Stating the aim of a presentation

1. Cross off things below which of these are not really aims (e.g. just giving the topic).

A) Although I’ll give you quite a lot of information about St Nevis, I’ll be satisfied if most of you just remember from now on that it exists and maybe more or less where it is.
B) I’ll explain the differences between a kangaroo and a wallaby.
C) By the end of this presentation I hope to have persuaded you to switch majors to maths.
D) I aim to convince you that chocolate is delicious.
E) I am presenting this information so that you will be more informed next time you choose where to go on holiday.
F) I’ll discuss whether Japan should join free trade areas.
G) I hope that after this presentation you will take more interest in Africa next time you see it mentioned on the news.
H) I intend to stop you eating burgers.
I) I will feel that this presentation has been successful if most of you cut down on the CO2 emissions that you are responsible for at least a little.
J) I will present my ideas for improving this building.
K) I will tell you about temple restoration in Kyoto.
L) I’ll look at the next generation of mobile phone technology.
M) I’ll talk about the influence of Japanese anime on recent American animated films.
N) I’ve chosen to present three ways the Japanese economy has the change.
O) My goal is to make you think twice before buying a sugary drink.
P) My objective is for at least some of you to sign the online petition about…
Q) My presentation is about volunteering in the greater Tokyo area.
R) My purpose in presenting this to you is for you to consider Jaguar whenever you might be able to next buy a car.
S) The aim of my presentation is to help you remember to switch things off rather than put them on standby.
T) The purpose of my presentation is to change your mind about Oregon.

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U) The subject of this presentation is using your commuting time productively.
V) The title of my presentation is “Why is Peter Rabbit so popular in Japan?”
W) The topic of my presentation is the Africar, a wooden car for developing countries.
X) What I’d like to explain in my presentation is why the content of Japanese school history textbooks causes so much controversy abroad.

2. What is the function of all the ones which aren’t aims?
3. Which of the aims above are not realistic with the people now in this room as the audience? Why not?
4. Can you make those aims more realistic?
5. Underline the generally useful language for talking about aims above.
6. Circle the language that makes the aims achievable, e.g. “at least…”
7. In general, what kinds of aims are there above? Could you use those kinds of aims to change the unrealistic examples above?
8. Try to make the aims which aren’t realistic more realistic in the same ways.
9. Write aims for the topics without aims above.
10. Work in pairs to write different kinds of aims for your presentations, then choose the best.
11. Does the content of your presentation match your aim?

Hint 1: There are twelve which aren’t really aims. Hint 2: There are three which probably aren’t achievable.