

“Beauty market trends” presentation (8 minutes)

Choose a **country** and describe its Beauty Market trends.

- work as a **team of 2** students & share out the 8-minute total speaking time evenly
- prepare **slides** to support your presentation.

Tips :

- Create very VISUAL SLIDES: go for Maps/Diagrams/ Pics/ graphs/ charts, etc
NO full sentences on the slides! NUMBER the slides, use the Université Paris-Saclay template (at least in the title slide)
- Slides should be presented (source, year?) & commented (why are you projecting it?) AVOID simply repeating/reading the info they contain!
- Give a FULL intro and FULL conclusion & finally, you will offer to answer questions from the other students.

Please make sure you use **impact techniques** (signposting, emphasis, rhetorical questions) and **linkwords** (see marking scheme).

Advanced linkwords include: furthermore & besides (addition), however, nevertheless & despite (concession), provided that (condition) on the one hand/on the other hand (comparing and contrasting), be that as it may (limitation).
See course booklet for comprehensive list.

You are allowed notes on an A5 sheet of paper that you will leave on the desk. No phones, tablets or laptops are allowed.

See Marking Scheme on the next page

Beauty trends	GROUP	NAME		MARK /20	
Communi- cation Skills 4 points		0	0,5	1	
	Eye contact	No or limited eye-contact.	Occasionally uses eye contact, but looks mostly at teacher or slides.	Looks at the audience and makes them feel included.	
	Posture and hand gestures	Static posture. No use of hands for emphasis or showing the slides.	Rather static, but occasionally moves hands for emphasis or showing the slides.	Dynamic. Moves hands for emphasis and showing the slides.	
	Elocution	Mumbles in a very low voice.	Voice is low-medium.	Voice is clear.	
	Speed	Speaks too fast or too slowly.	Reasonably good pace. Sometimes hesitant /too fast.	Good pace.	
Impact techniques 2 points		0	0,5	1 – 1,5	2
	Signposting <input type="checkbox"/> Rhetorical Q° <input type="checkbox"/> Emphasis <input type="checkbox"/> Other <input type="checkbox"/>	Does not use any impact techniques.	Uses one technique	Uses correctly two (1) or three (1,5) impact techniques.	Uses correctly four impact techniques, including one question.
Content 6 points		0,5	1	2	Bonuses
	Presentation of trends	Basic, with a limited number of figures or explanations.	Satisfactory, with a number of figures and explanations.	Very good, with a number of relevant figures and explanations.	
	Interaction	Cannot answer questions.	Can answer questions, but fails to elaborate.	Can answer and elaborate on most questions asked.	
	Visual Font size <input type="checkbox"/> Text <input type="checkbox"/> Slide numbers <input type="checkbox"/> Typos <input type="checkbox"/>	Small font, blurry pictures, too much text, typos and/or no slide numbers.	Clear, easy to read and follow. Few if any typos.		
	Organisation w/ linkwords <input type="checkbox"/>	Presents information in a logical sequence that audience can follow.	Very clear and organised presentation. Very easy to follow. Advanced use of linkwords.		Bonus: +1 uses a hook to catch the audience's attention.
Language 8 points		0,5 / A2	1 / B1	1,5 / B2	2 / C1
	Vocabulary	Poor vocabulary.	Limited vocabulary.	Good range of vocabulary. A few mistakes.	Very good range of vocabulary. Use of idioms.
	Grammar	Poor grammar impedes communication.	Intelligible in spite of grammar mistakes (tenses, plurals, personal pronouns etc) on simple structures.	Reasonably good grammar in spite of a few mistakes on basic structures.	Very good grammar with a lot of complex structures. Minor mistakes.
	Pronunciation Sounds & Word stress	Partly understandable. Fails to pronounce or stress most words.	Pronounces incorrectly a number of basic terms.	Good pronunciation and stress pattern overall.	Pronunciation is clear and correct. Hardly any mistakes.
	Intonation Rise and fall	Does not use rise and fall. No tone differences.	Occasionally uses rise and fall, but mostly rise.	Often uses rise and fall, but not always successfully.	Hardly any mistakes. Varies tone successfully.
Reading Penalty		- 3	-2	-1	
		Reads from beginning to end	Reads a lot	Reads a little	