

**Culture of academic presentation:  
verbal and non-verbal aspects**

The main priority of university education in Ukraine is academic and professional training of specialists in humanities and sciences, specialists with a high level of professional and communicative competence. The development of students' skills in public speechmaking, in general, and making presentations in English, in particular, is in the focus of attention of the ESP course in Law School of Ivan Franko National University of Lviv. Academic culture of public presentations includes both verbal and non-verbal components. The coherent use of these two types of communication means creates the general style of presentation. Alongside with great attention to such segments of the academic presentation as *clear structure* (logical organization of the talk and argumentative patterns used), *cognitive potential* (new information of the general humanistic character and new information on specific issues) and *linguistic competence* (grammar, academic vocabulary, terminological lexis, discourse markers, verbal means of attracting attention of the audience, intonation, pronunciation, fluency of speech), it is very important to develop the students' *extra-linguistic competence*. The latter comprises body language, voice, eye-contact, mimics, gestures, and dress code. Besides, the students should be trained in the art of creating a friendly emotional atmosphere and skills of transition from a presenter's talk on the topic defined to a constructive discussion of its various aspects with the audience. Our pedagogical experience has proven that the competent use of rhetorical patterns, factual information, visuals (outline, hand-outs, pictures, graphs, tables, terminology lists) in the talk based on ethics of academic communication contributes greatly to the general success of public presentation.

The main statements of the paper are illustrated by photo materials taken by the author during different students' conferences; visuals illustrate typical mistakes in non-verbal behavior of presenters as well as possible ways of avoiding them.