

Guiding your audience

Language can be used to guide an audience or reader when presenting ideas, results or an argument. The tone will differ depending on the assignment and discipline (e.g. first person 'I think' is not always appropriate).

Introduce and outline at the start



- Outline the structure of the assignment or talk
- Introduce your work and make its purpose clear
- Put key information on your title slide or page
- For a talk, introduce yourself (and colleagues) and welcome your audience

I am going to look at / examine / explain / explore / [the concept of] ____

This presentation/essay will outline the benefits of ____

I will suggest / propose / argue / [that] ____

This challenges the current / prevailing belief/theory/practice of ____

This work aims to demonstrate that ____



In particular, I will discuss / consider / focus on ____

It is important to consider several / 'n' aspects of ____

I will be looking at this from several/ 'n' perspectives ____

This presentation will cover the following areas ____

This talk/essay will be divided into 'n' sections ____

First ____, then ____, after that ____ and finally ____

I will start by giving a brief description of /reviewing/introducing/asking

For a presentation, take care of 'management' issues



There will be time at the end for questions.

A copy of this paper will be available ____

You will find full references and contact details ____ [on hand-out / website]

Link and signal as you move from one part to the next

- Sum up / re-emphasise the main point /message
- Show how one section relates to another



Having given you [a brief outline of ____], I will now ____

Having considered ____, we can now look at / turn to ____

Having established / seen that ____, it follows that we should ____

Refer directly to visual material



- Choose the right point to focus your audience or reader's attention

As you can see from this chart/table/map, ____

As these results show/indicate/suggest, ____ [see Figure 4]

If we look at this ____, we can see that ____

Conclude, don't just stop

- Sum up briefly and clearly
- Make sure the logic of your argument is emphasised
- Emphasise the main point/message to take away



So, to sum up ____

If we recap the main points / argument: ____; ____; and ____; it should be clear that ____

Having [done] ____, ____ and ____, I would like to finish by ____

In conclusion, I would like to emphasise / stress that ____

- In a talk, invite questions if appropriate
- Thank your audience if appropriate

