

Presentation as a Mandatory Component of Training

Gulnara DIASAMIDZE*

Khatuna TABATADZE**

Abstract

This article discusses the possibilities of using a presentation during public speaking. Recently, this type of access to information has become a mandatory and unique element of public speaking. For any businessperson, the main thing is to present the topic of the speech to the listener correctly.

A presentation is a performance. It is one of the most convenient and effective ways to combine dynamics, sound, and image. The purpose of the presentation is to communicate information, teach, create motivation, and provide an excellent opportunity to implement the communicative function of language.

Among other things, the beginning of the presentation greatly affects the first impression of the audience and interest in the speaker. For any presenter, the main thing is to establish contact with the audience and attract the attention of the audience. In addition, a good conclusion shows that the topic is fully disclosed.

The ability to competently organize and present your thoughts publicly is the most important factor determining a person's personal and professional success, his competitiveness.

Keywords: presentation, education, information, computer, Power Point

* Assoc. Prof. Dr., International Black Sea University, Tbilisi, Georgia. E-mail: gdiamidze@ibsu.edu.ge

** Assoc. Prof. Dr., Georgian Technical University; International Black Sea University, Tbilisi, Georgia. E-mail: ktabatadze@ibsu.edu.ge

Introduction

The question inevitably arises: so, what is a presentation? It is a kind of public speech - an oral speech in front of an audience. It is, basically, an integral part of business communication. Important elements of a public speech are its introduction and conclusion. The beginning of a speech greatly influences the first impression of the audience and interest in the speaker. Usually, the introduction has two goals: to establish contact with the audience and to attract the attention of the audience.

"Presentation" in translation from English is a presentation. This convenient and effective way combines dynamics, sound, and image. The purpose of a presentation is to communicate information, teach, create motivation, and provide an excellent opportunity to implement the communicative function of language. To prepare it, you need to use a large number of sources of information, which allows you to turn each work into a product of individual creativity. (Коваленко А. 2010 Electronic resource).

It is no secret that the need to speak publicly, to give a presentation often causes internal panic in many people - from students to experienced managers. Such fear of addressing an audience leads to the speaker reading a pre-prepared text from a piece of paper throughout the presentation, with trembling hands.

This is not news at all, since books on psychology, where people's behavior is discussed, say that the fear of public speaking is the main thing for a person. It is interesting that the fear of death occupies only seventh place in this non-trivial list. Does this mean that many would rather die than speak in front of colleagues and superiors?

Research Methodology

The ability to competently organize and present your thoughts publicly is the most important factor determining a person's personal and professional success and competitiveness. After all, visual aids are an excellent basis for any good business presentation. In addition, you may need such knowledge as the ability to work with programs from

the Microsoft Office series, especially the ability to work with PowerPoint. (Цыганкова Е. 2011 Electronic resource).

PowerPoint is a program for creating and conducting presentations, part of Microsoft Office. Research shows that people remember information better when they receive it visually. 83% of information comes to a person through sight, 11% through hearing, and 6%, touch – 2%, and taste – 1% through other senses. If you plan to use visual aids, such as PowerPoint, a laptop, tables, slides, or diagrams, try to make them as clear and informative as possible (Пиз А., Пиз Б. 2013, p. 80).

Therefore, students are encouraged to first study the topics on their own, and then present the knowledge they have gained in a PowerPoint presentation they have developed themselves. The use of a PowerPoint presentation is considered to be quite justified when studying the topics "The Profession of My Dreams", "The Richest People in the World", "Joint Ventures in Georgia", "Business Sphere" (business idea, marketing, characters of the market economy, etc.).

A presentation is usually understood as the first official presentation of unknown or little-known information, products, services, and their creators. Experts identify four main goals of a presentation:

- to communicate information;
- to teach;
- to create motivation;
- to entertain.

The ability to competently organize and present your thoughts publicly is the most important factor determining a person's personal and professional success, his competitiveness. (Рзаева Г. 2016, p. 133, Electronic resource.).

Results of Analysis

Before preparing for a public speech, every presenter should answer a couple of questions:

- a. What is a public speech?
- b. What are the goals of introducing a public speech?

- c. What is the essence of concluding a public speech?
- d. What does panic and fear of addressing an audience lead to?
- e. What is meant by a presentation?
- f. What are the main goals of a presentation?

What needs to be done when preparing for a speech? When choosing a topic for a speech, it is important to understand the following points:

- ✓ - how much more informed you are about the issue than the audience;
- ✓ - will what you are going to talk about arouse interest;
- ✓ - is your message relevant to the audience? ;
- ✓ - study the material for the speech in advance, mastering it;
- ✓ - understand what the audience should learn;
- ✓ - write out a plan for the speech;
- ✓ - think over the sequence and logic of the presentation;
- ✓ - prepare a summary or outline of the speech;
- ✓ - audience composition: - you need to know how the listeners informed are about the issue;
- ✓ - what can you interest them with;

In the words of John Rockefeller, "The ability to communicate with people is a commodity that can be bought just like sugar or coffee. And I will pay more for it than for any other commodity."

World-famous experts in the field of communication psychology have revealed tips that will make your presentations perfect. They highlight five tips.

Before speaking in front of an audience, it is very important to pay attention **to the following five tips that will make your presentations perfect.**

- ✓ Never let anyone know, and especially do not say, that you are unsure of yourself

and afraid: your listeners will immediately start looking for the corresponding body language signals and will find them. It will not even occur to them that you are nervous unless you say so.

- ✓ Make sure that your gestures during the speech are calm and unhurried, even if you are in a panic. Use the "spire" gesture, and open and closed movements of the palms. Never fold your hands.
- ✓ Avoid gestures that have long been classified as negative - do not point with your finger, do not cross your arms and legs, do not touch your face, and do not cling to the lectern with both hands.
- ✓ Be expressive, but do not overdo it. When gesturing, do not fan your fingers. Do not raise your hand above the level of the chin.
- ✓ Try to look cheerful. Your facial expression should match what you are saying. This way you will be able to win over your listeners. The face and words do not contradict each other - this is the law. Again: do not overdo it! (Пиз А., Пиз Б. 2013, p. 91).

In one study conducted by American experts, it was shown that after a presentation that could be called verbal, only 10% of the information was remembered. This means that when telling a story, you will have to constantly repeat key phrases and concepts. For comparison: during a presentation assessed as verbal-visual, listeners remembered 50% of the information. This means that the use of visual means during a business presentation greatly increases its effectiveness. (Пиз А., Пиз Б. 2013, p. 81).

Since the conclusion remains in the memory of the listeners, the speaker should touch on the central idea again. A good conclusion shows the listeners that the topic has been fully disclosed.

Conclusion

Thus, to sum up, we can say that a public speech is given to inform listeners and have the desired effect on them. By its nature, it is a monologue. A

presentation is.... A) An oral speech in front of an audience. B) A modern, fast, and convenient way of communication. C) The first official presentation of unknown or little-known information, products, services, and their creators. D) A meeting that allows you to get to know a business partner better in an informal setting.

In addition, a public speech is a speech in not only squares and stadiums, on television, and in front of a large audience. A public speech can also be an appeal to management, a conversation with a new employer, and communication in a friendly company. Public speaking is an opportunity to present yourself in the most favorable light (for example, when applying for a new position) and an opportunity to hone your self-presentation skills. A lot depends on a good public speech:

- - a signed contract;
- - new clients;
- - your rating and recognition in society.

Any presentation must contain a strong text. This is a text that:

- says useful things;
- is listened to;
- creates strong images;
- convinces;
- sells. (Ильяхов М., Сарычева Л. 2023, р. 31).

A bright and powerful speech is when the audience catches every word of the speaker, gesture, and change of intonation. This is the ability to inspire and delight with the speech delivered. The ability to speak in public, the ability to attract the attention of the audience to yourself and your speech is a great art that is not within everyone's power.

References

Коваленко А. Роль мультимедийной презентации на занятиях по иностранному языку. – (<http://ito.edu.ru/2010/Tomsk/II/II-0-31.html>).

Ильяхов М, Сарычева Л. Пиши, сокращай. Как создавать сильный текст. М.: Альпина Пабlishер, 2023.

Пиз Аллан, Пиз Барбара. Язык телодвижений на работе. М.: Эксмо, 2013. 80 стр. 76

Рзаева Гюльнара, Намик Кызы. Русский язык для делового общения. Баку 2016. https://unec.edu.az/application/uploads/2015/02/rus_dili.pdf

Цыганкова Е. Использование мультимедийных презентаций при обучении иностранным языкам. – [http // science – bsea.narod.ru/2011/it_2011/cygankova_isp.htm](http://science-bsea.narod.ru/2011/it_2011/cygankova_isp.htm).