

1.3 Extending skills

lecture organization • choosing the best form of notes

A What or who can public relations ...

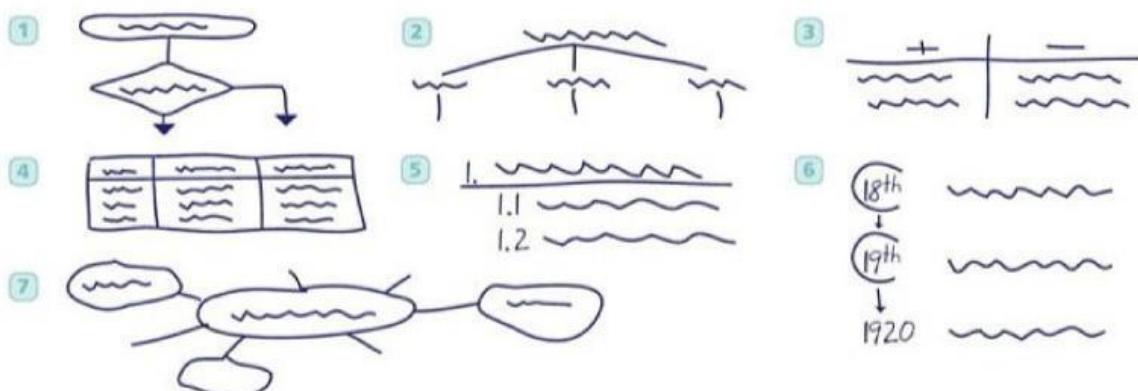
1 promote?	3 merchandize?	5 influence?
2 advertise?	4 lobby?	6 target?

B How can you organize information in a lecture? Match the beginnings and endings.

1 question and	<input type="checkbox"/>	a contrast
2 problem and	<input type="checkbox"/>	b definition
3 classification and	<input type="checkbox"/>	c disadvantages
4 advantages and	<input type="checkbox"/>	d effect
5 comparison and	<input type="checkbox"/>	e events
6 cause and	<input type="checkbox"/>	f supporting information
7 sequence of	<input type="checkbox"/>	g process
8 stages of a	<input type="checkbox"/>	h solution
9 theories or opinions then	<input type="checkbox"/>	i answer

C How can you record information during a lecture? Match the illustrations with the words and phrases in the box.

tree diagram flowchart headings and notes spidergram table timeline two columns



D Match each organization of information in Exercise B with a method of note-taking from Exercise C. You can use one method for different types of organization.

E Listen to five lecture introductions. Choose a possible way to take notes from Exercise C in each case.

Example:You hear: *Today I want to discuss the 'publics' of public relations ...*You choose: *tree diagram*

1.4 Extending skills

making notes • speaking from notes



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A Study the pictures.

1 What do the pictures show? Use relevant words from the box.

academic staff budget elderly internal public management non-academic staff
presenter protestors shareholders slogan speaker students trainer

2 What is the connection between the three groups which make up picture 2?

B Cover the opposite page. Listen to the lecture introductions from Lesson 1.3 again. Make an outline on a separate sheet of paper for each introduction.

C Look at your outline for each lecture. What do you expect the lecturer to talk about in the lecture? In what order?

D Listen to the next part of each lecture. Complete your notes.

E Uncover the opposite page. Check your notes with the model notes. Are yours the same or different?

F Work in pairs.

- 1 Use the notes on the opposite page. Reconstruct one lecture.
- 2 Give the lecture to another pair.