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**ROLE OF GENDER IN LANGUAGE USE IN BUSINESS
PRESENTATIONS**

**DZIMUMA LOMA VALODAS LIETOJUMĀ
LIETIŠKAJĀS PREZENTĀCIJĀS
BACHELOR THESIS**

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ANOTĀCIJA

Šajā bakalaura darbā tiek pētīta dzimumu loma valodu lietojumā lietišķajās prezentācijās, jo mūsdienu sabiedrībā cilvēkiem tagad ir jārunā publiski vairāk nekā jebkad agrāk. Bakalaura darba mērķis ir izpētīt, kā valodas lietojumu lietišķajās prezentācijās ietekmē runātāja dzimums. Autore ir pētījusi vairākus teorētiskos avotus par komunikāciju, lietišķajām prezentācijām un dzimuma atšķirībām runā. Autore ir izpētījusi piecas vīriešu un piecas sievietes ar uzņēmējdarbību saistītas prezentācijas. Lai analizētu atšķirības starp vīriešu un sievietes valodas lietojumu izvēlētajās lietišķajās prezentācijās, tiek izmantota kvalitatīva gadījumu izpētes pieeja. Tiek secināts, ka valodas lietojumu lietišķajās prezentācijā ietekmē runātāja dzimums attiecībā uz izrunu, balsi un intonāciju, vārdu izvēli un sintaksi.

Atslēgvārdi: lietišķā prezentācija, valodas lietojums, dzimumu atšķirības, izruna, intonācija, vārdu izvēle, sintakse.

ABSTRACT

This Bachelor thesis investigates the role of gender in language use in business presentations, as in our modern society people have to speak publicly more now than ever. The goal of the thesis is to explore how the use of language in business presentations is influenced by the speaker's gender. The author has studied several theoretical recourses on communication, business presentations and gender differences in speech. The author has examined five male and five female business-related presentations. A qualitative case study approach is applied for the analysis of differences between male and female language use in the selected business presentations. It is concluded that the use of language in the business presentation is influenced by the speaker's gender concerning pronunciation, voice and intonation, vocabulary choice and syntax.

Key words: business presentations, language use, gender differences, pronunciation, intonation, vocabulary choice, syntax.

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INTRODUCTION

The theme of the present research is 'Role of Gender in Language Use in Business Presentations'. This Bachelor thesis is devoted to the verbal language in business presentations; therefore, the investigation concerns with the gender differences in the choice of spoken language in successful interaction with the audience in business presentations.

The advent of technology has definitely simplified the task of the speaker. For example, today it is possible to produce complex graphs on a computer, display them electronically with a projector, or present them via the Internet, but what is said and how it is said is critical to deliver the intended message.

Language plays a crucial role in how people interpret the world, including how they think, behave and communicate. The study of language began thousands of years ago, while the review of gender's impact on language is quite recent. It is evident that there exist a lot of differences between women and men in many fields. For example, men are physically stronger than women; females can verbally express their emotions better than males, men have slightly denser bones than women or women tend to have higher fat percentages than men. Besides some physical and biological reasons, social factors may also create some differences between women and men, for example, they often show different advantages and skills in doing their work. Moreover, they experience very different workplaces, for example, men usually win more challenging assignments, and access to top leaders than women do. The recent update on Forbes top 10 list of the greatest living business leaders today shows that only three out of ten women take a leading position on the list, where men earn the rest positions (Online 1). When language use is considered, different ways in the use of language for communication can be found, as language reflects and records social differences.

Nowadays, it is almost impossible to imagine a person to live his or her daily life without any communication. In the world which is contemporaneous with up-to-date technologies, people have to connect more via electronic devices, emails, instant messaging, blogs and presentations. Modern people also have to speak publicly more now than ever. For instance, a business presentation is one of the most frequently used tools for communication, when companies have to persuade the customers or business partners. Business presentations are the key to success in the market, as they are the best and an efficient way of an appropriate introducing of a new product to the world.

Consequently, the study of gender is essential to the study of language and for the study of business communication. Thus, to show the role of gender in language use, the author of

the present paper has decided to choose ten individuals (five female presenters and five male presenters) of business-related presentations as the research object.

The **goal** of the thesis is to explore how the use of language in business presentations is influenced by the speaker's gender.

The **research questions** of this investigation are as follows:

1. What differences in male and female language use can be observed in business presentations?
2. How are the differences between male and female language reflected in different parts of business presentations?

To achieve the goal of the research and answer the research questions the following **enabling objectives** have been set:

- to study the available theoretical literature on male and female language and business presentations and to conduct a comparative literature review
- to select the corpus and research methodology
- to analyse the differences between male and female in language use in the selected presentations
- to summarise the findings and draw conclusions

There are two **research methods** used in the research paper:

- theoretical research includes the literature review on business presentations and gender differences in language use,
- empirical research comprises a qualitative case study.

The leading theories on a business presentation and its structure underlying the empirical part of this investigation include A. Mehrabia's (2007), S. Mandel's (2000), D.D. Sellow's (2005), A. Bradbury's (2006), M. Yate and P. Sander's (2003) work. In addition, the theory of gender differences in using language is mainly based on the works of the researchers and scholars X. Xia (2013), O.A. Hawkar (2016), P. Eakert and S. McConnell-Ginet (2003), J. Holmes and M. Meyrhoft (2006) and J.Y. Dong (2014).

For the analysis of the business presentations, the author has chosen ten presentations, namely five female and five male presentations, of the TED Talks participants, whose presentations could be found at the official website of TED Talks 'www.ted.com'. The analysis is based on the theoretical background of this research.

Chapter 1 contains theoretical background on the significant terms of communication, speech and presentation. Moreover, it deals with the organization of a presentation and presentation techniques.

Chapter 2 is dedicated to the gender differences in language use, mainly differences in pronunciation, differences in voice and intonation, differences in vocabulary choice and differences in syntax. Also, it deals with some probable explanations of the causes for differences between male and female language use.

Chapter 3 starts with the description of the research method and procedure but focuses on the analysis of business presentations and the comparison of the language use in female and male presentations.

1. BUSINESS PRESENTATIONS AND COMMUNICATION

Chapter 1 discusses the primary definitions such as communication, speech and presentation. It is divided into sections which deal with the role of communication in business presentations and the central concept of business presentations as the type of speech. Moreover, the chapter provides information about the organization of business presentations and the techniques employed in them.

1.1. Process of Communication

This subchapter discusses the role of communication in business presentations and the central concept of a business presentation itself, according to theoretical sources which have been investigated in the present Bachelor thesis.

Firstly, it is primarily to define the term *communication*, as it is a significant term of the present research. According to 'A Dictionary of Stylistics', 'communication is broadly the process of exchanging information or messages, and human language, in speech and writing is the most significant and most complex communication system' (2001: 69). Several definitions are available to explain this term. For instance, according to Haslett (1987: 4), 'communication is an organised, standardised, culturally patterned system of behaviour that sustains, regulates, and makes possible human relationships.' Kushal and Ahuja explain communication as 'a process of sending and receiving verbal and nonverbal messages', and this process is considered to be successful when 'it achieves the desired reaction or response from the receiver' (2009: 6). Furthermore, Sellow states that

Communication is dynamic, meaning that both senders and receivers continuously formulate, send, and interpret numerous messages during an interaction. A message is merely any signal carried by one person (sender) and understood by another (receiver). The communication is successful when the sender and receiver achieve mutual understanding regarding the topic discussed (2005: 7).

Consequently, communication is the way how people stay in touch with each other and learn things which are happening in the world around them; in other words, 'share or exchange information, news, or ideas' (Oxford Dictionary).

Moreover, it is essential to point out that communication can be both verbal and nonverbal. According to Mehrabian and Sellnow, the term verbal communication can be classified as process of communicating via the words that people use, where nonverbal communication is the message sent by signals such as hands, body, face, and eyes (2007: 84, 2005: 8). Although the verbal communication is one of the crucial parts of our connection, the way people communicate nonverbally is equally more critical (*ibid.*). According to

Mehrabian's research, when people demonstrate through 'feelings' and 'attitudes', only a small percentage of the overall message comes from the words:

55% of our message comes from body language (especially from movements of the small muscles around the eye which can convey shock, disbelief, doubt or disgust)

38% of our message comes from tone of voice

Only 7% of our message is conveyed by the words we use (ibid.: 93).

However, the research subject of this paper is verbal communication, therefore only it will be considered further.

Verbal communication has two types: *oral communication* and *written communication*.

Oral communication 'happens through word of mouth, spoken words, conversations and also any messages or information are shared or exchanged between one another through speech, or word of mouth'; for example, public speech, television, radio or conversations through telephone and mobile phone (Online 2). Besides, written communication 'happens through any word written or often written sign which refers the languages uses in any medium' (ibid.). It could through newspapers, printed word documents, letters, books or magazines (ibid.).

Thus, according to Business Dictionary, *business communication* can be explained as the sharing of information between people within an enterprise that is performed for the commercial benefit of the organization. In addition, business communication can also refer to how a company shares information to promote its product or services to potential consumers. (Online 3)

Business interactions cannot be achieved without basic communication which includes a performance of business presentations with the goal of educating, communicating and introducing to an audience the newest topics, products and services.

1.2. Presentation as a Type of a Speech

The study of how to give effective and persuasive speeches brings back to ancient times in Greece. Around 350 B.C. Aristotle wrote his famous *Rhetoric*, now considered to be one of the most excellent books on rhetoric. Now 2,300 years later, people 'are still struggling with the same problems the Greeks encountered' and 'speakers have struggled with throughout the ages'; however, with the help of present technology speech can be more simplified and entertaining for the audience (Mandel, 2000: 6).

According to Mandel, the term *speech* and *presentation* are often used 'interchangeably' (ibid.: 6). The term speech, which is 'the expression of or the ability to express thoughts and feelings by articulate sounds' (Oxford Dictionary), has been a part of communication. Thus, Kuhnke states that 'speech is a relatively new introduction to the communication process and is mainly used to convey information, including facts and data' (2007: 10). Furthermore, Crystal in his book 'Internet Linguistics: A Student Guide', in the subchapter called 'Speech

vs writing' states that speech is 'time-bound, dynamic, and transient; it is part of an interaction in which both participants are usually present, and the speaker has a particular addressee (or several addressees) in mind' (2011: 17). The previously mentioned scholar, Mandel, asserts that

A presentation is the type of speech. Typically, when we think of a speech, we think of a dedication speech, a political speech, a speech of tribute, or some similar event that is more public in nature than a presentation work.

Presentations are speeches that are usually given in a business, technical, professional, or scientific environment. The audience is likely to be more specialised than those attending a typical speech event (2000: 6).

Moreover, it is possible to find several definitions, explaining the term *presentation*.

According to A. Jay and R. Jay, a presentation combines movements of persuasion (2004: 6).

Furthermore, a business presentation is part of communication between the presenter and the listener because they efficiently demonstrate and describe business issues and persuade an audience. Thus, Kapterev states that

The only explanation as to why people continue to give presentations despite their complexity and cost is that they are also sometimes tremendously impactful. Also, sometimes, there's a lot at stake. People give presentations before commencing expensive projects and after finishing them. It makes sense to conduct extensive preparations in these cases, and there's almost no limit on how deep and wide you can go. You can rehearse, you can rearrange your slides, and you can research for new arguments in support of your point. (Kapterev, 2011: 4).

As presentation is a type of speech, listeners' attention always is focused on words (Givens, 2000: 4). Kupsh and Graves believe that presentations are a meaningful 'communication medium' in businesses (1993: 125). Therefore, it is substantial to remember that every presenter is being evaluated by the audience, so when performing a business presentation, it is important to remember about 'the level of formality' of the message (van Emden and Becker, 2004: 3). It is significant to analyse the people who will be listening to business presentations. Mandel suggests, firstly, analysing the needs of the audience, to find out what the audience thinks they need (2000: 18). Secondly, to analyse the knowledge level of the audience, as every person has his 'area of specialisation' and presenters must be careful not to use 'technical language, abbreviations, acronyms, buzz words, and so on that people in the audience might not understand' (ibid.). Consequently, it is essential to choose appropriate business lexis, grammar, punctuation and voice tone to deliver a successful business presentation. Moreover, it is essential to take into account the 'demographic information' (ibid.: 19). Mandel asserts this may include 'the age, gender, race, religion, culture, and language of the audience members' (ibid). Of these,

culture and language present the greatest challenge to speakers. In delivering to international audiences, it is a good idea to gain an understanding of any cultural

differences that may affect the way in which you present. Also, you may need to understand the language level of your audience-some members may not be native speakers of the language you are using (ibid.).

Bradbury believes that a presentation is successful not because of the 'content of the presentation itself', but also because of the 'presentation style' of the speaker (Bradbury, 2006: 8). The author claims that if the style of the presentation does not 'suffice to the audience', then the content of the presentation 'loses all of the importance' and 'becomes irrelevant' (ibid.). Moreover, Bradbury notes that a 'poor presentation style' can result in the audience not only 'not perceiving the information they were given', but also 'not feeling any regret over it' and 'being glad that the presenter has finished speaking' (ibid.). Siddons, considers that a good presenter can also see that member of the audience feel that they have learned and got something new and useful for them and with the sense of what they can expect next (2008: 7). However, having relevant content of the presentation is not the only aspect, which shows whether a business presentation is effective or not. Bradbury states that 'the core of a successful presentation' is 'communication between the presenter and the audience' (ibid.: 3). Bradbury claims that the 'outline is suitable for any presentation even if it is performed by a person who had no prior knowledge or experience in the genre' (ibid.). Bradbury in his book suggests the following outline for how to prepare for a presentation:

1. Decide what you want to achieve.
2. Decide whether a formal presentation is the best way to achieve the objective.
3. If you decide to go ahead with the presentation, decide what form it should take.
4. Prepare a script (in whatever form it suits you best).
5. Design and prepare your visual aids and handouts.
6. Rehearse.
7. Do it. (ibid.)

Yate and Sander consider that the presenter is the 'core factor' of the business presentation (2003: 3). The scholars assert that

when making a presentation, you and the audience are both playing a role. You are the portrayer, actor, leader, teacher, informer, instigator, inspirer and the persuader. The audience is the listener, follower, student, informed and convinced. The common bond between you and the audience is communication – verbal and nonverbal. If you fail to communicate with the audience, the audience won't be able to play its role. Everyone's time will be wasted. (ibid.: 8)

Thus, 'the skilful presenter' will be able to 'control the audience' and 'guide it' to 'perform the needed role' (ibid.)

As a result, to deliver a successful business presentation, it is advisable to analyse the target audience and prepare a speech according to the audience's demographic information, and needs, as well as presentations, should be well-organised, including all visuals.

Consequently, to have a successful business presentation, the presenter has not only to analyse his or her target audience but also to dedicate time for the development of the presentation. Presentation skills are also important to deliver a successful business presentation, but as they are not the research subject of this paper, they will not be considered.

1.3.Presentation Structure

A presentation is a way of sharing relevant, valuable and valid information to an audience. Moreover, at the beginning of any presentation, every presenter must get the attention of the audience, which is not as easy as it may seem. Thus, presenters have to pay attention to the validity and importance of the contents of their presentation, as it is a guarantee of the useful and successful business presentation.

Sellnow refers to the content of the presentation, specifically 'the main topic and purpose', 'the ideas and information' which is included to support each important point of the presentation, and 'the connections' which are made 'directly to listeners throughout' (2011: 58). The 'main topic' is 'the subject' of the presentation which has two parts of the purpose: 'general purpose' and 'specific purpose' (ibid.). So, the 'general purpose' of the presentation has the purpose of informing, persuading and entertaining (ibid.). The 'specific purpose' answers the question 'about what?' (ibid.). Moreover, the structure of presentation is the fundamental framework that creates the content. Sellnow quotes Jensen (1985) 'a clear structure guides your listeners as you talk so they can make sense of your ideas, and it demonstrates respect for your listeners'. Thus, a clear structure includes:

1. Introduction. Tells the audience what you're going to tell them.
2. Body. Tells them.
3. Conclusion. Tells them what you told them.
4. Transitions. Words or phrases that show the relationship between two main points and let the audience know you have completed one main point and are moving on to another (Sellnow, 2011: 67).

Also, Doumont (2010) suggests structuring the presentation with the opening, body and closing. The opening of a presentation is the best way to 'state the presentation's main message, just before the preview' and 'the opening of an oral presentation is similar to the Introduction of scientific paper', where is provided context and object (Doumont, 2010: 24). He states that

The context as such is best replaced by an attention getter, which is a way to both get everyone's attention fast and link the topic with what the audience already knows (this link provides a more audience-specific form of context).

The object of the document is here best called the preview because it outlines the body of the presentation. Still, the aim of this element is unchanged — namely, preparing the audience for the structure of the body. (ibid.)

Next one of the essential and main parts of structuring presentation is the body. In practice, it is complicated to make the body's structure which will be memorable for presenter and speaker's audience. Thus, Doumont suggests

Organize your main points and subpoints into a logical sequence, and reveal this sequence and its logic to your audience with transitions between points and between subpoints. As a rule, place your strongest arguments first and last, and place any weaker arguments between these stronger ones. (ibid.: 25)

After the main message which is delivered in the body part follows the closing part of a presentation, which is wrapping up presentation 'in three steps: a review, a conclusion, and a close' (ibid.: 26). For example,

First, review the main points in your body to help the audience remember them and to prepare the audience for your conclusion. Next, conclude by restating your main message (in more detail now that the audience has heard the body) and complementing it with any other interpretations of your findings. Finally, close the presentation by indicating elegantly and unambiguously to your audience that these are your last words. (ibid.: 26)

The structure of business presentation is the main point of the presentation, as speakers have to pay attention not only to what they say but also to how they say and how to present their presentation. The main points of structuring presentations are opening, body and closing, and only from the presenter depends what kind of information will be included in those parts.

1.4.Presentation Tips and Techniques

Nowadays many theoretical sources and online courses, which show theory in practice, are available if a person wants to improve and develop his or her presentation skills and techniques. Besides, the development of presentation skills may also improve some other skills, like, Coopman and Lull believes that public speaking courses can give a chance to develop communication skills, for instance, to manage 'communication anxiety', 'listen effectively', 'find and use information', 'organize ideas', and 'present ideas and information' (2008: 7). However, giving a presentation causes some stress, and every person has felt fear and anxiety of public speaking. Anxiety is a natural state that comes any time a person is placed under stress. Moreover, while presenting there is an opportunity 'to rethink an utterance while the other person is listening'; however, 'errors, once spoken, cannot be withdrawn, the presenter 'must live with the consequences' (Crystal, 2011: 19). Thus, every presenter has to be prepared in advance.

Sellnow describes essential steps which are focusing on how to become an effective public speaker, how to improve the structure and deliver a public speech, and how to control speech anxiety. Firstly, one of the biggest causes of anxiety during the presentation is 'lack of

preparation' (Sellnow, 2011: 118). The best way how to deal with the nervousness 'research a topic', organise materials, type outline, prepare notes and practice without relying on notes (ibid.). Moreover, it is essential to 'focus on message' rather than thinking about the audience is thinking about the presenter (ibid.). Sellnow (ibid.: 121) believes that people should not 'apologise for nervousness':

Although some beginning speakers believe alerting an audience to their nervousness will enhance their effectiveness, it is not true. Letting listeners know about our nervousness usually causes them to focus on our symptoms of nervousness rather than on our message.

Thus, every presenter should be capable of dealing with nervousness and speech anxiety and be ready to present in the best way, in spite the fact it is not so easy as it looks.

Moreover, 'voice is an instrument that can help convey meaning and engage'

presenters' audience (Goodman, 2006: 42). Thus, Goodman suggests using voice as one of the techniques to draw audience's attention. For example,

Gradually increasing the loudness of your voice sends a message to your audience, imbuing your text with greater importance, urgency, and emotion. Deliberately dropping your volume below normal speaking levels can also call more attention to parts of your presentation, because a lowered voice can suggest confidentiality. Amateur speakers raise their voices and pound the podium to get attention. More skilled orators recognize that this can wear out an audience, and that varying their attention getting vocal techniques will serve them better over time. (ibid.: 42)

But other than that, a speed of the speech is also useful and great technique, as 'slowing down and placing more emphasis on each word' can pay more attention to specific parts of the presentation (ibid.). Goodman believes that such a technique is more powerful than increasing volume 'because it implies' presenter does not 'have to shout – the words carry the weight for themselves, but' the presenter is 'serving them up a bit more deliberately just to make sure everyone gets the point' (ibid.). Moreover, a tone of the voice can convey 'a range of emotions', like, 'serious, sarcastic, playful, bored'; changes in tone can change even the meaning of the presented words (ibid.: 43). In other words, keeping voice strong and dynamic, playing with the speed and tone is a great tip to pay listeners attention and to make an emphasis on a particular word or idea of the speech.

Furthermore, using humour with discretion, as 'people love to laugh' (ibid.: 45). Thus, humour 'can be a powerful tool for presenters'(ibid.). Goodman believes that

It can start presentations off on the right foot, provide needed pick-me-ups as you roll along, and send your audience off with a smile. It's also a great way to keep their attention because once a presenter has established that she's got a good sense of humour (and isn't afraid to use it), everyone will listen more closely for the next good line. (ibid.)

To summarise, the present chapter discussed the concept of business presentation, including explanations of the significant terms of communication, speech and presentation. A

presentation is a speech which includes communication among the presenter and audience. Moreover, the present chapter focused on presentation structure and techniques which is essential to study for delivering tremendous and successful business presentation. The techniques that were assumed by the author could be affected by gender differences were considered here, e.g. the use of voice. Further on, to thoroughly investigate the role of gender in business presentations, it is necessary to explain gender differences in language use, first.

2. DIFFERENCES BETWEEN MALE AND FEMALE SPEECH

Chapter 2 discusses the main aspects of gender differences in language use. It is divided into sections which deal with the main gender differences in language use, mainly differences in pronunciation, in voice and intonation, in a choice of vocabulary and differences in syntax. Additionally, this chapter presents the explanation of possible causes of the provided differences between female and male language.

2.1. Gender Differences in Language Use

Male and female roles in the society are different, as well as their behaviour, attitude and language are different too. Gender differences are 'frequently represented as complementarities that is whatever men's language is, women's language is not' (Romaine, 1982 edited by Holmes and Meyerhoff, 2006: 452).

Nowadays the differences between the language that is used by males and females can be seen very quickly. The intonation, tone, voice and expressions that are used by men are different from those which are used by women. Moreover, 'it would be inappropriate if a male person speaks and behaves the same way as females and vice versa' (Hawkar, 2016: 76).

Several scholars and researchers have conducted many studies identifying the differences in language between men and women. Thus, next subchapters introduce with gender differences in language use and attempt to explain those differences.

2.1.1. Differences in Pronunciation

Pronunciation differences between men and women have been noticed in different languages.

According to a study, in English usually, women's pronunciation is better than men's. For instance, Shuy (1969) concluded a study and found 'that 62.2% of men pronounced "-ing" in a wrong way, but only 28.9% of women didn't pronounce right' (Xia, 2013: 1485). In fact, Xia, in her research 'Gender Differences in Using Language' (2013: 1485), states that women are better in pronunciation than men. Besides, women pay more attention to grammar rules regarding using accurate and 'standard language', so they are 'stricter with the rules' than men (ibid.: 1487). Xia provides an example, where the difference in the correct pronunciation of the words is seen, for example:

Man: Are you comin'?

Woman: Are you coming? (ibid.)

Dong (2014: 94) also considers that female's pronunciations are more 'correct and concise', as they pronounce 'more easily' sounds [t] and [r]. Moreover, he believes that the

upper class and the educated women pronounce words more correctly than men, because of 'the lower social position and high expectation, females have to pay attention to their methods and make sure they can make pure pronunciation while males relatively undisciplined and free pronunciation further reflect their prestige' (ibid.).

In fact, this is the difference which might be related to the male's and female's pronunciation while presenting. Such difference shows the attitude to the use of precise pronunciation and use of accurate grammar. Other than that, such difference might refer to the cultural specification, or if a presenter is not a native speaker, he/she could do not know the right pronunciation.

2.1.2. Differences in Voice and Intonation

From early ages, boys and girls are treated differently and have learned to be different from each other starting from the first steps.

Different voice tone, intonation and pitches show dramatic gender differences of children. Eckert and McConnell-Ginet (2003) constituted that

At the ages of four to five years, in spite of their identical vocal apparatus, girls and boys begin to differentiate the fundamental frequency of their speaking voice. Boys tend to round and extend their lips, lengthening the vocal tract, whereas girls are tending to spread their lips (with smiles, for example), shortening the vocal tract. Girls are rising their pitches, boys lowering theirs (ibid.: 18).

Furthermore, Xia states that females usually speak in a high-pitch voice because of physiological reason, but scientists noted that 'this also associates with women's "timidity" and "emotional instability"' (2013: 1485). She provides an:

Husband: When will dinner be ready?

Wife: Around six o'clock

The wife is the only one who knows the answer, but she answers her husband with a high rise tone, which has the meaning 'will that do'. This kind of intonation suggests women's gentility and docility. The husband will surely feel his wife's respect (ibid.).

Moreover, Dong (2014: 94), in his research, refers to the result of the Chinese Academy of Sciences experiment regarding the intonation values test of men and women. Chinese Academy of Sciences 'chose eight men and eight women to let them read ten of Mandarin vowels and found that women's intonation values are obviously higher than men's' (ibid.). He explains results as 'intonation changes mean rich expressions, so women prefer to use several intonations in one sentence', where 'men prefer falling tones rather than modified tones' (ibid.).

Lakoff says that 'women usually answer a question with rising intonation pattern rather than falling intonation' (Lakoff, 1975 quoted in Xia, 2013: 1485). The author explains that as in this way women can show their 'gentleness', but this intonation can also show a

confidential insufficiency; however, men like to use lower intonation 'to show that they are quite sure of what they are saying', as well as it 'shows men's confidence and sometimes power' (Xia, 2013: 1486).

2.1.3. Differences in Vocabulary Choice

From the communication with women and men, we can hear different choices of words and collocations, especially in the description of feelings, attitudes or some other related things. For instance, when a woman is terrified or frightened, she screams out with the high-pitch voice, "I am frightened to death", but if people hear such a sentence from a man, they usually think he is 'a coward and womanish' (Xia, 2013: 1486). Thus, Xia (ibid.) divides gender difference in choice of vocabulary into several aspects: 'colour words', 'adjectives', 'adverbs', 'swear words and expletives', 'diminutives' and 'pronouns'.

According to Xia (ibid.), the first aspect which differs in the choice of vocabulary between genders is 'color word'. Fundamentally, this aspect means the 'special feminine vocabulary' in English which men 'may not dare or will not use' (ibid.). The researcher states that females are good at using 'colored words' which were borrowed from the French language to classify things, such as 'mauve, lavender aquamarine, azure, magenta, etc.', and most of men do not use them or even do not know about them (ibid.).

Mei-Rong and Hsieh (2007: 92-93 edited by Hawkar, 2016: 76) conducted a study to compare gender-related differences in the use of language for emotion terms. At the end of the research they came to a conclusion that 'both men and women used different languages to express their feelings and emotions'; in other words, 'the men participants mostly used nouns while most of the words mentioned by the women participants were adjectives and verbs' (Hawkar, 2016: 76). Furthermore, Gascoigne (2002: 83) adds that 'males tend to use linguistic devices such as interruptions, directives, and sentence-initial conjunctions. Females, in contrast, tend to rely more heavily upon questions, justifiers, intensive adverbs, personal pronouns and word-initial adverbs' (cited in Shakouri and Saligheh, 2012: 4 edited by Hawkar, 2016: 76).

In daily life, it is noticeable that women prefer to use many adjectives, such as 'beautiful, lovely, charming, amazing, lovely, gorgeous', etc., in comparison with men. Thus, Xia (ibid.) emphasises that the use of more adjectives to describe some particular things or their feelings shows that 'women are more sensitive to the environment and more likely to express their emotions with words, which makes women's language more interesting than men's sometimes'.

In addition to that, there are differences in using adverbs between men and women. The author stresses that females are likely to use adverbs, for instance, 'awfully, pretty, terribly, vastly, quite, so' in comparison with men who like to use adverbs like 'very, utterly, really' (ibid.) Also, Xia adds that 'in 1992, Jespersen found that women use more *so* than men do, such as, "It was so interesting" is often uttered by a woman' (ibid).

Dong (2014: 95) stresses that in English women prefer to use 'euphemistic expressions and cautious words like "ai", "a", "My dear", "Oh god"' which men do not use in their daily life. Additionally, women usually avoid using in their daily life 'slang and dirty words even they are really angry beyond endurance' (ibid.). Moreover, such an aspect of gender differences in vocabulary Xia (2013: 1486) calls 'swear words and expletives' differences. She points out that 'women always pay more attention to the grace of themselves, and their use of language', as well as people rarely will hear from women 'utter such words like "damn, hell" instead they use "oh, dear, my god" to express their feelings'. Women are more gentle, delicate and sophisticated. Every woman tries to be very educated and intelligent, so that is why they avoid using such swear words and dirty words. Also, in daily life people in the 'similar ways of expressing shock', for example,

Woman: Dear me! Do you always get up so late? It's one o'clock!

Man: Shit! The train is late again! (ibid.)

Men use more swear expressions, but women pay more attention to 'their manners and politeness of using language', they obey the tolerance to their environment, as they believe that all inappropriate words 'will not only make others uncomfortable and give an impression of "no civilization", but also destroy the relationship' (ibid.).

Moreover, males do not add 'more emotional colours to salutations' while females add 'more individual inclination and preference' (Dong, 2014: 95). Thus, the most obvious one is that females prefer to use words which have meaning 'small' or in other words add '- ie' to some nouns, like luckier bookie, hanky, panties and to use words that 'show affections, such as dearie, sweetie' (Xia 2013; Dong, 2014). Xia (ibid.: 1486) calls this the aspect of 'diminutives'. Additionally, women prefer to use words that 'show politeness, such as 'please', 'thanks', and they use more euphemism, but 'slang' is considered to be men's preference' (ibid.). In addition to that,

women prefer to use first-person plural pronouns when they suggest something, even when she suggests the other person, while men tend to use the first person singular pronoun, and when he is suggesting the other person, he will directly use the second person pronoun (ibid.).

For example:

Women: We need to be in a hurry.

Men: You need to be quick. (ibid.)

Consequently, from the study of Xia (2013) and Dong (2014), it is seen that men and women 'have their own vocabulary choices in achieving emphatic effects'. Men and women are very different concerning word and word collocation choice, as they have a different attitude to the language use, to their environment and the aim of the conversation. Thus, in business presentations both genders can use different vocabulary and terminology. For instance, females can use more colourful words and word collocations, as there are more sensitive and intelligent in terms of vocabulary choice. Males can use some inappropriate word and word collocations not only in daily speech, but also in business presentations, as they tend to do that in comparison with females.

2.1.4. Differences in Syntax

Every language has its own rules in the arrangement of words in sentences, clauses and phrases. According to scholars and researchers there are observed some differences between genders in grammar use; however, 'there are no specific rules that govern different gender to use different grammar' (Xia, 2013: 1486). English grammar rules are the same for every gender, but it depends on how men and women apply and use it on daily basis.

Xia states that gender differences in syntax are expressed in 'modulation' process of the sentence, as a woman takes into account what others think and leaves decisions opened rather than emphasises on her ideas (ibid.). Thus, women often say phrases, such as "'well, you know..., I think..., I suppose...kind of, maybe I am wrong but..., etc.'" (ibid.). Moreover, men and women express their need in different ways, like 'men tend to ask something directly, while women tend to be more polite', for instance:

Women: I was wondering if you can help me.

Men: please give me a hand. (ibid)

Furthermore, according to Xia, women tend to use interrogative sentences more frequently than men, as women see in the handling of such sentences a strategy of continuously good conversation (ibid.: 1486-1487). The researcher Lakoff stresses that 'compared with men, women are more likely to use an interrogative sentence to express their idea, and they like to use tag questions because tag questions can make the tone less tense' (Lakoff, 1975 edited by Xia, 2013: 1487). If women want to express their views, they will say "'She is a very nice girl, isn't she?'" But if men want to express the same view as women, they will choose to say it oppositely, for example, "'The girl is very nice'" (Dong, 2014: 95). Also, Fishman researched couples' conversations and concluded that in those conversations there, this way were 370 interrogative sentences, among which women used 263, almost two

and a half of times more than men (Fishman, 1980 edited by Xia, 2013: 1487). On the one hand, according to Lakoff, women tend to use more interrogative sentences because 'they are less sure about themselves, and their opinions than men' and differences in language use show that women are 'more likely to be short of confidence', but on the other hand women show their politeness and education level in comparison with men (Lakoff, 1975 edited by Xia, 2013: 1487). Moreover, Dong (2014: 95) believes that

Tag question will make the speaker's tone more euphemistic and modest. It also can avoid the speakers' making mistakes and offer approaches to avoid the conflicts between speakers. Tag questions usually reflect the speakers' uncertain views and wish to get others' affirmation. So women will choose a general question and special question to express their uncertain views and ask for others' opinions. However, men are inclined to speak bluntly and will not give much speaking right to others.

Xia (2013: 1487) provides results of the study which 'observed a group of boys and girls on one street in Philadelphia'. It was concluded that the boys and girls were using different imperative sentences. The author states that 'the boys used a lot of imperative sentences, but the girls used more "let's patterns"', for example:

Boy: Give me an apple!
Girl: Would you give me an apple?
Boy: It's time to go.
Girl: Let's go. (ibid.)

Additionally, the results of this research showed that females prefer to use sentences with 'modal verbs, such as can, could, may' and 'to reduce the imperative tone, they use more adverbs like maybe, perhaps, probably' (ibid.).

As already mentioned above, women want to show their good education, politeness, intelligence and status during the conversation. Thus, women pay more attention to the correct use of syntax in their speech, as well as when she expresses her thoughts, she 'makes her utterance clear by using precise grammar', for example:

Woman: We are going to the park today.
Men: We are gonna to the park today. (ibid.)

To conclude, there exist several gender differences in language use. However, all the considered studies have been conducted, and lots of research results are based and focused on the English vocabulary background, so the scholars cannot be sure that gender differences exist in other languages as well. However, as the present thesis will also deal with presentations in English, it should be a concern. The next subchapter introduces the probable causes of these gender differences in the language use.

2.2.Explanation of Differences between Female and Male Speech

It goes without saying that it is not enough to identify the above mentioned differences, it is essential to find what caused such difference between genders. There are studies about the physical differences between men and women. They claim that 'phonological processing in males was shown to be located in the left of the brain and in females to involve both left and right parts of the brain' (Xia, 2013: 1488). In addition, it was concluded that there is no 'difference in efficiency', as well as no 'neurophysiologic difference accounts for differences' between genders in language use (ibid.). Thus, it can be stated that the causes of language differences between two genders are 'social rather than physical' (ibid.). Flotow (2004:5 quoted in Xia, 2013: 1488) stresses that

Beauvoir suggests that a baby born with female reproductive organs does not simply grow up to be a woman. She has to turn herself into a woman, or more correctly, she is turned into a woman by society she grows up in and in response to the expectations and conditioning, and differs according to the dominant influences she is subject to in the subculture, subculture, ethnic group, religious sect, in which she grows up.

Researchers and scholars have explored gender differences to understand the main causes of gender differences in language use. They have listed several aspects which caused these differences.

The first of the causes is different psychology (Xia, 2013:1488). According to Xia (ibid.), before females start their conversation, they usually think about the effect which will be caused by their words, so they appear to be politer and intelligent; however, 'men appear to be rash, and they just say what they want to say and seldom care what others think, so men's speech is usually blunt and solid'.

The second, social status causes gender differences in use of language in daily life; especially this depends on the education level (ibid.). Xia (ibid.) states that all previous studies show that 'the greater the differences between educational opportunities for boys and girls, the greater the differences between male and female speech'. Moreover,

Though many linguists have noticed the differences between the use of men and women, it was not until the 70s that some linguists tried to find the social root of these differences. Men and women differ in the kinds of language they use and how they use it because men and women often fill different roles in society. (ibid.)

Nowadays, it is noticeable that in most countries men held important positions not only in government and institutions but also in families and dominated, especially in the world's second-largest religion Islam. Moreover, males tend to take high position at the workplace, while females do job which suits to their status and education. Xia notes that women's voice is not as self-assured as men's, and she points out that this is because women 'have little power or no power at all in the society', they are 'inferior to men in this society, so they appear to be non-assertive when they talk' (ibid.). Moreover,

Women are supposed to be the second class in the household as well as in the workplace, everywhere from the pink-collar ghettos of the corporations, via images of women in the media to government or educational agencies establishing policies affecting women. Activities criticizing the gendered aspects of everyday life kept the issue in the public eye; interest and support were galvanized by media events such as the disruption of the Miss America Pageant in 1968, where the trappings of stereotypical femininity—dish-cloths, steno pads, girdles and bras—were thrown into a „Freedom Trash Can“ (Morgan, 1968: 62-67 quoted in Xia, 2013:1488).

Furthermore, Xia (ibid.) adds that with the social activities in many countries, ‘there have been many attempts to overcome this prejudicial use of language’, for instance, people change their attitude towards words ‘chairman’ or ‘businessman’. Nowadays people try to live in the fair world. Thus, instead of ‘chairman’ people use ‘chairperson’, as well as most of the publishers and journals now keep to guidelines avoiding ‘gender stereotyping and gender prejudiced language use’ (ibid.). Samar and Alibakhshi (2007:62 edited by Hawkar, 2016: 78) state that ‘both genders are born into the same world, but the society presses them to live in different worlds’. Additionally, Idema and Phalet (2007:77 edited by Hawkar, 2016:78) add that ‘it is socialisation that aims at teaching boys and girls to accept their gender roles’. Thus, boys and girls are influenced by the society from the early age.

Third, the different cultural background may affect the man's and woman's behaviour, language and thoughts. Dong believes that ‘sociocultural factors’ influence on a person's behaviour, thought, mentality, values and religious beliefs (2014:94). Every culture of any country or region has different traditions, attitudes and values of gender roles in the social behaviour. However, traditionally women's language skills are politer while men's skills are relatively simple, arrogant and firm (ibid.). Kuo and Lai (2006: 2 quoted in Hawkar, 2016) maintain that ‘Culture has many different dimensions. It includes ideas, customs, skills, arts and tools that characterise a group of people in a given period; it is also the beliefs, values, and material objects that create our way of life’. Moreover, in culture is included ‘every anthropological aspect related to ‘the way of living’ of a particular group of people whose ethnic roots descend back to the same ancestors’ (Yilmaz (2006:19 quoted in Hawkar, 2016: 78). In addition, Xia provides Lakoff's (1975) idea that ‘the distinction between men's and women's language is a symptom of a problem in our culture, and not primarily the problem itself’ (Xia, 2013:1488-1889).

Consequently, different psychology, social status and cultural background affect girls and boys from the childhood. Women and men grow up in the society which already has rules how to live and how to use language in daily life. Moreover, language is in close coordination with a community. If the society changes, language changes too. As Xia (ibid.) states ‘with the development of productive forces and civilisation, the strict rules that the society

prescribes for men and women are changing'. Furthermore, such evidences can reflect business presentations too. As people are different then the structure of the presentation and language use is also different. Moreover, the above mentioned differences may also reflect to the cultural norms of the language, if the presenter is a native or a non-native speaker, what dialect he or she has.

To conclude, the present chapter discussed the main differences between genders in the use of language in terms of pronunciation, voice and intonation, vocabulary choice and syntax. Moreover, males are aware of norms which are reflecting not only in their speech, but also in their attitude in relation to their speech. Thus, females are more sensitive, attentive to the environment, educated and intelligent, they pay more attention to their pronunciation, voice and intonation, vocabulary choice and syntax, while males stick to the use of simple lexis but very precise terminology choice. It was also concluded that language use reflects not only physical differences but also cultural and social. The next chapter of this paper deals with the analysis of gender differences in language use in the selected business presentations.

3. EMPIRICAL ANALYSIS OF GENDER ROLE IN LANGUAGE USE IN BUSINESS PRESENTATIONS

Chapter 3 is devoted to the study of the methodology as well as the materials employed in the present research. Furthermore, the chapter presents the main findings and discussion of the results of the analysis of gender role in language use in business presentations, based on the research questions which were presented in the introduction.

3.1. Methodology and materials

For the empirical part of the bachelor thesis, the author has used the qualitative approach and the research method is a case study. According to Yin, the case study as a research method is ‘as an empirical inquiry that investigates a contemporary phenomenon within its real-life context’ and when ‘the boundaries between phenomenon and context are not clearly evident in which multiple sources of evidence are used’ (1984: 23 quoted in Zainal, 2007: 3). Then, a qualitative approach focuses on ‘describing a phenomenon in a deep comprehensive manner’ (Online 6). Moreover, case study as a research method is useful for the analysis ‘whether scientific theories and models actually work in the real world’ (Online 7). Therefore, the case study is the most appropriate method for the research, as it shows whether theories regarding differences in the languages use between males and females work in real business presentations.

In the process of writing the present research paper, several specific research procedures were used:

1. identifying a goal, enabling objectives and research questions;
2. reviewing relevant literature;
3. selecting the research corpus and identifying and analyzing gender differences in the language use;
4. making conclusions of the research.

The author of the present investigation has obtained video recordings of ten business-related presentations. The selection of the selected business presentation was mainly based on the presentations topic and presenters’ gender and age group, which was between 30 and 45 years. As business itself is a very broad topic, the author has decided to select for the analysis two business-related topics, such as marketing and finance. For the analysis of the business presentations, the author has chosen the recording presentations of participant of the huge online platform TED Talks; where TED Talks (TED.com) ‘is an organization which is a

global community, welcoming people from every discipline and culture who seek a deeper understanding of the world' (Online 2).

For the analysis of the business presentations the author has selected ten presentations, more specifically three male and three female presentations, which are related to marketing. In addition, the author has chosen else six presentations, three male and three female presentations, which are related to finance.

The first video recording is presentation about 'How Amazon, Apple, Facebook and Google manipulate our emotions' by Scott Galway, professor of marketing, which is 19:06 minutes long. The second marketing related presentation is done by female Virginia Postrel, journalist, on the topic 'The Power of Glamour' which is 16:06 minutes long. The third selected business presentation is done by Seth Godin, marketer and author, on 'How to get your ideas to spread' and is 16:58 minutes long. The fourth analysed presentation is done by Sheena Iyengar, psycho-economist, on 'How to make choosing easier' and it is 15:58 minutes long.

The first finance related presentation is 'The investment logic for sustainability' by Chris McKnett, sustainable investment champion, which is 12:16 minutes long. The next presentation is done by Audey Choi, sustainable investment expert, on 'How to make a profit while making a difference' and it is 12:35 minutes long. The next selected financial presentation is by Alexander Wagner, economist, about 'What really motivates people to be honest in business. It is 13:29 minutes long. The eighth analysed business presentation is by Shvani Siroya, mobile finance entrepreneur, on 'A smart loan for people with no credit history (yet)' and it is 8:11 minutes long. In addition, the author has chosen for the analysis presentation by Pavan Sukhdev, the environmental economist, on the topic 'Put a value on nature!' which is 16:24 minutes long. The last financial presentation is done by Margaret Gould Stewart 'How giant websites design for you (and a billion others, too)' and it is 8:22 minutes long. The transcripts of all presentations are available online and references to them are indicated in the reference list of this paper. It was decided not to include them in the appendices as they comprise about 70 pages in total.

All of the recordings will be analysed regarding gender differences in the pronunciation, voice and intonation, choice of vocabulary, syntax differences as presented in the theoretical background in the previous chapter.

3.2. Analysis and Discussion of Business Presentations

This subchapter will, first, present a description of the use of language in each selected business presentation, starting with the ones dealing with marketing topics.

‘How Amazon, Apple, Facebook and Google manipulate our emotions’ by Scott Galloway

The first marketing presentation by Scott Galloway is on ‘How Amazon, Apple, Facebook and Google manipulate our emotions’. The presentation mainly discusses the insights and eye-opening facts about dominance and motivation of Amazon, Apple, Facebook and Google to the world, and how a society prizes shareholders’ values and decisions.

Galloway had a very clear and understandable pronunciation during the presentation. However, he has some difference in the pronunciation which is typical for men. All words which have ‘-ing’ ending, were pronounced like [in], without the sound [g]. For example, words with ending ‘-ing’

‘00:27 you are *targeting*
00:33 a *superbeing*
00:42 it doesn't have the *processing* power
00:58 what's *going* on
01:48 know that once *something* comes’

were pronounced by Galway, like,

targeting - targetin’ - [ˈtɑrɡətɪn]
superbeing – superbein’ – [ˌsʊpərˈbiɪn]
processing – processin’ – [ˈprɑsɛsɪn]
going – goin’ - [ˈɡoʊən]
something- somethin’ - [ˈsʌmθɪn].

Furthermore, the presenter has a very low-pitch voice; to emphasise on certain things of his speech, he was making intentionally his voice a tone lower or he was pronouncing one word louder than others. For example,

‘03:12 Let's CONTINUE our journey down the torso.
03:20 The PENALTY for too little is starvation and malnutrition
06:01The CONVERSATION just a year ago was, which CEO was more Jesus-like?’

His was making such an emphasis to make the word stand out, to draw the audience’s attention to further ideas of his speech.

It is important to pay attention to the choice of the presenter’s vocabulary. Galloway was very straight during the presentation. He used very specific, erratic, straight vocabulary, for example,

‘01:44 *Google* is our modern man's *God*.
01:58 further down the *torso*
02:42 your body like *shit*
03:15 *consumptive gut*
04:13The key to business is tapping into the *irrational organs*.
05:32 God, love, consumption, *sex*.
08:55 Zuckerberg has become *Putin's bitch*.’

10:59 We have our religion; it's Apple. *Our Jesus Christ is Steve Jobs'*

Galloway's choice of vocabulary was very inappropriate and rude in some parts of his speech. As it was marketing presentation where presenters tend to express their ideas and attitude towards the topic, thus it may happen that the presenters use different vocabulary and words. However, he had clear understating of his target audience, so the decision of the vocabulary choice was done intentionally, otherwise the presenter did not choose previously mentioned words.

In addition, the presenter used directly the second person pronoun 67 times, to address directly to the audience, for example,

'02:12 the best signal that *you* might make it

02:40 *your* genetics -- not as important as *you'd* like to think, so *you* can continue to treat *your* body like shit and think

05:13 The proportion in *your* approach to those things is who *you* are.'

Moreover, Galloway tended to use the first person singular pronoun in his presentation. It was used 14 times during the presentation by the presenter to place an emphasis that it was done exactly by him, for instance,

'11:59 *I* got very lucky. *I* predicted the acquisition of Whole Foods by Amazon the week before it happened. This is me boasting; *I* said this publicly in the media.'

Furthermore, Galloway's language was very clear and precise, as the structure of the sentences was pretty simple. He tried to use more simple and short sentences to present his idea, as he was interested to give the audience an understanding of his idea in the simplest way. However, he tended to use rhetorical questions several times, which is a very good persuasive means to get the audience's attention and accentuate on a specific idea. The simple complexion of the sentences and the use of rhetorical question is clearly seen in one of the parts of his presentation, which is given below.

'09:50 These companies and CEOs wrap themselves in a neon-blue pink rainbow and blue blanket to create an illusionist trick from their behavior each day, which is more indicative of the spawn of Darth Vader and Ayn Rand. Why? Because we as progressives are seen as nice but weak. If Sheryl Sandberg had written a book on gun rights or on the pro-life movement, would they be flying Sheryl to Cannes? No. And I'm not doubting their progressive values, but it foots to shareholder value, because we as progressives are seen as weak. They're so nice -- remember Microsoft? They didn't seem as nice, and regulators stepped in much earlier than the regulators now, who would never step in on those nice, nice people.'

In addition, the presenter was not paying attention to the use of precise grammar from the perspective of the full pronunciation of the words. However, it is not look like it was the use of wrong grammar, as people usually make their speech and sentences shorter, for instance,

'01:51 *you've* put into that box, and *you're* going to

08:24 *what's* going on

12:09 *they'd* never made an acquisition over a billion

12:24 *I'm* going to tell you how I knew'

Galloway wanted to make his presentation simpler, understandable and accessible for everyone. Thus, he presented as if he had a conversation with his friends.

Generally, Galloway's marketing presentation was target-oriented in terms of the choice of intonation, vocabulary and syntax. His visual appearance was very smart and intelligent which shows his serious attitude towards the audience and topic. However, he used in most cases inappropriate vocabulary and some pronunciation features which show that this presentation was done by man.

'The Power of Glamour' by Virginia Postrel

Virginia Postrel's marketing presentation on the topic '*The Power of Glamour*' is about the true meaning, impact and power of persuasion and impression of glamour nowadays.

Firstly, Postrel's pronunciation immediately grabbed attention in comparison with the previous analysis of marketing presentation. She had a very precise and correct pronunciation of the words, especially of the words with the '-ing' ending, like

'03:05 this different *meaning*

03:42 colors *depending* on the complexion of the star he was *going* to make up

05: 04 is all about *transcending* the everyday

13:27 for *glamorizing* violence'

Such words were pronounced in the following way

meaning – ['minɪŋ]

depending – [dɪ'pendɪŋ]

going – ['gouɪŋ]

transcending – [træn'sendɪŋ]

glamorizing - ['glæməraɪzɪŋ]

Secondly, she had a very calm intonation despite the fact that she has a high-pitch voice; and when she wanted to draw attention to a specific idea of her presentation, the pitch was getting higher. In some cases, she preferred to use several intonations in one sentence, which is very typical for women. For example,

'06:15 Glamour invites us to live in a DIFFERENT world. It has to *simultaneously be mysterious*, A LITTLE BIT DISTANT -- that's why, often in these GLAMOUR shots, the *person is not looking at the audience*, it's why sunglasses are GLAMOROUS -- but also not SO far above us that we can't identify with the person.'

From the example above it is seen that the presenter used several intonations in one sentence, as words which are written in caps lock means that the presenter pronounced them in a higher tone, but words which are written in italics indicates that there were pronounced in a lower

tone than her natural voice. In addition, when she used rhetorical questions to the audience, it was done with the rising intonation, as well as when she was answering on those questions.

Thirdly, the topic and choice of vocabulary grabs attention and catches the eye compared to the previous presentation. The topic about glamour itself is a very womanish topic. Thus, Postrel's presentation had a lot of adjectives and very colourful words and collocation that are not typically used by man, for example,

00:28 very *glamorous*
00:59 *wonderful* charm
01:37 *grand* unification
01:42 the *nice, clean*, early '60s version
02:19 literal *magic spell*
03:54 a form of falsification
04:16 a process of *idealization, glorification* and *dramatization*
05: 39 she is *graceful*, she is *mysterious* and she is *transcendent*
07:25 a *glamorized* picture
10:47 the *most glamorous* picture'

Postrel's presentation had a very positive attitude towards her audience, as the presenter used above mentioned adjectives, colourful words and word collocations. Moreover, the presenter tended to use the first-person plural pronoun several times, more specifically times 21 times during her presentation, as her idea was reflecting not only to the audience, but also including herself, like,

12:02 And the way *we* deal with that is *we* displace them -- *we* put them into a golden world, an imagined world, an age of heroes, the world to come. And in the life of an individual, *we* often associate that with some object.

However, the presenter also cut down words, for example,

13:37 *I'm* not a fan of PETA, but I think this is a great ad. Because what *they're* doing is *they're* saying, your coat's not so glamorous, *what's* been edited out is something important.

As this is marketing presentation, so the presenter tried to make her speech simpler and understandable for the target audience. The presentation was like a conversation with her audience, so that is why she used simple syntax and appropriated vocabulary.

Generally, Postrel's presentation is very colourful in terms of vocabulary and her speech was very clear and appropriate to her presentation and topic. In addition, her speech sounded very confident, cheerful and free. Thus, her presentation was not intensive and unconstrained to listen.

***'How to get your ideas to spread'* by Seth Godin**

Seth Godin's presentation on topic *'How to get your ideas to spread'* is about marketing as an idea in the 'digital age', when it comes to get people's attention, bad ideas are more

successful than good ones. Thus, in our modern world we have too many options but too little time; our choice is to just ignore the ordinary things all around us.

Godin had a very clear and understandable pronunciation during his presentation. However, all words which has had ‘-ing’ ending, were pronounced like [in], without constant sound [g], for example,

‘00:16 I’m *going* to cover at the end

05:31 when he was *talking* to anyone who needs to hear your idea

05:50 who might buy *something*

08:03 no matter what we do for a *living*

11:45 you sell to the people who are *listening*’

The above mentioned words were pronounced, as

going - goin’ - [ˈgouən]

talking - talkin’ – [ˈtɔkɪn]

something - somethin’ - [ˈsʌmθɪn].

living - livin’ - [ˈlɪvɪn]

listening – listenin’ - [ˈlɪsənɪn].

The pronunciation of the other words was very precise and clear.

In addition, the presenter had a very low-pitch voice. As males prefer falling tones, to emphasise on certain things of his speech, Godin was making intentionally his voice tone lower. However, the presentation was mostly in monotonous manner, as presenter was not interested to make his presentation in different intonations to draw attention to a certain thing. Thus, the presentation was mainly based on the context of the marketing presentation.

Moreover, Seth’s choice of vocabulary was very precise and not so emotional in comparison with the previous analysed presentations. As it was a marketing presentation, the vocabulary was related to marketing, for instance,

‘04:46 a new product

05: 03 promoting

05:42 consumers, and I don’t just mean people who buy stuff

06:54 remarkable

07:27 one best-selling

08:01 the fashion business

09:40 the TV-industrial complex

13:02 by advertising a lot

13:46 fastest-growing business in the whole mortuary industry

16:06 sell something to them’

It goes without saying that the presenter used very polite and target-oriented vocabulary. In addition, his provided opinion during the presentation was always confirmed by facts, for example,

‘11:44 So when Steve Jobs talks to 50,000 people at his keynote, who are all tuned in from 130 countries watching his two-hour commercial -- that’s the only thing keeping

his company in business -- it's that those 50,000 people care desperately enough to watch a two-hour commercial, and then tell their friends. Pearl Jam, 96 albums released in the last two years. Every one made a profit. How? They only sell them on their website. Those people who buy them have the otaku, and then they tell their friends, and it spreads and it spreads. This hospital crib cost 10,000 dollars, 10 times the standard. But hospitals are buying it faster than any other model.'

It shows that males prefer to rely on facts, not on evidences. They prefer to be right in the particular point of view and confirm this view by authoritative facts. Furthermore, in terms of syntax, from the example above it is seen that the speech was mainly based on the simple complexion of the sentences. He was interested in showing, informing and getting attention from the audience regarding that bad ideas are more successful than good ones in marketing. On the one hand, the presentation was very precise and marketing related, but on the other hand the presenter used a lot of jokes which helped to reduce seriousness of the speech and make it more entertaining for the audience.

***'How to make choosing easier'* by Sheena Iyengar**

Iyengar's presentation on topic *'How to make choosing easier'* deals with the improvements in the experience of choosing in business, as nowadays customers face with hundreds of product options, which freeze them up.

Firstly, the presenter used correct and precise pronunciation, especially of words with '-ing' ending, for instance,

01:38 I'm *going* to have
02:17 almost like *going*
02:32 and this was *during* a time
02:47 *including* those that were in a locked case
06:10 their future financial *well-being*'

It has been already noted that females try to use in their speeches correct and full pronunciation of words, as they pay more attention to their methods of pronunciation and decision making process. Thus, all words with the ending '-ing' were pronounced as follows
going – ['gouɪŋ]
during - ['dɔ:ɪŋ]
including - [ɪn'kludɪŋ]
well-being – [wɛl-'bi:ɪŋ]

Secondly, the presenter had a very high-pitch voice and when she wanted to draw attention to specific idea of her presentation, the pitch was getting higher or she used several intonations. For example,

04:06 Now choosing not to buy a jar of jam is probably GOOD FOR US -- *at least it's good for our waistlines* -- but it turns out that this choice overload problem affects US

EVEN in very *consequential decisions*. WE choose *not to choose*, EVEN when it goes against our *best self-interests*. So NOW for the topic of today: *financial savings*.'

From the example above it is seen that the presenter used several intonations in one sentence, as words which are written in caps lock means that the presenter pronounced them in a higher tone, but words which are written in italics indicates that there were pronounced in a lower tone than her natural voice. It was a great technique to make an emphasis on a specific idea and draw the listeners' attention. Moreover, it is more interesting to listen presentation for the audience when the presenter uses several intonations in one sentence.

Thirdly, in terms of vocabulary choice and syntax it can be stated that the presenter used very polite and specific vocabulary. Moreover, the presentation was structured in terms of opening, body and closing, and it was target-oriented. Also, the presenter used some terms related to business. For example,

'08:12 Now in the *financial savings* world, I think one of the best examples that has recently come out on how to best manage the choice *offerings* has actually been something that David Laibson was heavily involved in designing, which was the program that they have at Harvard. Every single Harvard *employee* is now automatically *enrolled* in a *lifecycle fund*. For those people who actually want to choose, they're given 20 *funds*, not 300 or more *funds*.'

Furthermore, the presenter used the phrase 'I think...' 2 times, which shows that the presenter did not emphasise on her idea, she left the decision opened for the audience. The presenter used pronoun 'we' 36 times during her presentation, for example,

'04:06 *We* choose not to choose, even when it goes against *our* best self-interests. So now for the topic of today: *financial savings*.'

The first-person plural pronoun was used to show that in that particular situation was included everyone, including herself.

Overall, Iyengar's presentation was well structured and target-oriented. She used very polite and appropriate language to for her marketing presentation.

'The investment logic for sustainability' by Chris McKnett

Chris McKnett's presentation on topic '*The investment logic for sustainability*' deals with the world's most important goal - sustainability. Chris McKnett believes that it is case of 'large institutional investors'. Thus, he presents 'how strong financial data isn't enough, and reveals why investors need to look at a company's environmental, social and governance structures, too'.

Firstly, the presenter used very precise pronunciation of the words and all words with the ending '-ing', for example,

'00:13 the world is *changing*
03:42 sector *paying* attention

09:51 may be *asking* yourself
08:41 *pressing* challenges
11:39 *sacrificing* performance'

were pronounced in the following way:

changing – [ˈtʃeɪndʒɪŋ]

paying – [ˈpeɪɪŋ]

asking – [ˈæskɪŋ]

pressing – [ˈprɛsɪŋ]

sacrificing – [ˈsækrəˌfaɪsɪŋ]

However, the presenter pronounced during his speech the word ‘something’, like [ˈsʌmθɪŋ]. It might be done, as it was easier and faster to pronounce in this way, as the word was repeating several times in his speech.

In fact, the vocabulary choice grabbed attention compared to the previous presentations. The speech was mostly structured by the terminology which were related to finance, thus the presentation was target-oriented, very precise and clear. The following terminology and word collocations were used: ‘*investors*’, ‘*sustainability*’, ‘*environmental and social issues and corporate governance*’, ‘*pension funds*’, ‘*foundations and endowments*’, ‘*economic issues*’, ‘*company*’, ‘*to invest*’, ‘*ESG: environment, social and governance*’, ‘*employee engagement and innovation capacity*’, ‘*supply chain management and labor rights and human rights*’, ‘*CEOs*’, ‘*crucial to business success*’, ‘*to growth in innovation and leading to competitive advantage*’, ‘*yield savings of 23 million dollars*’, ‘*hesta*’, ‘*retirement fund for health and community services employees*’, ‘*consumers*’, ‘*capital to companies*’, ‘*GDP*’, ‘*economy*’, ‘*global bond market*’, ‘*78 trillion*’ and others. The presenter did not use any colourful words, as he stuck to the important topic, thus the presentation was very professional and precise in terms of the vocabulary choice.

Moreover, Chris tended used pronouns ‘you’ 14 times and ‘we’ 25 times during his presentation, for example,

01: 04 Let me remind *you* what *we* already know. *We* have a population that's both growing and aging; *we* have seven billion souls today heading to 10 billion at the end of the century; *we* consume natural resources faster than they can be replenished; and the emissions that are mainly responsible for climate change just keep increasing.

Here the presenter wanted to refer to the audience with the pronoun ‘you’, while the first-person plural pronoun was used to refer information to his audience including himself. This was a very polite technique, as he was referring to all people including him.

Furthermore, the presenter had a very low-pitch voice; to emphasise on certain things of his speech, he was making intentionally his voice tone lower or his was pronouncing one

word louder than others. The voice was very calm and confident, which showed that the presenter knew about what he was speaking and was confident about the validity of the provided information. Moreover, using the following words shows also the confidence of the presenter, he was sure about the information and he believed in his speech as much as his audience. For example,

‘00:56 *I believe* that sustainable investing is less complicated than you think, better-performing than you believe, and more important than we can imagine.

03:03 *See, I told you* this is the really juicy stuff.

08:49 *I mean*, let me clarify something right here.’

The presenter tried to use more simplified structures of the sentences, with linking words.

Moreover, the structure of the sentences looked more like a conversation with the audience, as he used words, like ‘so’, ‘but’, ‘well’ at the beginning of the sentences, for example,

‘03:33 *So* if sustainability matters financially today, and all signs indicate more tomorrow, is the private sector paying attention? *Well*, the really cool thing is that most CEOs are. They started to see sustainability not just as important but crucial to business success. About 80 percent of global CEOs see sustainability as the root to growth in innovation and leading to competitive advantage in their industries. *But* 93 percent see ESG as the future, or as important to the future of their business. *So* the views of CEOs are clear. There’s tremendous opportunity in sustainability.’

Nevertheless, the presentation was given in a very high professional level in terms of vocabulary, intonation and structure of the presentation. The presenter showed that he is very educated and knows the topic very well.

‘How to make a profit while making a difference’ by Audrey Choi

Audrey Choi’s presentation on topic ‘*How to make a profit while making a difference*’ provides information about global capital which can become ‘catalysts for social change’. She believes that ‘individuals own almost half of all global capital, giving them (us!) the power to make a difference by investing in companies that champion social values and sustainability’. Moreover, she says that ‘we have more opportunity today than ever before to make choices. So change your perspective. Invest in the change you want to see in the world.’

Females are more sensitive, polite and inelegant. They prefer to speak about what they feel and about what they believe. For instance,

‘00:13 *I believe* big institutions have unique potential to create change, and *I believe* that we as individuals have unique power to influence the direction that those institutions take.’

The presenter tended to use the phrase ‘I believe’ and it creates an impression that she is not confident about the given information.

Moreover, the presenter gave an example about her family, which also shows the difference between a male and a female. Males will never provide an example about their family, as they are not so sensitive in terms of feelings and family. For example,

‘00:44 My mother escaped North Korea when she was 10 years old. To do so, she had to elude every big institution in her life: repressive governments, occupying armies and even armed border patrols. Later, when she decided she wanted to emigrate to the United States, she had to defy an entire culture that said the girls would never be the best and brightest. Only because her name happens to sound like a boy's was she able to finagle her way into the government immigration exam to come to the United States.’

In fact, the vocabulary choice was also very polite, appropriate and unusual because the presenter used the phrase *‘the capital markets kind of like an ocean’*. It shows that the presenter is very sensitive and compares financial terminology with the nature. However, the presenter used 26 times words which are related to the finances, for instance, *‘global capital markets’*, *‘savings accounts or retirement accounts’*, *‘controlled by the institutions’* and others. Furthermore, some adjectives, like ‘little’, ‘good’ were also used in the presentation. In addition, the presenter tended to use the first-person plural pronouns several times, more specifically 36 times, in presentation, for example,

‘04:10 So why do *we* think that our choice of a four dollar shade-grown fair trade artisanal cup of coffee in a reusable mug matters, but what *we* do with 4,000 dollars in our investment account for our IRA doesn't? Why can't *we* tell the supermarket and the capital markets that *we* care, that we care about fair labour standards that *we* care about sustainable production methods and about healthy communities? Why aren't *we* voting with *our* investment dollars, but *we* would vote with our lattes?

05:38 So *we* asked people, what do you really think? And *we* actually went out and polled a thousand individual investors, and *we* found something fascinating.

11:06 So what are *we* waiting for?’

She referred to the audience including her with the pronoun ‘we.’

The presenter had a very calm intonation despite the fact that she has a high-pitch voice; and when she wanted to draw attention to a specific idea of her presentation, the pitch was getting higher. For example,

‘02:33 But why is that? Because actually, ONE THIRD of this ocean of capital actually belongs to individuals like US, and most of the REST of the capital markets is controlled by the institutions that get their POWER and AUTHORITY and their capital FROM US, as members, participants, beneficiaries, shareholders or citizens.’

From the example above it is clear that the presenter pronounced words, which are written in caps lock, using the high tone, as she wanted to draw attention exactly to those words and their meaning.

In some cases, the presenter preferred to use several intonations in one sentence, which is very typical for women. In addition, when the presenter used rhetorical questions to the

audience, it was done with the rising intonation, as well as when she was answering on those questions.

Additionally, the presenter's pronunciation was very precise and correct, especially of the words with the '-ing' ending, like

'00:26 trusting big institutions
05:58 define as taking the best
07:30 found something fascinating
09:39 sustainable investing
10:54 fastest-growing segment'

Such words were pronounced as follows:

trusting - ['trʌstɪŋ]

taking - ['teɪkɪŋ]

something - ['sʌmθɪŋ]

fascinating – ['fæsə,neɪtɪŋ]

investing – [ɪn'vestɪŋ]

fastest-growing – ['fæstəst-'grəʊɪŋ]

Moreover, the presenter tended to use complicated structure sentences. For instance,

'01:28 Now, these institutions are like tankers, and working inside of them, I've come to appreciate what large wakes they can leave, and I've become convinced that the institution of the global capital markets, the nearly 290 trillion dollars of stocks and bonds in the world, that that may be one of our most powerful forces for positive social change at our disposal, if we ask it to be.'

The example above shows the complicated structure of the sentence. It shows the high level of education of the presenter, as well as the willingness to show the capability to use grammar in a more precise and correct way.

Overall, the presentation was well structured and well delivered to the target audience. Moreover, this presentation shows that was presented by a female in terms of vocabulary choice, pronunciation, and the voice tone.

'What really motivates people to be honest in business' by Alexander Wagner

Alexander Wagner's presentation on the topic '*What really motivates people to be honest in business*' deals with inside of 'economics, ethics and psychology of doing the right thing', as every year 'one in seven large corporations commits fraud'.

The presenter has used very precise pronunciation of the words, as well as all words with the ending '-ing', for example,

'00:18 you got up in the morning,
01:12 using statistical methods
01:37 that's not me who's claiming that
02:04 to start engaging

06:44 facts which are confusing in reality'

were pronounced in the following way:

morning – ['mɔːnɪŋ]

using – ['juːzɪŋ]

claiming – ['kleɪmɪŋ]

engaging – [ɛn'geɪdʒɪŋ]

confusing- [kən'fjuːzɪŋ]

The present presenter pronounced the words the way females do.

The vocabulary choice was target-oriented and precise, without any colourful words and word collocations. The following financial terminology and word collocations were used: '*company*', '*statistical methods*', '*public corporations commit fraud*', '*shareholders*', '*380 billion dollars per year*', '*financial services industry*', '*economic force*', '*tax fraud*' and others. The presenter did not use any colourful words, as he stuck to important topics, thus the presentation was very professional and precise in terms of the vocabulary choice.

Moreover, Alexander tended to use the pronoun 'you' 48 times, for example,

'00:17 Well, *you* got up in the morning, took a shower, washed your hair, used a hair dryer, ate breakfast -- ate cereals, fruit, yogurt, whatever -- had coffee -- tea. *You* took public transport to come here, or maybe used your private car. *You* interacted with the company that you work for or that you own. *You* interacted with your clients, your customers, and so on and so forth.

07:53 *You* know what's coming now, right? First, how would *you* behave in that situation? The second, look to your left and look to your right.'

Here the presenter wanted to refer to the audience with the pronoun 'you', but excluding himself which is not so polite and intelligent in relation to the audience.

Furthermore, the presenter had a very low-pitch voice; to emphasise on certain things of his speech, he was making intentionally his voice tone lower or he was pronouncing one word louder than others. For example,

'02:40 I'm a researcher, a scientist working with economists, financial economists, ethicists, neuroscientists, lawyers and others trying to *understand* what makes humans tick, and *how* can we address this issue of fraud in corporations and therefore contribute to *the improvement of the world*.'

From the example above it is seen that the presenter made his voice tone lower when he was pronouncing words which are in italics. The voice was very calm and confident, which showed that the presenter knew about what he was speaking and was confident about the validity of provided information.

Moreover, the presenter also used 23 times the first singular pronoun 'I', as the following words show the confidence of the presenter, as he was sure about the validity of the presented information. For example,

‘12:24 What *I can tell* you is that the distribution looks pretty similar for men and women.

12:49 The idea *I want to leave* you with is it's all right to appeal to incentives. *I'm* an economist; *I certainly believe* in the fact that incentives work.’

Furthermore, the presenter tended to use very complicated structure of the sentences. For instance,

‘02:32 I'm a researcher, a scientist working with economists, financial economists, ethicists, neuroscientists, lawyers and others trying to understand what makes humans tick, and how can we address this issue of fraud in corporations and therefore contribute to the improvement of the world.’

It shows the high level of education of the presenter, as well as the willingness to show the capability to use grammar in more precise and correct way. In addition, the presenter preferred to use different linking words for structuring his speech, as for the audience it is easier receive the present information. For example,

‘11:54 *On the one hand*, you can appeal to benefits and costs and try to get people to behave according to them. *On the other hand*, you can select people who have the values and the desirable characteristics, of course -- competencies that go in line with your organization.’

Nevertheless, the presentation was given in a very high professional level in terms of vocabulary, intonation and structure of the presentation. The presenter showed that he is very educated and knows the chosen topic very well.

‘*A smart loan for people with no credit history (yet)*’ by Shivani Siroya

Siroya’s presentation on topic ‘*A smart loan for people with no credit history (yet)*’ is about how banks ‘use credit scores to determine’ if people are ‘trustworthy, but there are about 2.5 billion people around the world who don't have one to begin with, and who cannot get a loan to start a business, buy a home or otherwise improve their lives’, thus Siroya presents a new start-up that uses mobile data ‘to create a financial identity’ called ‘InVenture. She states that ‘with something as simple as a credit score, we are giving people the power to build their own futures’.

As females are more sensitive, polite and inelegant, they prefer to speak about what they feel and provide example from their life, for example,

‘00:27 My mom came to the US from India in her late thirties. She's a doctor in Brooklyn, and she often lets friends and neighbours come to see her for health services, whether they can pay right away or not. I remember running into her patients with her at the grocery store or on the sidewalk, and sometimes they would come and pay her right on the spot for previous appointments. She would thank them, and ask them about their families and their health. She gave them credit because she trusted them.’

The presenter wanted to pay attention to the fact that all people around use can come across with such problem, thus she provided her mother as an example. Moreover, the presenter tended to use pronoun 'we' 18 times which showed her polite attitude to her target audience. For instance,

'00:57 *We* would give credit to someone we know or that we live next to. But most of us are probably not going to lend to a stranger unless *we* know a little something about them.

02:14 So we wanted to find a way to build trust and to open up financial access for these 2.5 billion. So *we* created a mobile application that builds credit scores for them using mobile data.

05:29 *We* could also see that she communicated a lot with many different people throughout the day and that she had a strong support network.'

As presenter had rather a high-pitch voice, her intonation was very calm and confident; however, when the presenter wanted to pay attention on a specific idea of her presentation, the pitch was getting higher and in some cases there were used several intonations in one sentence. For example,

'04:16 But one day, Jenipher's son CONVINCED her to download our application and *apply for a loan*. Jenipher answered a FEW QUESTIONS on her phone and she gave us access to a few key data points on her device.'

From the example above it is seen that the presenter used several intonations in one sentence, as words which are written in caps lock means that the presenter pronounced them in a higher tone, but words which are written in italics indicates that there were pronounced in a lower tone than her natural voice. In addition, the presenter's pronunciation was precise and correct, as all words were pronounced words calmly and peacefully.

In terms of vocabulary choice, the presenter has used vocabulary related to the financial sphere, as well as target, for example, '*making a loan*', '*to lend 1,000 dollars*', '*banks*', '*credit card companies*', '*financial institutions*', '*credit scores*', '*financial access*', '*financial transactions*', '*credibility*', '*low savings balance*', '*loan history*' and others.

Furthermore, as it was business related presentation, more specifically presentation related to the finances, the presenter used simple and not complicated syntax with an appropriated vocabulary for the speech, like,

'02:14 So we wanted to find a way to build trust and to open up financial access for these 2.5 billion. So we created a mobile application that builds credit scores for them using mobile data. There are currently over one billion smartphones in emerging markets. And people are using them the same way that we do. They're texting their friends, they're looking up directions, they're browsing the Internet and they're even making financial transactions.'

Overall, the presentation was well structured and well delivers to the target audience. Moreover, this presentation shows that is was presented by female in terms of vocabulary

choice, pronunciation, and voice tone. Moreover, the presentation was on a very high professional level in terms of vocabulary, intonation and structure of the presentation.

***'Put a value on nature!'* by Pavan Sukhdev**

Sukhdev's presentation on the topic *'Put a value on nature!'* deals about nowadays environment, as people use earth's materials without thinking about its value and cost. Sukhdev suggests to think 'what if we had to pay for their true value: would it make us more careful about what we use and what we waste'.

Sukhdev's pronunciation was not so clear and precise in comparison with the previous presentations. Apparently, the one of reasons might be some cultural differences in the presenter's life, for example, English language as a second language. Thus, some words were pronounced in different ways, for example, the word 'going' was also pronounced, like 'gonna – [ˈgənə]' as well as all words with the ending '-ing', such as

00:17 isn't *working* yet
00:54 a *convincing* case
01:46 we were *losing*
04:05 something like
04:52 it is effecting the ability'

were pronounced in the following way:

working- workin' - [ˈwɜrkən]
convincing- convincin' – [kənˈvɪnsɪn]
losing – losin' - [ˈluzɪn]
something – somethin' - [ˈsʌmθɪn]
effecting – effectin' – [ɪˈfɛktɪn].

In addition, the presenter had a very low-pitch voice; as males prefer falling tones, to emphasise on certain things of his speech, he was making intentionally his voice tone lower. However, the presentation was mostly in monotonous manner, as presenter was not interested to make his presentation in different intonations to draw attention to certain thing. Thus, the presentation was mainly based on the presented context.

Moreover, the presenter's choice of vocabulary was very precise and not so emotional in comparison with the females' presentations. As it was business presentation, thus the vocabulary was related to finances, economics and business in general, for instance, *'economic invisibility'*, *'invoices'*, *'economics'*, *'financial capital'*, *'the currency of policy'*, *'GDP'*, *'CEO'*, *'profits'*, *'\$12,000 of cost'*, *'business costs society'* and others. In addition, the provided opinion during the presentation was always confirmed by facts, for example,

‘12:02 But if we look at companies like PUMA – Jochen Zeitz, their CEO and chairman, once challenged me at a function, saying that he's going to implement my project before I finish it. Well I think we kind of did it at the same time, but he's done it. He's basically worked the cost to PUMA. PUMA has 2.7 billion dollars of turnover, 300 million dollars of profits, 200 million dollars after tax, 94 million dollars of externalities, cost to business. Now that's not a happy situation for them, but they have the confidence and the courage to come forward and say, "Here's what we are measuring. We are measuring it because we know that you cannot manage what you do not measure.”’

It showed that the presenter preferred to rely on facts, not on evidences. He wanted to present his right point of view and confirm this view by authoritative fact. Furthermore, in terms of syntax, from the example above, the speech was mainly based on the simple complexion of the sentences. He was interested not to show his ability to apply grammar in correct way and show his knowledge, but he was interested to inform and convince his audience.

The presentation was very precise, straight and related to business; however, such presentation was target-oriented as the presenter was not interested to make it interesting and useful for other because of the lack of variations with intonation.

‘How giant websites design for you (and a billion others, too)’ by Margaret Gould Stewart

Margaret Gould Stewart’s presentation on the topic ‘How giant websites design for you (and a billion others, too)’ deals with ‘Facebook’s “like” and “share” buttons are seen 22 billion times a day, making them some of the most-viewed design elements ever created’. Thus, Margaret, one of the Facebook’s director of product design, outlines three rules for ‘design at such a massive scale- one so big that the tiniest of tweaks can cause global outrage, but also so large that the subtlest of improvements can positively impact the lives of many’.

Firstly, Margaret’s pronunciation immediately grabbed attention in comparison with the previous analysis. She had a very precise pronunciation of the words. As she had a very calm intonation despite the fact that she has a high-pitch voice and speed of speech was rather fast; and when she wanted to draw attention to a specific idea of her presentation, the pitch was getting higher. In some cases, she preferred to use several intonations in one sentence, which grabbed listeners’ attention on specific idea. For example,

‘07:44 The FACT is, it would be *irresponsible* of us not to rigorously test our designs when so many people are counting on us to get it right, BUT data analytics will *never* be a SUBSTITUTE for design intuition.’

From the example above it is seen that the presenter used several intonations in one sentence, as words which are written in caps lock means that the presenter pronounced them in a higher tone, but words which are written in italics indicates that there were pronounced in a lower tone than her natural voice.

Secondly, the presentation was related to business; however, the presenter has used some terminology which was related to business, for example, *'product'*, *'data'*, *'account'*, *'global scale'*. Although there were used some words which were related to nowadays technologies and innovations, such as *'spam'*, *'abuse'*, *'digital'*, *'Google'*, *'Facebook'*, *'hunch'*, *'site'*, *'data driver'*, *'content platform'*, *'networks broadcast'* and *'YouTube'*.

Moreover, the presenter tended to use adjectives in her presentation, for example, *'unprecedented design challenges'*, *'hard about designing'*, *'audacity and humility'*, *'the little things'*, *'good example'*, *'pretty straightforward'*, *'careful about using fancy gradients'*, *'tiny little button was a huge pain'*, *'incredible amounts of information'*, *'the critical difference'*, *'extraordinarily carefully'*, *'very efficient at using bad design'*, *'still incredibly frustrating'*, *'rightfully claim'*, *'exclusively using'* and others. The choice of vocabulary grabs attention, as presenter used adjectives and very colourful words and collocation that are not typically used by man for describing certain things.

Thirdly, presentation had a very positive attitude towards the target audience and had a business outcome. Thus, Margaret tended to use the first-person plural pronoun 32 times during her presentation, as her idea was reflecting not only to the audience, but also including herself, like,

'07:20 Of course *we* use a lot of data to inform our decisions, but *we* also rely very heavily on iteration, research, testing, intuition, human empathy.

10:23 Now, *we* know that we have to be careful about paying attention to the details, *we* have to be cognizant about how *we* use data in our design process, and *we* have to introduce change very, very carefully.'

Moreover, the presenter tended to use complicated structure sentences. For instance,

'09:55 Now, it's impossible to completely avoid change aversion when you're making changes to products that so many people use. Even though we tried to do all the right things, we still received our customary flood of video protests and angry emails and even a package that had to be scanned by security, but we have to remember people care intensely about this stuff, and it's because these products, this work, really, really matters to them.'

The example above shows the complicated structure of the sentence. It shows the presenter's high level of education, as well as the willingness to show the capability to use grammar in more precise and correct way.

Generally, the presentation was presented in a very high professional level in terms of vocabulary, intonation and structure of the presentation. Moreover, the presenter tended to use colourful words and word collocations with very precise and correct pronunciation. The speech was very confident, thus the presentation was not intensive and unconstrained to listen.

To sum up the analysis, it is possible to state that the use of language in business presentations is influenced by the speaker's gender in terms of:

- Male and female pronunciation might be different. The analysis shows that in three male presentations out of five prefer non-standard forms of the pronunciation were chosen to use. One of the examples are words with ending '-ing'. Those were usually pronounced like [ɪn], without constant sound [g], for example, 'something - somethin'- ['sʌmθɪn]. It might refer to their attitude to their speech, as they are not interested in paying attention to their pronunciation. They are aware of delivering information to their target audience. However, in two male presentations out of five very clear and precise pronunciation was used, which shows their polite attitude towards their audience and the use of language. Whereas the analysis shows that all five female presenters tended to use a very clear and understandable pronunciation, as they are aware of norms which reflect not only on their speech, but also on their attitude in relation to their speech. Moreover, such differences may also reflect on the cultural norms of the language, if the presenter is a native or a non-native speaker, what dialect he or she has.
- In terms of voice and intonation males and females are different from their childhood. Males have mostly low-pitch voice while females have a high-pitch voice tone. The analysis showed that when males want to make an emphasis on a specific idea or word of their speech, they make intentionally their voice tone lower or pronounce one word louder than others. While females when they want to draw attention to a certain idea or stand out the word, they make their pitch even higher. Moreover, in some cases, more specifically three female presentations several intonations in one sentence and rising intonations while asking rhetorical questions to the target audience were used. It is a great technique to make an emphasis to a specific idea and pay listeners' attention.
- Males and females tend to be different in vocabulary choice. The analysis shows that female presenters prefer to use more colourful words in the presentations, thus in four female presentations out of five adjectives and colourful words were used. Obviously, females are more sensitive, attentive to the environment and more likely to express their idea by through adjectives. Therefore, most females even in business presentations tend to use colourful words, as it is in their nature. However, in four female presentations out of five appropriate terminology which is related to business was used very precisely, as females want to show the ability to use it in appropriate way, as males do. Males stick to precise and exact vocabulary choice, especially when

it is a business presentation, thus in all five male presentations business terminology was used frequently and precisely. However, in one male presentation out of five some inappropriate words were used, as males allow themselves to use rude and inappropriate words because they do not hesitate to be straight and rude in front of the audience. While females always pay more attention to the use of language. They are more gentle, delicate and sophisticated, and try to be very educated and intelligent, as their manners and politeness of using language obey their environment. Thus, female presenters tended to use first-person plural pronouns during business presentation, while males tended to use the first person singular pronoun and second person pronoun. However, in two male business presentations out of five the first-person plural was used quite often because some male presenters tried to show that presented information also appeals to them.

- As females want to show their good education, politeness and knowledge during the business presentation, they stick to use correct syntax in their speech, as well as pay attention to their use of grammar. Thus, in three female presentations out of five the use of complicated complexion of the sentences was tented. While males try to stick to use of simple grammar and sentence structure, as they are not interested to show their ability to apply grammar in correct way and show their knowledge. Therefore, in four male presentations out of five the simple grammar and sentence structure was used, as male presenters were interested to show, inform and get attention from the audience regarding the presented information.
- The use of language in business presentation is influenced by the speaker's gender in terms of pronunciation, voice and intonation and vocabulary choice and syntax. Although both males and females are capable to give a valid, useful and successful business presentations. Obviously, males and female decide on their own how to make the business presentation successful and what kind of techniques to use to achieve their goal.

CONCLUSIONS

The goal of this Bachelor thesis was to explore how the use of language in business presentations is influenced by the speaker's gender. The following research questions were set at the beginning of the study: What differences in male and female language use can be observed in business presentations? How are the differences between male and female language reflected in different parts of business presentations? Therefore, ten presentations made by business-related speakers were selected for the analysis.

While conducting the present research, the author has investigated various theoretical sources on communication, speech, presentation structure and techniques, as well as gender differences in language use concerning pronunciation differences, voice and intonation differences, vocabulary choice and syntax differences. The process of the study was done by several scholars' investigations, such as Jay, 2004; Bradbury, 2006; Kapterev, 2011; Yate and Sander, 2003; Haslett, 1987; Kushal and Ahuja, 2009; Mehrabian, 2007; Kuhnke, 2007; Siddons, 2008; Kupsh and Graves, 1993; Givens, 2000; Sellnow, 2005; Mandel, 2000; Xia, 2013; Doumont, 2010; Goodman, 2006 and others. However, only a few scholars have studied gender differences in language use. Having done the research and written the Bachelor thesis 'Role of Gender in Language Use in Business Presentations', the author has come to relevant conclusions.

According to the literature review, communication is the way how people stay in touch with each other and learn things which are happening in the world around them. Moreover, in our modern world people have to speak publicly more now than ever. For example, a business presentation is one of the tools for communication, when companies have to persuade the customers or business partners, as presentations are speeches that are usually given in business. Thus, presentation events are usually target-oriented with the specific goals. Furthermore, to deliver a successful business presentation, it is advisable to analyse the target audience and prepare a speech according to the audience's demographic information, and needs, as well as presentations, should be well-organised and structured, including all relevant and useful techniques.

The research has also demonstrated that the use of language in business presentations is influenced by the speaker's gender regarding pronunciation, voice and intonation, vocabulary choice and syntax. Firstly, females tend to use a very clear and understandable pronunciation during the presentation, as they are aware of norms which are reflecting their speech, while males prefer to choose using non-standard forms of the pronunciation. Secondly, males have mostly low-pitch voice while females have a high-pitch voice tone from their childhood. Thus, genders use different voice intonation technique to make an emphasis on a specific idea

or word and pay listeners' attention. Thirdly, males and females have different syntax and vocabulary choice. Females usually want to show their good education, politeness and knowledge during the business presentation. Thus they tend to use correct syntax in their speech and try to select very precise and colourful words and word collocations. While males stick to exact terminology in their speech and simple grammar/sentence structure. Although both males and females are capable of giving valid, useful and successful business presentations in terms of good structure, contextual validity and proficiency to present in front of the target-oriented audience.

To conclude, the goals of the research have been achieved, the theory on business presentations and differences between male and female speech has been studied, the video recordings analysed and the conclusions drawn.

The limitations of this paper are that only ten presentations were analysed in terms of pronunciation, voice and intonation, vocabulary choice and syntax. More recorded videos with business presentations should have been analysed to observe more differences in language use between males and females. Moreover, it is recommended that further research is undertaken to study other use of language differences in business presentations. Therefore, to draw more precise conclusions a larger number of presentations should be analysed.

In conclusion, this research could be useful for the presenters in the field of business, as to achieve a certain goal of their presentation, as well as the study of gender is essential to the study of language and for the study of business communication.

THESES

1. In modern and innovative society people have to speak publicly more now than ever compared to ancient times.
2. Communication is the process of how people stay in touch with each other and learn things which are happening in the world around them. It could be done via electronic devices, written reports, emails and instant messaging, blogs, micro-blogs, and presentations.
3. There are different ways in the use of language for communication, as language reflects and records social differences.
4. A well-structured and prepared business presentation is the key to deliver it successfully.
5. Most males prefer to use non-standard forms of the pronunciation, while females tend to use a very clear and understandable pronunciation during the presentation, as they are aware of norms which are reflecting not only to their speech, but also to their attitude in relation to their speech. This was proved by both the literature review and the empirical research.
6. In the analysed presentations, males allow themselves to use rude and inappropriate words, as they do not hesitate to be straight in comparison with females who always pay more attention to the use of language, as they are more gentle, delicate and sophisticated.
7. Using several intonations patterns in one sentence is a great technique to make an emphasis on a specific idea and draw the listeners' attention.
8. The use of language in business presentation is influenced by the speaker's gender in terms of pronunciation, voice and intonation and vocabulary choice and syntax.
9. Both males and females are capable to be successful business presenters.
10. Males and females decide on their own how to make the business presentation successful and what kind of techniques to use to achieve their goals.

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