

Internet Activity Presentation Planner

Introduction to Business Chapter 10 Business in a Global Economy

In Chapter 10, you learned about the role of imports and exports in international trade. Trade is the act of buying and selling goods and services in domestic or international markets. One such good that is traded globally is the banana. In fact, after rice, maize, and wheat, bananas are the most widely consumed food in the world. Ecuador is the world's leading banana exporter; however, several other countries produce and trade bananas internationally. Find out more about other goods and services that are traded internationally and do your own research to see how they impact domestic and international economies. Produce and present a 10-minute talk outlining a good or service that is traded internationally.

Action Steps for Planning a Presentation

1. Get started by building background knowledge. Read newspaper articles, search the Internet, and make personal phone calls to local experts to understand the issues.
2. Decide on a specific topic. Narrow your focus to a topic that interests you.
3. Research your topic in greater depth. Use books, local media, the Internet, and personal interviews. Take detailed notes and maintain a bibliography as you work.
4. Review your notes and write an outline of your presentation.
5. Plan and create visual aids.
6. Write a draft of your presentation and practice it. Rewrite, practice again, and present.

1. Build Background Knowledge

Did You Know?

[begin bulleted list]

The history of the international banana trade began with the founding of the United Fruit Company at the end of the 19th century.

The top 10 banana producing countries account for 72% of global banana production.

The four leading banana exporting countries are Ecuador, Costa Rica, the Philippines, and Colombia, accounting for two-thirds of the world's exports.

Ecuador alone provides over 30% of the global banana exports.

The term "banana republic" has been broadly applied to most countries in Central America due in large part to the banana producing countries of Costa Rica, Honduras, and Panama.

Questions to Ponder

Think about these questions and what they might have to do with other international exports.

[begin bulleted list]

- What countries import bananas from the banana producing nations?
- Are there tariffs, quotas, or embargoes in place within the importing and exporting nations around the world?
- Are there countries that have climates that do not allow for banana production?
- How does the global banana trade impact labor in the producing and exporting nations?
- What are the financial costs and benefits of the banana trade to importing and exporting nations?

Key Search Words

Use key words to search for Web sites that relate to your topic. List other key words you uncover in your search. Take notes about what you find and review your notes later as you narrow your topic.

international trade, import, export, banana producers, banana economy, banana republic, multinational companies

Web Sites

2. Decide on Your Topic

Narrow Your Focus

Complete the following flow chart to narrow your topic. Choose a subject that interests you and that will also interest your audience. Write a title and a sentence or two about your talk and ask your teacher to approve it or suggest changes.

International Economy > Trade Goods > Bananas > _____

Title: _____

Description: _____

Approval: _____ Date: _____

(Teacher's Signature)

3. Conduct Research

Maintain a Bibliography

In addition to Web sites you use in your research, list books and periodicals you consult, and contact information for experts you interview.

Books

4. Write an Outline

Main Ideas and Details

Review your notes and think through the main ideas and details you want to include in your presentation. Put the main ideas in a logical order and list them in outline form as major headings. Include at least two details under each main idea.

I. Introduction

A. _____

B. _____

II. Main Idea

A. _____

B. _____

III. Main Idea

A. _____

B. _____

IV. Main Idea

A. _____

B. _____

V. Conclusion

A. _____

B. _____

5. Plan Visual Aids

Charts, Graphs, Photos, and Video Clips

Describe the visual aids you plan to use in your presentation or use the space below to sketch charts or graphs you will create.

Tips on Creating and Using Visual Aids

[begin bulleted list]

Keep them simple, use them sparingly, and make them visible to everyone in the audience.

Explain the content of the aid when you first show it.

When you finish with the aid, remove it or cover it up.

Be prepared to give your talk without visual aids if technical problems occur.

6. Write, Practice, and Present

Rehearsal Time

After writing a draft of your presentation, rehearse by yourself in front of a mirror. Then ask two others to listen and evaluate your talk. Ask them to complete the evaluation form below. Then, use their comments to rewrite and improve your talk. Then, practice again before making your final presentation.

	Evaluator #1	Evaluator #2
1. Did my introduction grab your interest?	_____	_____
2. Did I present my ideas logically?	_____	_____
3. Were my visual aids useful?	_____	_____
4. Did I speak clearly and slowly?	_____	_____
5. Are you interested in learning more?	_____	_____

6. Suggestions for how I can improve:
