

<<学术交流>>

图书基本信息

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作者：刘晓丹，黄芙蓉 主编

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内容概要

本书是哈尔滨工业大学的“十二五”规划教材。

本书以学术交流为主线，对国际会议的准备阶段和进行过程中的正式与非正式场合进行了较完整的阐释。

本书共分9个章节，包括学术报告，主持小组会议与专场讨论，介绍发言人，致开幕词和闭幕词，学科与专业、导师和科研环境介绍，发出会议邀请，致祝酒词等。

每章还包括中西方文化介绍，英语能力的技巧训练等内容。

本书适用于高等学校博士研究生以及其他有意于提高英语学术交流能力的人员使用，也可以作为高等学校英语教师教学参考用书。

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A presentation is a form of communication with an audience. The objective of a presentation is to transmit information or opinions to an audience in your own words , within a limited amount of time. There are three types of presentations according to their purpose : to inform , to persuade , and to build goodwill. With an informative presentation , you may be teaching your audience about something , you may be talking about a death-defying experience , or you could be describing your business to your leads group. Whatever your subject is , your primary goal is to deliver a speech or presentation that is descriptive. Your objective is not to sell anything or persuade anyone. It is merely to teach or inform. Informative presentations include talks , seminars , proposals , workshops , conferences , and meetings where the presenter or presenters share their expertise , and information is exchanged. With the persuasive presentation , your reason for speaking is to persuade your audience to agree with you. While this category may deal with an idea , a theory , or a product , your objective is to have your audience understand and agree with your point of view. Persuasive presentations are often motivational. Whatever your motivation with the persuasive presentation , it is of utmost importance that you are convincing. Your success will be determined by how effectively you can sway your audience to see the story your way.

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