Boxes	Demonstration: Sequencer + Verb + Noun + Warning
The Visual Message [pp. 49–68]					
Unit	Presentation Skill	Video	Performance	Slide Design	The Verbal Message
4 [pp. 50–59]	Effective Visuals creating visuals that speak to the audience	Episode 4 contrasts the visuals of two presentations on a new hybrid car.	Learners analyze the visuals of two presentations.	—	—
5 [pp. 60–68]	Explaining Visuals explanations that get the most out of your visuals	In Episode 5, a teacher presents two little-known countries to the class. [Comparison Presentation]	Learners research two countries and perform a presentation comparing the two countries.	Showing Comparisons	IEET (Introduce, Explain, Emphasize, and Transition)
The Story Message [pp. 69–113]					
Unit	Presentation Skill	Video	Performance	Slide Design	The Verbal Message
6 [pp. 74–82]	The Introduction engaging the audience from the start	Episode 6 features three introductions on the same topic delivered by three presenters.	Learners prepare and deliver the introduction of a product comparison presentation.	Designing Interesting Introductions	Titles: Verb-ing + Noun + to + Verb + Noun
7 [pp. 83–102]	The Body using evidence and transitions to build your message	In Episode 7, Mike Jackson delivers the body of his product comparison presentation.	Learners prepare and deliver the body of their product comparison presentation.	Working with Tables	Transitions
8 [pp. 103–113]	The Conclusion a simple formula for summarizing your presentation	Episode 8 features three conclusions on the same topic delivered by three presenters.	Learners prepare and deliver the conclusion of their product comparison presentation.	Making Memorable Conclusions	Conclusions: Transition + Title + Summary
Final Performance [pp. 114–117]					

The Four Messages in a Presentation

The Physical Message



Not all communication in a presentation comes from words. The way you stand, where you look, how you use your hands, and how you vary your voice send a message as well. In this book, we call that the Physical Message.

The Visual Message



A presentation is not just about what you say. What you show and how you show it is as important as what you say. In this book, we call that the Visual Message.

The Story Message



A presentation is like a story. It has a beginning, a middle, and an end—all of these are connected together into a single coherent message. Keeping the parts in order and connecting them together is called the Story Message in this book.

The Verbal Message



Presentation language is simple language. In this book, we learn strategies for simplifying and managing the Verbal Message.

The Physical Message

What Is the Physical Message?

Just as words form the spoken language, how we stand, where we look, how we move our hands, and the tone of our voice form the body language. This Physical Message includes four skill areas.



Posture

The way we stand and position our whole body



Eye Contact

Where we look to keep in touch with the audience as we speak



Gestures

How we move our hands to support our words



Voice Inflection

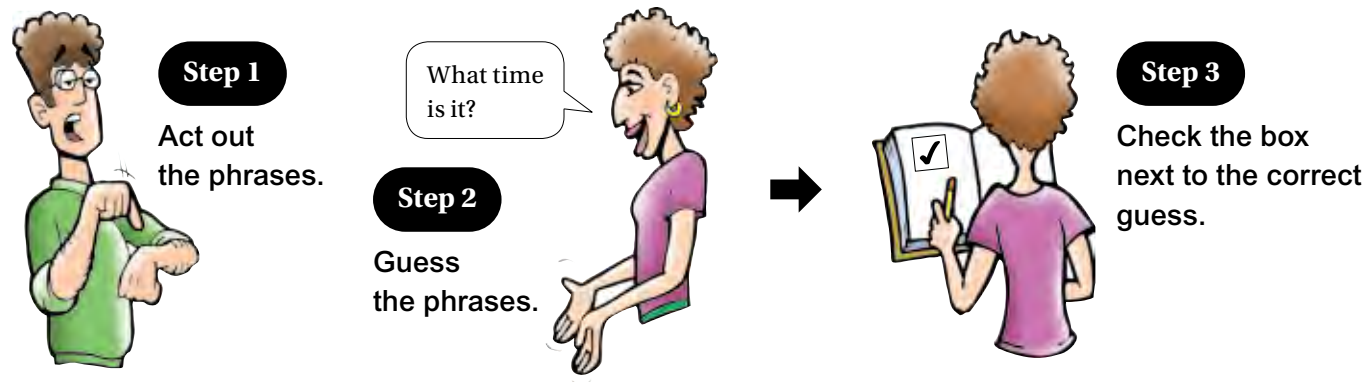
The way we change the tone of our voice to emphasize key words

Why Is the Physical Message Important?

A good Physical Message sends a confident, positive, energetic and enthusiastic message to the audience.

Take turns trying to communicate the following phrases to your partner. You may choose randomly from 1 to 21. Don't say anything to your partner. Use only body language.

Students A & B



1 I don't understand. <input type="checkbox"/>	2 No. <input type="checkbox"/>	3 Come here. <input type="checkbox"/>
4 Speak louder, please. <input type="checkbox"/>	5 It's down the street on the right. <input type="checkbox"/>	6 Go! <input type="checkbox"/>
7 Could I borrow your eraser? <input type="checkbox"/>	8 Could I use your pencil? <input type="checkbox"/>	9 Please sit over there. <input type="checkbox"/>
10 What are you talking about? <input type="checkbox"/>	11 You go first. <input type="checkbox"/>	12 Look over there. <input type="checkbox"/>
13 Don't stand there. <input type="checkbox"/>	14 I have a question. <input type="checkbox"/>	15 I'm hungry. <input type="checkbox"/>
16 Give me all of your money. <input type="checkbox"/>	17 Please have a seat. <input type="checkbox"/>	18 Follow me. <input type="checkbox"/>
19 You're late! <input type="checkbox"/>	20 Stop! <input type="checkbox"/>	21 Who ... me? <input type="checkbox"/>

What Are Posture and Eye Contact?

The way you stand (posture) and where you look (eye contact) communicate a message. This is not a spoken message, but a *physical* message. Good posture and eye contact send a confident, positive message to the audience.

Why Is Posture Important?

Posture is the foundation of the Physical Message. If your posture is solid, you look confident. If your posture is weak, you look nervous and unsure.



Posture

The foundation of the Physical Message

Why Is Eye Contact Important?

Good eye contact gives you valuable feedback from the audience: Are they enjoying your presentation? Do they understand your presentation?



Eye Contact

Gives you feedback from your audience.



"Are they interested?"



"Do they understand?"

Posture: How Not to Do It

Look at these common posture and eye contact problems. Listen to the audio and match the problems with the descriptive labels in the box, and write your choices in the spaces provided. The first one is done for you.



- the pendulum
- the surfer
- the Leaning Tower of Pisa
- the hula dancer
- the birdwatcher
- the stargazer
- washing your hands
- the soldier



1. Swaying from side to side is poor speech posture because it communicates that you are also swaying back and forth between ideas in your mind.

► We call this “ the pendulum .”

2. Leaning to one side is poor speech posture because it is too relaxed, and makes the audience feel that you aren't serious about your speech.

► We call this “ _____ .”



3. Looking up at the ceiling while giving a speech is poor eye contact because it shows that you aren't well prepared and don't know what to say.

► We call this “ _____ .”



4. Moving your shoulders and upper body around as you speak is poor speech posture. It makes the audience feel that you are not calm, and not confident about your message.

► We call this “ _____ .”

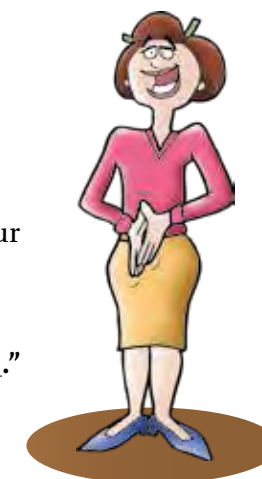


5. Swinging your hips back and forth and from side to side is poor speech posture because it shows that you are nervous, and not comfortable with your message.

► We call this “ _____ .”

6. Rubbing your hands together as if you were washing them or playing with something in your hands is poor speech posture because it shows that you are nervous.

► We call this “ _____ .”



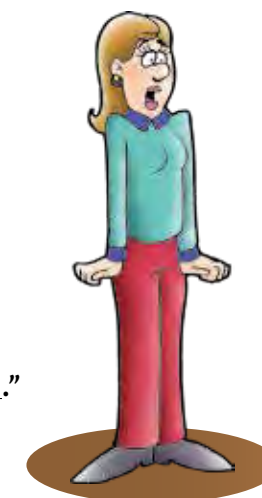
7. Looking out of the window or staring at the back of the room is poor eye contact for a speech because it makes the audience feel that you are not interested in them.

► We call this “ _____ .”



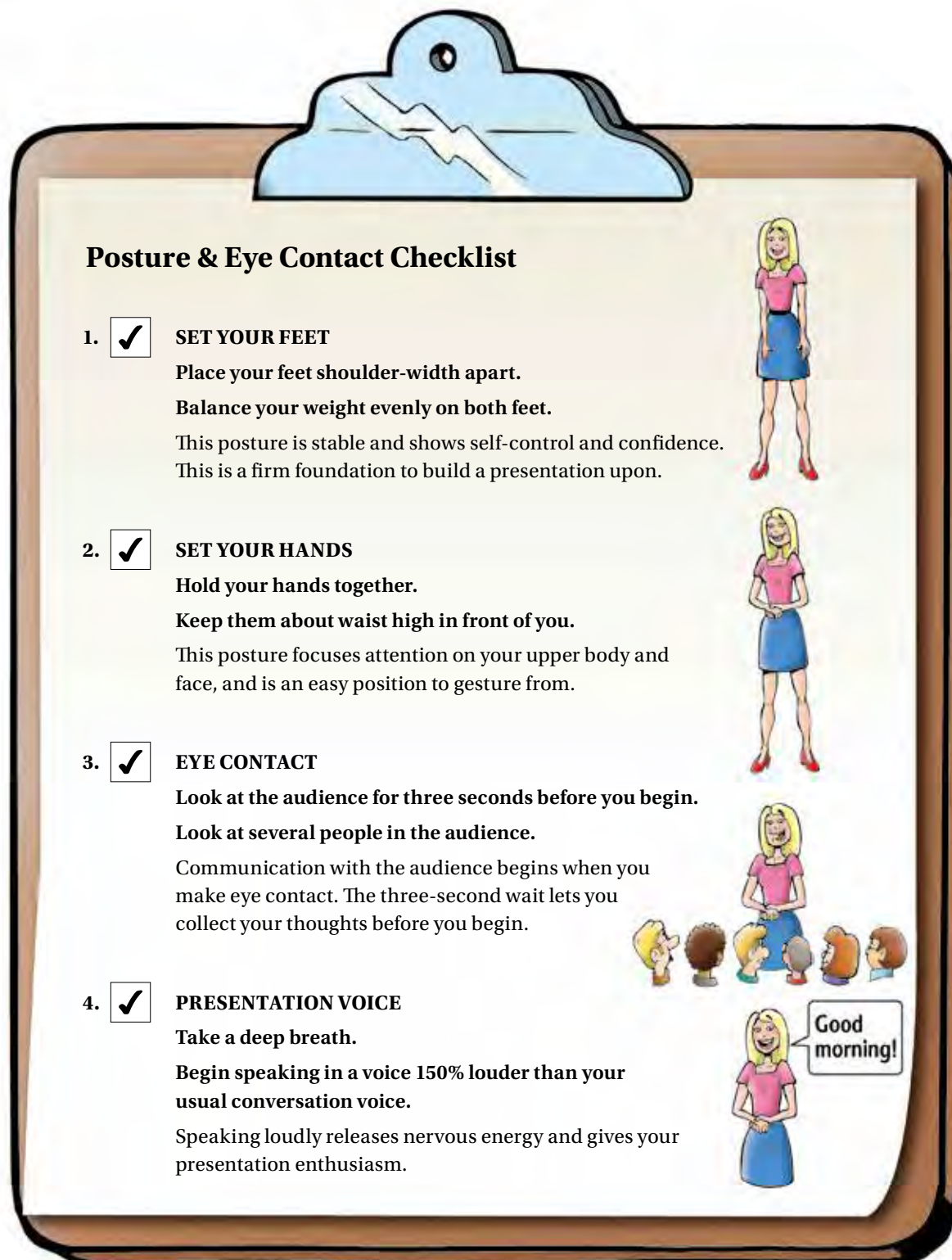
8. Standing stiffly at attention with your feet together and your hands at your sides is poor speech posture because it makes you look nervous and uncomfortable in your role as speaker.

► We call this “ _____ .”



Posture: How to Do It

Making a good first impression is important. Even before you say your first word, your posture and eye contact should show the audience that you are calm, well-prepared, confident and ready. If you begin with good posture and good eye contact, it will be easy for you to maintain a positive Physical Message throughout your presentation.



Posture & Eye Contact Checklist

- SET YOUR FEET**
 Place your feet shoulder-width apart.
 Balance your weight evenly on both feet.
 This posture is stable and shows self-control and confidence.
 This is a firm foundation to build a presentation upon.
- SET YOUR HANDS**
 Hold your hands together.
 Keep them about waist high in front of you.
 This posture focuses attention on your upper body and face, and is an easy position to gesture from.
- EYE CONTACT**
 Look at the audience for three seconds before you begin.
 Look at several people in the audience.
 Communication with the audience begins when you make eye contact. The three-second wait lets you collect your thoughts before you begin.
- PRESENTATION VOICE**
 Take a deep breath.
 Begin speaking in a voice 150% louder than your usual conversation voice.
 Speaking loudly releases nervous energy and gives your presentation enthusiasm.

Practice


Posture Workshop

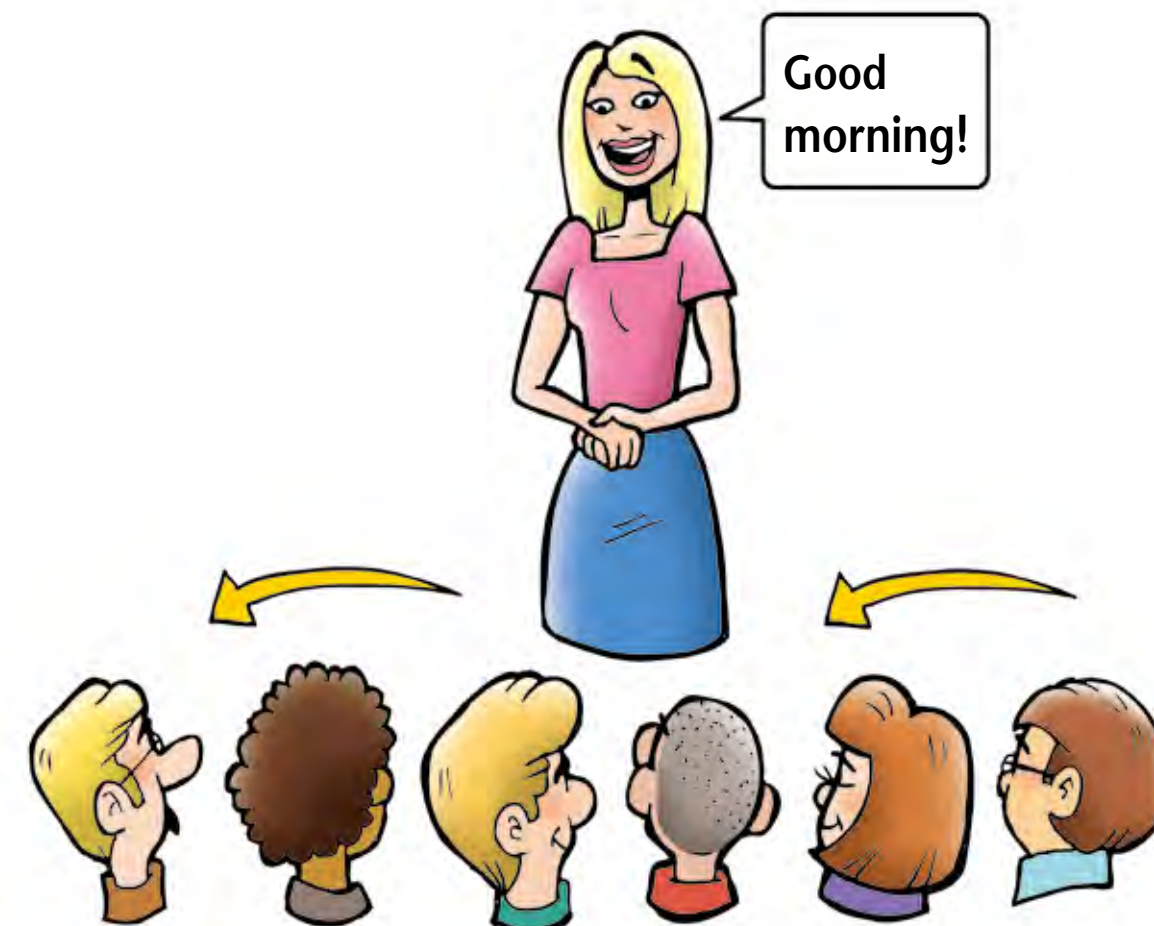
Step 1 Group Practice

Stand up as a class and follow the Posture & Eye Contact Checklist:

Step 2 Individual Practice

Work in groups. Form a line. One by one, walk to the front of the group and practice getting set for a presentation. Follow the Posture & Eye Contact Checklist and say "Good morning." or "Good afternoon." in your presentation voice.

- 
- SET YOUR FEET
 - SET YOUR HANDS
 - EYE CONTACT
 - PRESENTATION VOICE



Step 3 Individual Practice

Repeat the individual practice, and this time say:

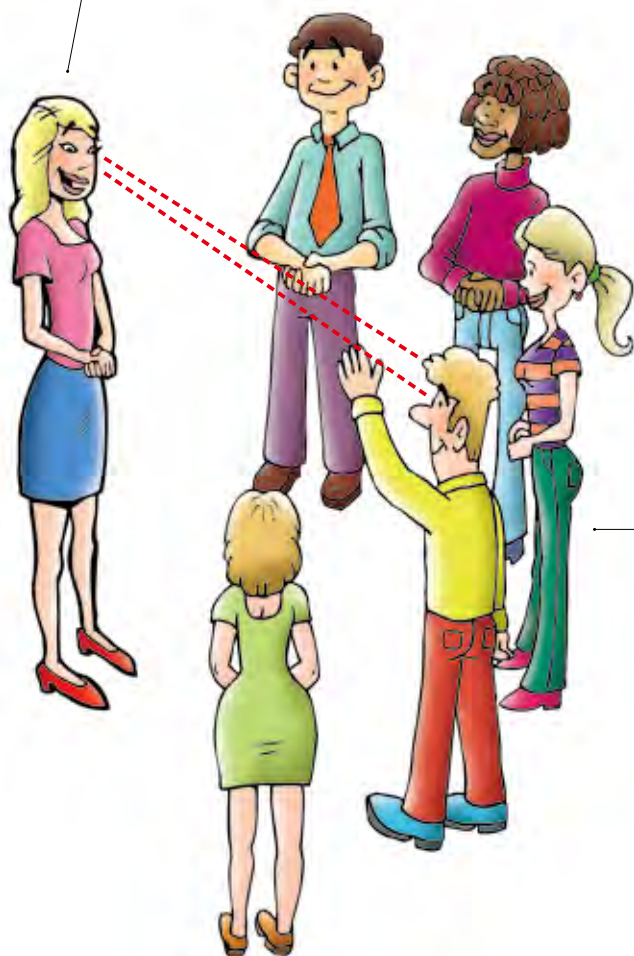
► "Good morning. My name is _____."

Practice

Posture and Eye Contact Workshop

Speaker

Work in groups. One by one, come to the front of the group to practice communicating with the audience through eye contact. First, set your feet and hands, then carefully control your eye contact by looking at each person. Start with the person on the left. Look into their eyes for three seconds. Count out loud "1, 2, 3." Move your eyes to the next person to the right, make eye contact, and count "4, 5, 6." Continue until you have made eye contact with everyone.

**Audience**

Raise your hand when the speaker makes good eye contact with you. Keep your hand raised as long as the speaker keeps eye contact. As soon as the speaker looks away, lower your hand.

- Lower your hand if the speaker doesn't have good eye contact, looks over your head, looks at the ceiling, or looks anywhere but in your eyes.
- There should only be one hand in the air at any time.

Performance

Informative Presentation

**PRESENTATION TYPE**

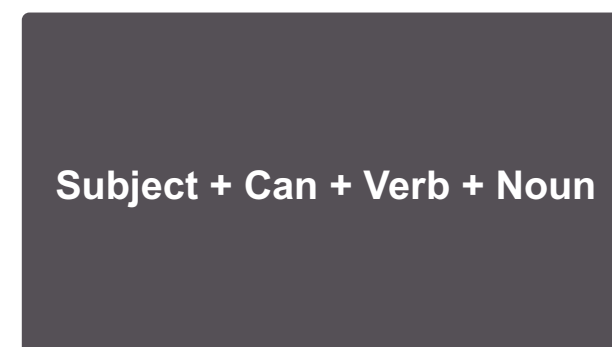
In Episode 1, the speaker gives an informative presentation about his favorite city.

**PRESENTATION SKILL**

In an informative presentation, eye contact is especially important. By watching the audience faces, you can see if they understand the information.

**SLIDE DESIGN**

In this unit, we will focus on working with photos and titles. This includes where to place the title, the importance of contrast, and what font to use.

**THE VERBAL MESSAGE**

In this section, we will see how a modal verb ("can") will help you simplify the verbal message.



FIRST VIEWING

Watch Episode 1. Close your textbooks and enjoy the presentation! After viewing, answer these questions:

1. What is the topic of his informative presentation?
2. How many points does he have?

SECOND VIEWING

Watch again and complete the form below. Fill in the activities for "See," "Do," "Eat," and "Get around."

Informative Presentation Form

Presenter's Name: Max Jones City: _____

See	Do
Eat	Get around

Did the presenter use the Posture & Eye Contact Checklist? Yes No

Did the presenter look at you? Yes No

Make sure your titles are readable and do not conflict or distract from the photos.



Avoid placing titles over background images.



Place titles in a banner or frame outside the photo.



Avoid colors that have little contrast with the background.



Choose colors with sharp contrast to photo colors.



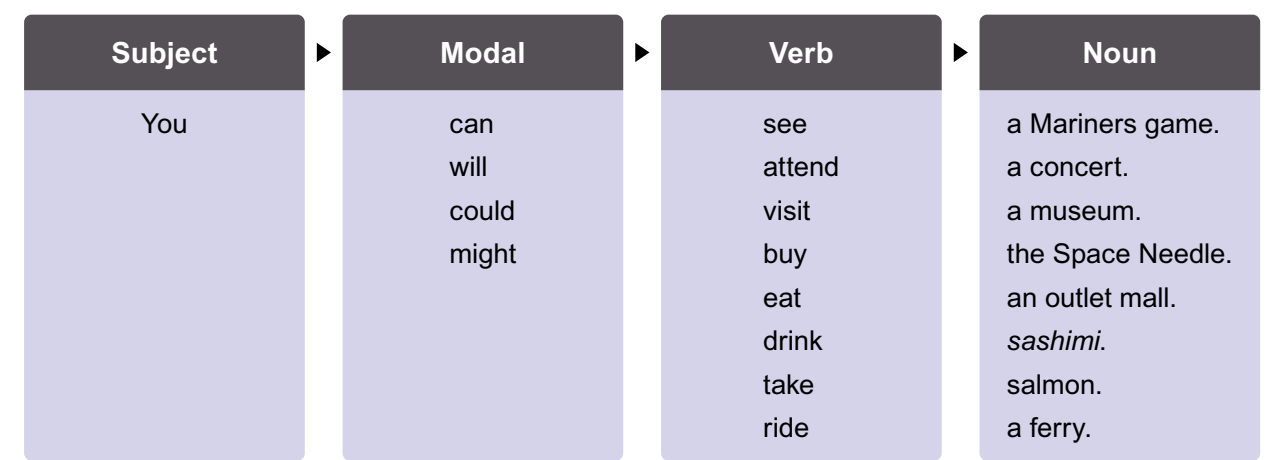
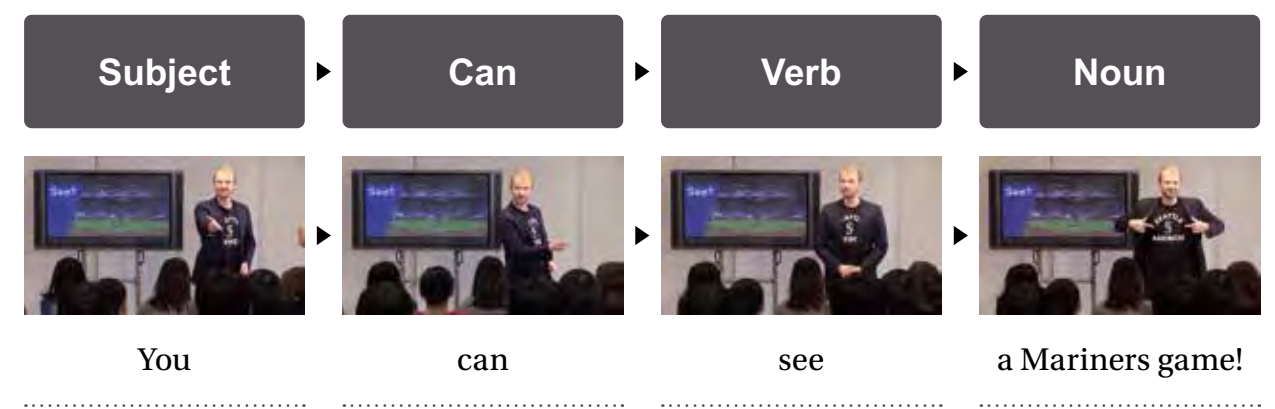
Avoid noisy serif fonts with little "feet" and "tails" on the letters.



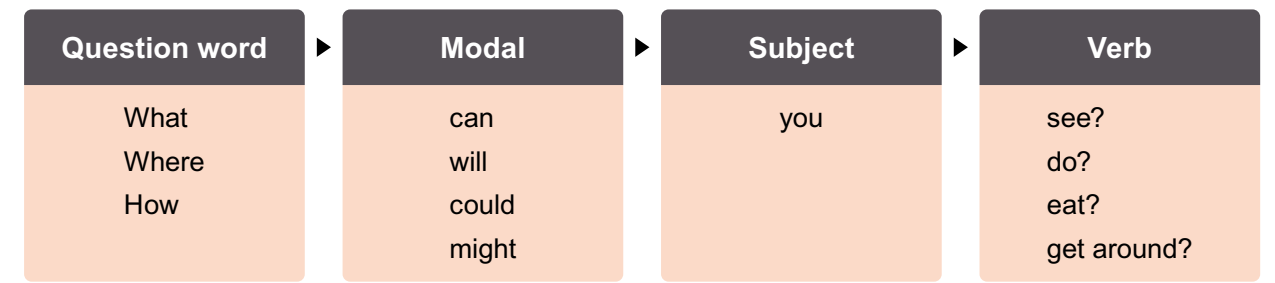
Use simple sans-serif fonts such as Avenir, Helvetica Neue, Arial, Gill Sans, or Tahoma.

Performance The Verbal Message: Modals

1. In this informative presentation, use modals (especially “can”) to simplify the verbal message.



2. You can also use modals (especially “can”) to form a question to transition to your next point.



Performance Presentation Preparation

Assignment: Prepare an informative presentation telling your classmates about your hometown or a city you recommend visiting.

Step 1 PLAN
Use a quadrant to brainstorm.

See <ul style="list-style-type: none"> The Space Needle A Mariners game The Seattle Zoo A Seahawks game Taylor Swift concert 	Do <ul style="list-style-type: none"> Paragliding Shopping at Pike Place Market Starbucks Kite flying
Eat <ul style="list-style-type: none"> Sky City Restaurant Ivars Wataru Sushi Zeek's Pizza Denny's 	Get around <ul style="list-style-type: none"> Street car Metro Monorail Washington State Ferry Bus

Step 2 PREPARE
Make slides. Use photos you have taken yourself or download photos from the Internet.



Step 3 PRACTICE
Concentrate on your posture and eye contact. Notice how the presenter in the video focuses 90% of his eye contact on the audience and only 10% on the screen. That should be your target, too.

Step 4 PERFORM
Presenters, use your slides to explain. Listeners, fill in the form on page 118.