

# PRESENTATION

Giving a presentation in a seminar may involve presenting factual and numerical information, as well as different perspectives on an issue. Often the perspectives you choose will influence the way your presentation is organized. When a presentation includes numbers, it is important to be able to say these clearly and correctly. When giving each other feedback on a presentation, try to be as constructive as possible and make specific suggestions for improvement.

## Taking notes on the main points of a presentation

1 **4.4** You are going to watch a short presentation on *urbanization* – the growth of towns and cities and the movement of people from rural to urban areas. Watch the presentation and note down key information under headings 1–4.

- 1 Urbanization since 1900
- 2 Urbanization in the newly industrialized countries
- 3 The economic impacts of urbanization
- 4 The environmental impact of urbanization

### ACADEMIC LANGUAGE

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#### Numbers Large numbers, percentages, fractions, decimals

When presenting numerical information, large numbers are often expressed as decimals, and are usually rounded up or down.

... *greater Tokyo is currently around thirty-five point six (35.6) million (compare: 35,682,460 thirty-five million, six hundred and eighty-two thousand).*

... *in 1900 it stood at just two hundred and twenty (220) million*

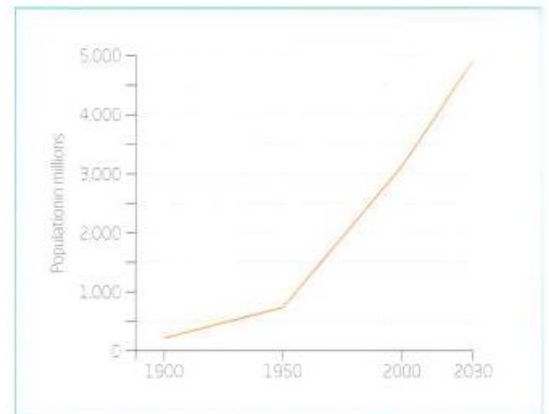
... *this figure is likely to rise to four point nine (4.9) billion*

When talking about large numbers, it's usual to use approximation.

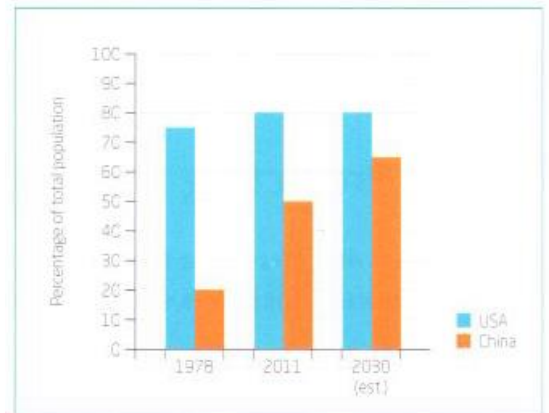
... **almost** *half the world's population living in major towns and cities*

... **around** *50,000 new skyscrapers will be built*

... **with just over** *5 billion urban residents*



Slide 1 World urban population since 1900



Slide 2 Urbanization in China and the US

## Recognizing and using signposting language

1 Match the phrases from the presentation in Task 2 with functions 1–5.

For instance As you can see So moving on to look at Next I'd like to look at ...  
 In my presentation today I'm going to look at OK, that was ... For example  
 I'll then move on to look at firstly ..., and secondly ... So if we look at the slide

- |   |                            |
|---|----------------------------|
| 1 introducing the structure of the presentation | 4 moving on to a new point |
| 2 introducing a new point                       | 5 giving an example        |
| 3 referring to a visual                         |                            |

### Checklist for evaluating a short presentation

	Yes	No
1 Was the structure of the presentation introduced at the start?		
2 Were the main points introduced clearly?		
3 Was it clear when the speaker moved from one point to the next point?		
4 Did the speaker discuss different perspectives and give examples to support these?		
5 Were all numbers spoken clearly and correctly?		
6 Is there anything that could be improved?		

## PRESENTATION - phrases

Finally I'd like to summarize  
go over the main points (of my talk)  
review  
sum up

OK the, let's begin  
can we start  
shall we start

Good morning/afternoon, ladies and gentleman  
everyone

I'd like to turn to  
Let's move on to my next point  
That brings me to my next point  
Now if we turn to...  
Now I'd like to draw your attention to...

Firstly	I talked about	I suggested
Secondly	discussed	drew your attention to
Then	showed you	recommended
Finally	pointed out	explained
	focused on	mentioned some of
	illustrated	

Thank you for listening

I'm here to...  
I'm going to talk to you today  
My purpose / objective / aim today is to...

First of all, I'd like to introduce myself  
My name is  
I'm from...  
I work for... (company) as a... (job)

I'd like to refer back  
go back to my (first) point  
return

In conclusion I'd like to...  
I'd like to finish /conclude by saying that

(As you all know)

Firstly		emphasize
Secondly		talk about
Thirdly	I'd like to	present
Then	I will	deal with
After that	I want to	show you
Next	I'm going to	point out
Finally		discuss
		analyse
		examine
		consider

Are there any questions?  
If you have any questions, I'll be happy  
I'd be happy to answer them  
I'll do my best

Let's		flow chart
Have a	look at this	pie chart
I'd like you to		table
As you can see from the (following)		photograph
		slide

In my presentation today I'm going to look at the background to urbanization across the world and in particular in China, where there's been a dramatic movement of the total population from the country to urban areas in recent years. I'll then move on to look at firstly the economic impacts, and secondly the environmental impacts, of urbanization in China.

OK, first I want to talk about urbanization in general, across the world. Since the beginning of the twentieth century, the world's urban population has increased massively. For instance, in 1900 it stood at just 220 million - at that time, this was 13 per cent of the total world population. By 1950, it had increased to 732 million, which was 29 per cent of the total world population. And in 2005, this had risen to 3.2 billion. So in 2005, 49 per cent of the total world population were living in urban areas. That's almost half the world's population living in major towns and cities. And according to the UN, this figure is likely to rise to 4.9 billion, or 60 per cent, by 2030. So nearly 5 billion urban residents.

However, it's clear that urbanization is not happening at the same rate across the world. So, if we look at the slide here we can see an overview of the main urban areas. The largest urban areas are still mainly in the developed countries. The population of the world's largest urban area, greater Tokyo, is currently around 35.6 million. But the newly industrialized countries are catching up very quickly - that's countries like Brazil, China, and India.

As you can see, in 1978, three-quarters of the US population, so 75 per cent, lived in towns and cities, but less than 20 per cent of China's population lived in urban areas. By 2011, America's urban population had increased slightly to 80 per cent of the total population. But it's now not really increasing. Over the same period, China's urban population increased to almost 50 per cent, almost half of the population. The size of the population in China also means that a small percentage increase is a large number in real terms. It's estimated that an extra 350 million people will be living in cities in China by 2030 - that would be a further 15 per cent increase.

So moving on to look at the economic impacts of urbanization. Now, you could say that urbanization has been one of the main drivers of economic growth in China, and it's likely to continue to move the country forward. In the next twenty years, it's predicted that around 50,000 new skyscrapers will be built, and that there will be around 200 million new urban jobs.

Urban populations consume more food, energy, and consumer goods than rural populations. For example, in China the urban population eats 60 per cent more meat than the rural population. Urban residents are also 25 per cent more likely to have a refrigerator than people in rural areas. All of this is positive in terms of future economic development.

OK, that was the economic impacts. Next I'd like to look at the environmental impact. There are obviously concerns about the negative effects of urbanization ... overcrowding in cities, pollution, people consuming more resources. But there are also positive aspects to urbanization from an environmental point of view.

Firstly, the birth rate among urban populations usually falls ... and in the longer term this will reduce population growth. Secondly, a fall in the rural population means fewer people using the land for farming, and over time this reduces the negative effects on the environment, and the total amount of land used by the human population.

However, the increased use of energy in urban areas, and the increase in pollution, means that cities tend to be warmer. City temperatures can be up to 1.3 degrees Celsius higher, and in the context of climate change, this can be seen as a problem.

So, in conclusion, I would say that the process of urbanization is going to continue. Currently, there are nearly four billion people living in towns and cities worldwide. There are environmental challenges, but also economic benefits. I think that if it's well managed, urbanization will lead to increased health and prosperity everywhere, especially in the developing world.

I'd like to begin with an overview of the structure of the UN, how it's organized, and after that we can move on to look at the purpose of the UN - in other words, what it's for and why we need it. And finally, we'll take a brief look at the history of the organization, and how such a historical institution remains relevant today.