

How to Access the Book's Video Clips

The book's video clips are designed for easy accessibility. The users can watch the book's video clips online on their preferred device, anytime and anywhere. Follow the steps below, and the video clips are ready for use. It's just that easy!

Here are the steps on how to use the code to access the video clips:

- 1 On your smart device, launch the QR Code reader app. If you don't have one, download one from your device system's app store.
- 2 Scan the QR Code on the right.
- 3 When the app successfully reads the link in the code, it will take you to the download area on Tung Hua's website.
- 4 Enter the following information:
Password: 9786267130452
- 5 When finished typing in the password, click on the video clip number you want to watch.
- 6 The designated video clip will prompt and can be watched online.



Table of Contents

About the Author	iii
About the Book	iv
Preface	v
Foreword	vii
How to Access the Book's Video Clips	x

Part 1 Empowering Yourself with Professional Presentation Skills 2

Chapter 1	Knowing Your Target Audience	4
	A. Size, Formality, and Background	5
	B. Culture and Norms	6
Chapter 2	Knowing Your Purpose	8
	A. Topic Selection	9
	B. General Purpose Selection	9
	C. Specific Purpose Selection	10
Chapter 3	Identifying Main Points	12
	A. Brainstorming and Distilling Main Points	12
	B. Prioritizing Main Points	14
Chapter 4	Organizing Your Presentation to Make an Impact	18
	A. Introduction	19
	B. Body	23
	C. Conclusion	24
	D. Transitions or Verbal Signposts	27
	E. Paragraph Structure as Presentation Unit	29
Chapter 5	Crafting Visual Aids to Enhance Presentation Power	32
	A. Mathematical Tools	33
	B. Photos and Pictures	36
	C. Video Clips	36
	D. Experiments	36
	E. Objects	37

Chapter 6	Enhancing Presentation Power with Rhetorical Strategies	38
	A. Acronyms	39
	B. Metaphors	39
	C. Parallelism	41
	D. Definition	41
	E. Choice of Words	42
	F. Quotations	43
	G. Comparison and Contrast	43
	H. Repetition as a Rhetorical Device	44
	I. Negation	45
	J. Questions	45
	K. Statistics	46
	L. Stories or News	47

Part 2 Making Presentations with Impact 48

Chapter 7	Presenting in Control of Time and Subject Matter Knowledge	50
	A. Good Time Management	50
	B. Topic Familiarization	52
Chapter 8	Presenting Confidently with Non-Verbal Cues	54
	A. Voice	55
	B. Facial Expression	56
	C. Eye Contact	56
	D. Body Movements	57
	E. Gestures	58
	F. Posture	58
	G. Accuracy in Pronunciation	59
	H. Interacting with and Engaging Audience	59
	I. Passion	61
Chapter 9	Empowering Teammates and Building Synergy in a Group Presentation	62
	A. Delivery Style	63
	B. Dress Code	63
	C. Interaction among Teammates	65

Part 3 Handling Question-and-Answer Sessions 66

Chapter 10	Handling Question-and-Answer Sessions	68
	Preparing for Questions and Delivering Answers	69
	A. Preparing Additional Materials	69
	B. Listening Attentively to the Question	70
	C. Staying in Control When Delivering Messages	72
	D. Answering Unexpected Questions	73

Exercises 76

Unit 1	Exercise 1.1	78
	Exercise 1.2	79
Unit 2	Exercise 2.1	80
	Exercise 2.2	82
Unit 3	Exercise 3	83
Unit 4	Exercise 4.1	85
	Exercise 4.2	86
Unit 5	Exercise 5.1	88
	Exercise 5.2	89
	Exercise 5.3	90
Unit 6	Exercise 6.1	91
	Exercise 6.2	92
Unit 7	Exercise 7.1	94
	Exercise 7.2	96
Unit 8	Exercise 8.1	97
	Exercise 8.2	97
Unit 9	Exercise 9	99
Unit 10	Exercise 10.1	101
	Exercise 10.2	103