

Worksheet for *Making Your Case*

Directions:

1. Watch *Making your Case* and list the various strategies for each category in the tables in the following pages.
2. *Making Your Case* focuses on presenting successful business proposals. But, you will be making an academic presentation that supports a thesis. After watching the video, identify those strategies for making a business proposal that will not help you convert your essay into an academic presentation. Abandon them.
3. Identify those strategies for making a business proposal that would help turn your essay into a successful academic presentation without any changes.
4. Identify those strategies for making a business proposal that could help you if you changed them. Change them so they help you convert your essay into an academic presentation.
5. Remember the useful strategies that you have identified in Steps 3 and 4 when you turn Essay 3 into an oral presentation.

Preparatory Strategies

Areas	Strategies
Audience research	
Getting & handling the facts	
Rehearsal	
Preparation & use of notes	
Introducing the subject	

Structure Strategies

Areas	Strategies
Structuring materials	
Use of visual aids	
Paragraphing	
Summarizing & recapping	
Planning	

Delivery Strategies

Areas	Strategies
Clarity	
Projection	
Audience management	
Abbreviations & jargon	
Sentences & words	