GENERAL ECONOMIC ENGLISH

Week 14: Economic Communication and Presentation Skills

1. Main Academic Text & Core Concepts

Delivering a clear, persuasive oral presentation on economic or business topics is a core competency for academic and professional success. An effective presentation follows a logical three-part structure: Introduction, Main Body (divided into thematic key points), and Conclusion.

The Introduction must grab attention, state the purpose, outline main points, and set ground rules for questions. The Main Body presents evidence, charts, and theoretical frameworks logically. The Conclusion summarizes core findings, draws policy recommendations, and opens the floor for discussion.

The key to oral clarity in English is 'Signposting'—using explicit verbal phrases that guide the audience through the presentation structure. Furthermore, managing the Question and Answer (Q&A) session requires active listening, polite phrasing, and structured spontaneous responses.

2. Key Terminology & Academic Definitions

Presentation	Noun	A formal talk introducing and explaining an economic topic to an audience.
Signposting	Noun	Language signals used to show the audience where a talk is heading.
Introduction	Noun	The opening section of a presentation establishing context and purpose.
Transition	Noun	A verbal link between one section of a talk and the next.
Conclusion	Noun	The closing summary and final evaluation of a presentation.
Q&A Session	Noun	Question and Answer period following an oral presentation.
Visual Aid	Noun	Charts, slides, or diagrams used to enhance an oral presentation.

3. Language Focus: Signposting Phrases & Formal Presentation Phrasing

Opening & Purpose: 'Good morning. Today, I'd like to present our analysis of...'; 'The purpose of this presentation is to...'

Transitioning & Moving Points: 'Turning now to our second point...'; 'Moving on to the issue of inflation...'

Summarizing & Closing: 'To sum up the main findings...'; 'In conclusion, the data indicates...'; 'Thank you for your attention. I welcome any questions.'