



# NEW BUSINESS ENGLISH 4

**Unit 4 Lesson 2**  
**Describing the Purpose**



# Review

You are going to present a product proposal to your boss. Introduce the first part of your presentation.

## *Requirements:*

- *Introduce the purpose of your presentation.*
- *Sequence the parts of your presentation.*
- *Introduce the first part of your presentation.*





# LEARNING GOALS

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- ◆ Describing the purpose of a presentation
- ◆ Relating a presentation to the audience



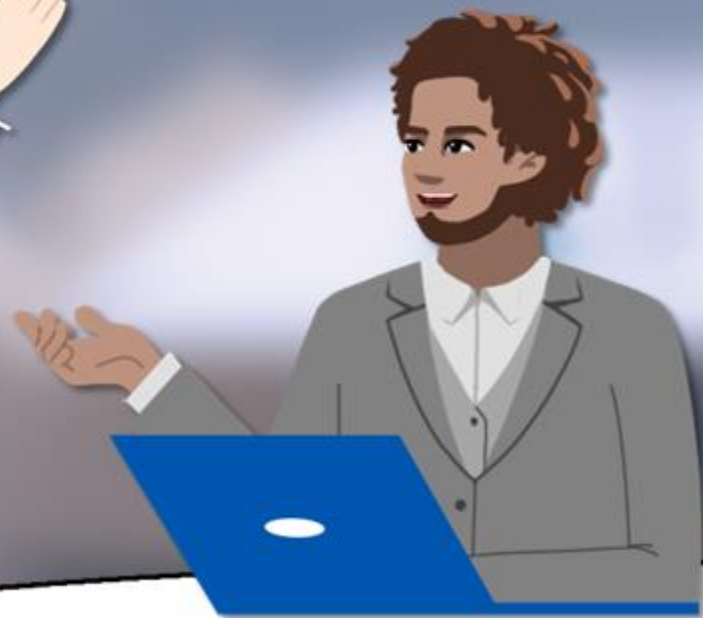
## Situational Dialogue

- ▶ Lina is explaining the purpose of her presentation.





First of all, the aim of my presentation today is to share some information about social media.







After this presentation, you can understand better the features of different social media platforms. Then you can help our clients pick the right platform for ads.



# Key Vocabulary

Learn the new words and answer the questions.



## feature

*(n.) a noticeable or important characteristic or part*

e.g. The long table is the main **feature** of the meeting room.



## platform

*(n.) the combination of a particular computer and a particular operating system*

e.g. There are many popular social media **platforms**.



## pick

*(v.) to choose someone or something from a group*

e.g. **Pick** the best picture.

## Dialogue Review

Have a role play and answer the questions.



*Lina is explaining the purpose of her presentation.*

**Lina:** First of all, the aim of my presentation today is to share some information about social media. After this presentation, you can understand better the **features** of different social media **platforms**. Then you can help our clients **pick** the right platform for ads.



Let's check the learning goals!



*Lina is explaining the purpose of her presentation.*



## **1. Describing the purpose of a presentation**

**Lina:**

***First of all, the aim of my presentation today is***

*to share some information about social media.*

***After this presentation, you can understand better***

*the features of different social media platforms.*

*Then you can help our clients pick the right*

*platform for ads.*  **2. Relating a presentation to the audience**

Learn the key expressions and sentence structures.

## ∴ Describing the Purpose of a Presentation

- The aim of my presentation is...
- The purpose of this presentation is...

Example sentences:

- The aim of my presentation is to share some information about social media.
- The purpose of this presentation is to persuade possible business partners.

### Defining purpose

- **To inform**  
to tell someone about something
- **To analyze**  
to study something in detail in order to understand it
- **To persuade**  
to make someone agree to do something by giving them reasons why they should

*Can you describe the purpose of the last presentation you listened to?*

## Learning Goals

Learn the key expressions and sentence structures.

### ∴ Relating a Presentation to the Audience

- It can help you with...
- After this presentation, you can understand...
- My presentation is particularly relevant to those of you who...
- By the end of this presentation, you will be familiar with...
- Today's topic is of particular interest to those of you who...

*Why is it important to relate the presentation to your audience?*



# Semi-open Dialogue

Please read the situation below and have a role play with your teacher.

**Scenario:** You are giving a presentation about last month's sales. Describe the purpose of your presentation and relate it to your audience.

∴ You can refer to the following key expressions:

- The aim of my presentation is...
- The purpose of this presentation is...
- After this presentation, you can understand...
- It can help you with...



## ⋮ How to Hook an Audience

### Technique 1



"The average adult attention span is less than a goldfish."

**Give short stories that are connected to your topic.**

The ancient Greek writer Aesop told a fable about a boy who put his hand into a pitcher of nuts. The boy grabbed as many of the delicious nuts as he possibly could. But when he tried to pull them out, his hand wouldn't fit through the neck of the pitcher because he was grasping so many of them. Instead of dropping some of them so that his hand would fit, he burst into tears and cried about his predicament. The moral of the story is **"Don't try to do too much at once"** (Aesop, 1881).



1. How does telling stories attract the audience's attention?
2. Can you tell me a short yet interesting story?

# Overview

## Key words and expressions:

*feature/ platform/ pick*

*The aim of my presentation is...*

*The purpose of this presentation is...*

*After this talk, you can understand...*

*It can help you with...*

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