

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

