

综合辅导：学做Presentation（二）PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/151/2021_2022__E7_BB_BC_E5_90_88_E8_BE_85_E5_c85_151534.htm 做presentation时，若能提供看得见的数据，再给观众一些具体可及的线索，那么这场presentation就成功一半了。现在，Daphne就准备了一些醒目有力的幻灯片来增强presentation的效果。 I have prepared a short slide presentation to give you a picture of the Taiwanese market. Please direct your attention to the screen behind me while I dim the lights. 我准备了一段简短的幻灯片，让各位对台湾市场有个了解。现在我把灯光调暗，请大家看我背后的屏幕。 The Taipei area, with a population of six million people, is the trendsetter for Taiwan As you can see from these photos of people in the business area, both men and women are very style-conscious. They have an eye for glamour and good looks, and are willing to spend money to get the look they want. This next slide shows the beauty section of a typical drugstore. lots of famous brands from Japan, Europe, and the United States, plus a broad range of domestic brands. Gentlemen, this is without a doubt a competitive market. 拥有六百万人口的台北地区，是台湾流行趋势的创造者。从这几张商业区人们的照片可以看出，不管男女都很注重打扮，对魅力和美貌的看法也很独特，而且舍得花钱塑造自己想要的外表。下面这张是一家典型购物中心的美容用品区，有数十种来自日本、欧洲和美国的名牌产品，以及台湾本地产品。各位，毫无疑问地，这真是一个竞争激烈的市场！ Moving on to Taipeis hairstyling salons... hmm, that slide seems to have been

placed upside down. Im sorry for the delay. it will only take a moment to flip the slide... There, thats better. As I was saying... 接下来看看台北的发廊，噢，.....这张幻灯片似乎放倒了。很抱歉，耽误一下，马上就好.....好了，正如我刚才所说的...
...Notes: 1. style-conscious 注意打扮的style有“时尚；风格；品格”之解释，在这里则偏向“流行（样式）”的意思。conscious，有“自觉的”的意思。这两个词合成一个形容词，指“注意流行风尚的”，引申为“着重外表打扮的”。She was so style-conscious. she read every fashion magazine she could find.她非常注重打扮，每一本时尚杂志她都看。 2. have an eye for 对.....有独到的眼光Eye的意思并不只有“眼睛”，也可指“眼光；观察力”，在此是指“欣赏事物的能力”，与appreciation同义。这个词组表示某个人对某方面的事物或人有独特而正确的鉴赏能力，能够看出别人所无法察觉的价值。而另一个用法相似的have an ear for意思是“对.....（音乐、声音）有独到的鉴赏力”。 When I was young, I had an eye for pretty girls. In fact, I became an expert on the subject.我年轻的时候，对美丽的女孩有独到的眼光；事实上，我变成了这方面的专家。 3. without a doubt 毫无疑问Doubt 可当动词、名词使用，意思是“疑问、怀疑”，without则是“没有”，合在一起是副词词组，表示“毫无疑问”。这个词组也可替换成certainly 或 surely，但语气比这两个词强烈得多。 Without a doubt you have hepatitis--the blood test proves it. 你无疑是患了肝炎--血液检测证实了这一点。 句型总结 请观众注意某处 1. Please direct your attention to the screen behind me. 2. Please focus on the screen behind me. 3. Now lets take a look at the screen behind

me. 4. I'd like you to look at the screen behind me. 5. Could you please look at the screen behind me? 在开始放幻灯片或投影片等视听辅助器材之前，必须提醒在场的观众，请他们注意。 Please direct your attention to... 是个直接又常用的说法。

说明幻灯片的内容 1. As you can see from these photos of ... both men and women are style-conscious. 2. These photos of ... Indicate that both men and women are style-conscious. 3. These photos of ... Show that both men and women are style-conscious. 4. These photos of ... Prove that both men and women are style-conscious. 5. These photos of ... Highlight the fact that both men and women are style-conscious. 放幻灯片时，应该同时说明幻灯片的内容，帮助观众了解，但只要间歇说明即可，让观众也有时间自己看。

为失误道歉 1. I'm sorry for the delay. it will only take a moment to flip the slide. 2. I apologize for the technical difficulties. it will only take a moment to flip the slide. 3. Please pardon the error. it will only take a moment to flip the slide. 4. I'm sorry for the inconvenience. it will only take a moment to flip the slide. 5. I hope you will excuse the delay. it will only take a moment to flip the slide. Presentation中使用视听辅助器材时，偶尔会发生些小问题，如果那个问题是在场者都察觉得到的，就应立即大方道歉。特别提示您相信“一张图胜于千言万语”吧?!事实上，图片不但和人一样能说话，有时还更具有说服力。因此presentation时如果能适时地佐以适当的视听媒体，必能将说明烘托得更精彩。演讲者的presentation内容若较着重于文字、重点、标题或草图的交代时，较适合选择以白板作为presentation媒体。在presentation时，演讲者以投影片作

为presentation媒体的优点为可以不关灯，在室内正常光线下展示投影片，但无法投射不透明的图片，而且放映的影像常有变形的现象。 100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com