

Presentation Skills Glossary

Rapport noun

a relationship in which people like, understand, and respect each other

- *Many doctors develop an excellent rapport with their patients.*

Take in phrasal verb

to understand and remember something that you hear or read

- *I'm not sure how much of his explanation she took in.*

Premise noun

a principle or statement that you consider to be true, that you base other ideas and actions on

- *The conclusions in the report were based on a false premise.*
- *We started from the premise that the situation can get no worse.*

Persuasive adjective

good at making people agree to do or believe what you want them to

- *a persuasive argument/case*
- *He can be very persuasive.*

Target verb

to try to persuade or to influence a particular group of people

- *The billboards had been targeting travellers at airports.*
- *television advertising that is targeted at children*

Amateur noun

someone who does something because they enjoy it instead of as a job
someone who does not do something very well

- *Let's show them what a bunch of amateurs they are.*

Quote noun

a quotation from a book, play, speech etc

quote from:

- *a quote from Shakespeare*

Varied adjective

including a wide range of things or people

- *The choir has a varied programme of concerts throughout the year.*

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Essential adjective

completely necessary

- *In a large organization, good internal communication is essential.*
- *Light is absolutely essential for the healthy development of plants.*

Trivial adjective

not very important, serious, or valuable

- *The injuries were relatively trivial.*
- *Why do they get so upset over such a trivial matter?*

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