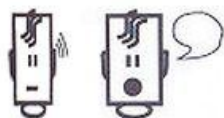


PART I

AUDIO-VISUAL AIDS

IN BUSINESS PRESENTATIONS



■ LISTEN AND READ.

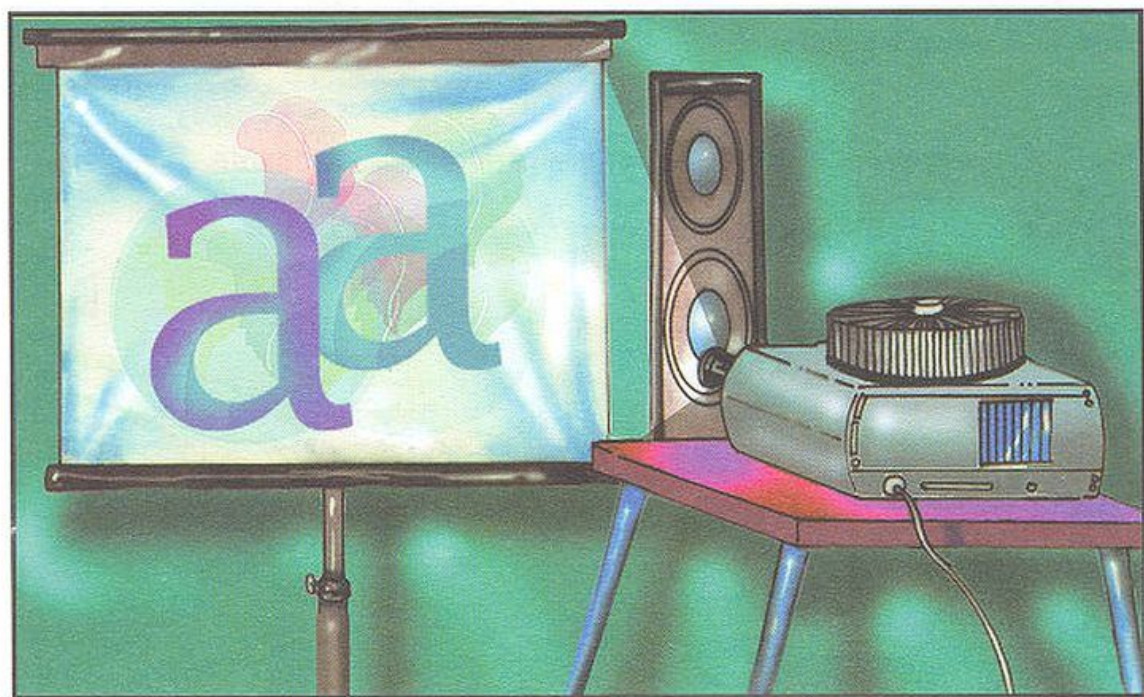
Business speakers have long known the value of audiovisual (AV) aids in getting their ideas across to an audience. Flip charts were the first aids used to emphasize points to be highlighted. But the true potential of the audiovisual medium wasn't realized until speakers began to use electronic equipment such as overhead projectors and color slide projectors to make their picture charts and graphs more visual and thus more memorable.

Today business speakers must meet new performance standards set by television, advertising, music videos, etc. The graphics for slides are often generated by highly sophisticated computer systems. Yesterday's speech has become today's presentation, accompanied by music, sound effects and multiple images flashing on giant screens.

A modern computer system that can generate slides of film strips can cost almost half a million dollars, but most are priced between \$5,000 and \$10,000. The simple slide projector is the most common and cheapest mode of presentation. Sophisticated systems which can link several projectors in a fully synchronized sound and light presentation are available. Money invested in audiovisual equipment can pay off in better communication.

9 nine lesson

Ninth (9th)
Lesson



■ ANSWER:



1. What is the role of audiovisual aids presentations?

2. When did business speakers fully understand the potential of these resources?

3. What has replaced the speech of past times?

4. How much does a sophisticated computer system like the one mentioned above cost?

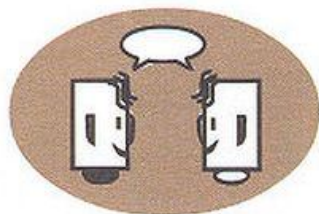
5. Why are slide projectors widely used?

■ SELECT THE CLOSEST MEANING FOR THE UNDERLINED WORDS:



1. Business speakers have long known the value of audiovisual aids in getting their ideas across to a group.
 - A. Making their ideas understood.
 - B. Adapting their ideas.
 - C. Giving up their ideas.
2. The first step was the use of flip charts to emphasize points to be highlighted.
 - A. Revised.
 - B. Ignored.
 - C. Given importance.
3. Today business speakers must meet new performance standards.
 - A. Regulations.
 - B. Norms.
 - C. Details.
4. The graphics for slides are generated by highly sophisticated computer systems.
 - A. Complicated.
 - B. Norms.
 - C. Details.





DIALOGUE

EXECUTIVE BOARD MEETING



Situation:

Jack Brown-President
Henry Fisher-Vice-President
William Turner-General Manager

JACK BROWN: -I've called this board meeting because we have to make some important decisions. Our sales are \$5,000,000 this year, but the profit margin has gone down because of the weakness of our currency and higher costs for raw material and labor.

WILLIAM TURNER: -Sir, I haven't been informed about this...

JACK BROWN: -We apologize, but all the reports were not available until Monday.

HENRY FISHER: -Is the situation that bad?

JACK BROWN: -Not really. Our sales figures have gone up, and our long term prospects are excellent.

WILLIAM TURNER: -At least that's good news. We will have to invest in new machinery.

HENRY FISHER: -How much?

JACK BROWN: -About \$10,000,000. We'll raise our productivity and lower our tax bill.

WILLIAM TURNER: -How has the advertising campaign gone?

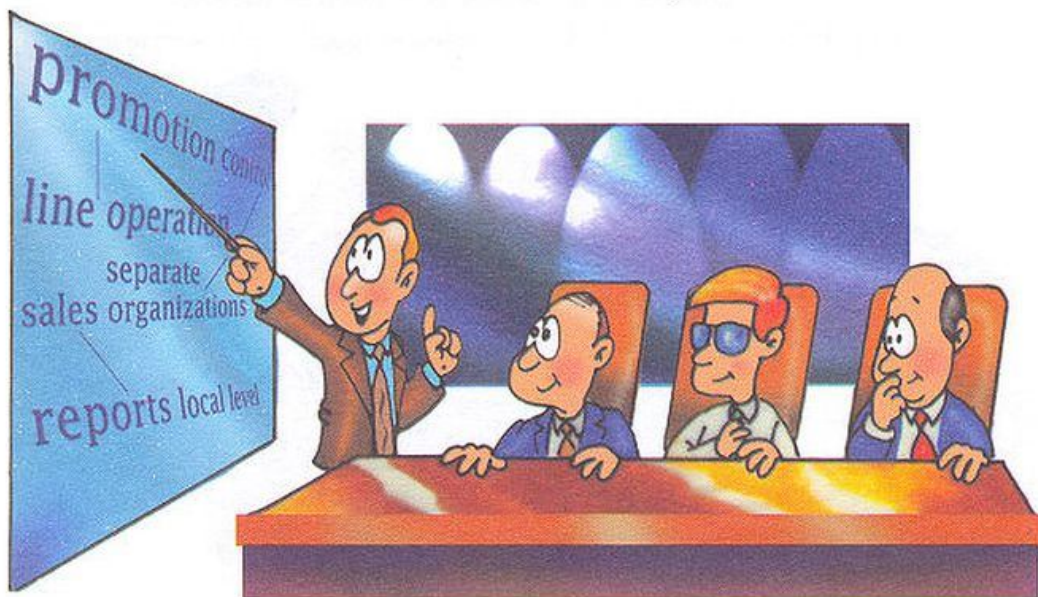
HENRY FISHER: -It's gone quite well. We've had several new inquiries.

JACK BROWN: -Please gentlemen, we have to speak about the accountant's report.

WILLIAM TURNER: -I haven't read it in detail, but his recommendations have had good results in the past.

HENRY FISHER: -Let's take a vote then. All in favor... O.K. William, look for the quotes for the new equipment.

JACK BROWN: -Let's continue with the next item on the agenda.



■ ANSWER:



1. Why has the profit margin gone down?

2. What has happened to the sales figures?

3. What will raise the productivity and lower the tax bill?

4. How has the advertising campaign gone?

5. What have they said about the accountant's report?

6. Did they agree on their vote?

7. What does William have to do?

8. Has the meeting finished?

9. What is raw material?

10. What does 'currency' mean?



■ OBSERVE.

■ FUNCTION: INTERRUPTING IN A MEETING.

Excuse me, Mr. Chairman (Mr. Brown, etc.).

▲ Yes, Mr. White?

Sorry to interrupt, but I have a question.

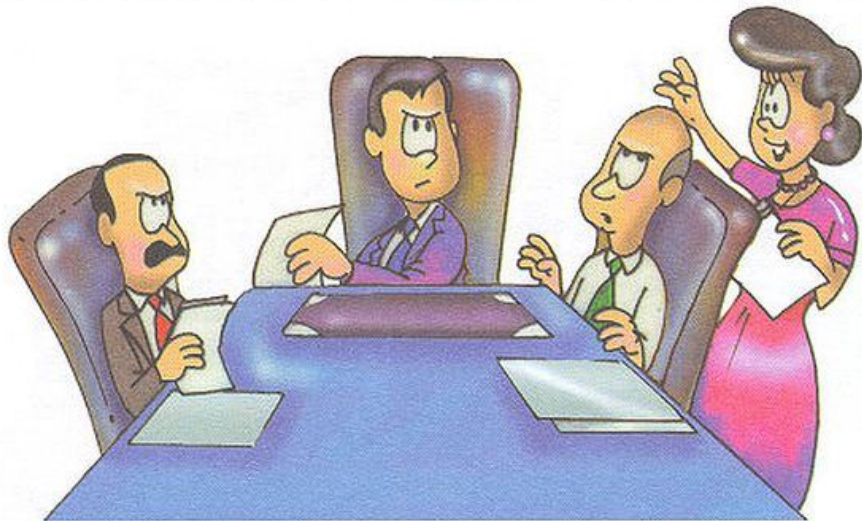
▲ That's all right. Go ahead.

Excuse me. I'd like to make a comment on that.

▲ Could you please wait a couple of minutes until I finish this point?

I hate to interrupt, but could you be more specific?

▲ Oh, certainly. What exactly do you want to know?



vocabulary

■ WRITE SENTENCES FOR THE FOLLOWING WORDS:

**EMPHASIZE, HIGHLIGHT,
MEMORABLE, STANDARDS, MODE,
PROSPECTS, ITEM,
QUOTES, BOARD, VOTE**

