CSE/ISE300 Communications S14

- Location: Room 2205 Computer Science, 2nd floor, Multimedia Lab
- Time: Tue/Thur 5:30-6:50PM
- Instructor: Professor Larry Wittie
- Office/Lab: Room 1308 Computer Science, 1st floor, Network Lab
- Office Hours: 4:10-5:25+7-7:15pm Tu/Th, if door is ajar, or by appointment
- Phone: 632-8750 (not 2-8456)
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- Course Homepage: http://www.cs.sunysb.edu/~lw/teaching/cse300
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Warnings After Reading Paper 2 Drafts

In first 2 sentences, mention company name (hinting at type of business), (your team, if any), and your duties or position in company.

If asking for computers (for team), tell $$ cost of each computer, how many to buy, and total $$ cost for all.

For old computer, tell bad features in 2 lines or fewer.

For computer model chosen, mention processor (speed), memory (Gigabytes), and storage (Terabytes) if important for your work duties (& little else but $$).

Put superscript $^{1\,2\,3}$ where first use data from each reference.

Grade (2%) counts: A 1, A- 5, B+ 7, B 8, and F0 2.
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Pfeiffer, *Pocket Guide to Technical Communications, 5e: Page Design: Formatting Techniques* (Chapter 2)

1. Use white-space liberally
   Have wide margins, but not tiny font, and perhaps double columns.
   Skip lines between paragraphs when single spaced.
   (Text is normally single-spaced but is 1.5-spaced for ‘300.)
   Have ragged right margins for short documents, but justified right margins for longer papers (paper 3).
   Leave more space above headings than below.
2. Use headings and subheadings (often)
   Use the outline to create them. (Try to avoid having only one subheading under a heading.)
   Use parallel language in headings: e.g., all sentences, noun phrases, verb phrases, or whatever, but all the same. Look at a Table of Contents.
   Use the same format for all headings at the same level.
   All top-level headings have more capitalized words.
   For lower-level headings, use fewer capital letters.
   Have clear visual ranking of headings (Indent more for lower levels, so the reader knows the level always.)
   Use specific words, not general ones, when possible.
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Pfeiffer, *Pocket Guide to Technical Communications, 5e: Page Design: Formatting Techniques* (Chapter 2)

3. Use lists frequently

Make your long papers easier to read with lists. Help readers understand relationships between ideas. Keep lists short, normally only three items in prose sequences, and three to five items, in vertical lists. Use bullets and numbers before items in vertical lists. Have parallel structure (grammar, visual layout, consistent capitalization, and punctuation).
4. Use easily read fonts.
   Have clear, clean fonts.
   Use serif fonts for text, sans-serif fonts for headings?
   Serif Fonts have ornamented letter tips (Times).
   Sans-Serif Fonts have simple letter tips (Arial).
   Make fonts simple — not too fancy (Lucida Blackletter).
   Have only a few fonts, each one used consistently for one purpose. “Size = 100 sets array time_queue[ ] length.”
   Do not let what font is used distract from text content; rather, let fonts make text meaning more accessible.
Pfeiffer, *Pocket Guide to Technical Communications, 5e: Page Design: Rewriting Tips* (Chapter 2)

I. Word choice:

1. Choose a specific word over a general one.
2. Choose a short word over a longer, fancier one, if their meaning is the same.
3. Avoid colloquial phrases: “a lot of” --> “many”

Grammar:

1. Avoid run-on sentences. Break into separate sentences.
2. Avoid sentence fragments; subject-verb is needed.
3. Use commas to tell the reader how to break up the sentence.

Style:

Sentences should be direct, especially introductory ones: subject-verb-object.
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The Next Paper Is a Two-Page Memo2

English essay Memo2 is due Thurs., 13 March 2014 as one printed copy in class & a .doc file emailed to larry.wittie@stonybrook.edu

Subject: 300 memo2 New Computer.

Put a title, your name and the paper’s last print date centered above the left-edge start of your “1.5- to 1.7-page” memo. Use 1.5 lines spacing. Use lines 6 inches long with 30 lines per page of text. Make the memo text fill 45 to 51 lines (1.5 to 1.7 pages, 650 to 800 words). Address your boss politely. Number your two pages.

Assume the reader is your computer-savvy, but non-expert boss in a small company with 50 or fewer employees. The boss has announced that the firm will buy new computers for some employees, those most needing one for their jobs. Justify why the firm will benefit from buying you (or your team) new computer(s). Be specific on why you need a new machine, what computer model with what features, and what price from what source. After about 48 lines of text, list all references (web URLs) used for your memo.
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Two-Page Memo2: Paper & Email due 3/13/14

Write a technical essay in English on the topic:
Why I Need a New Computer

Explain why you need a new computer, what type, and how it will increase your value to the firm. (In doing so, let me know what is the business of your company, but in a way that will not bore your boss, who knows about the business, but not why you need a new machine for your own job.) Describe the key features of the new computer(s) and why they are critical. Tell precisely what brand, model, vendor, and cost. (List exact web pages for details in a References section after the memo text and ending.) Convince your boss to spend some money. (The title, your name, the memo salutation, and final References list do not count in the 1.5 to 1.7 pages. Just memo paragraphs count as text; feature lists, quoted material, and images do not.) This memo will be the basis for your 8 minute oral presentation.
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Possible Structures for Memo2 (1)

After a centered Title:

Why I Need a New Computer
OR: Why We Need a New Computer
OR: Why We Need New Computers
AND: Your name Printing date

You can use a formal greeting:

Dear Mr/Ms____:

memo2 text …

and ending: Sincerely,

Your Name

Examples of two possible formal greetings and endings:

Dear Ms. Taylor: OR

dear Mr. Harris:

memo2 text … memo2 text …

Sincerely, Sincerely,

Your Name Your Name

References
1. WWW.Site1.com/subpage1

Th6mar14 Lect11
Possible Structures for Memo2 (2)

After a centered Title:

   Why I Need a New Computer
   OR: Why We Need a New Computer
   OR: Why We Need New Computers

AND: Your name Printing date

You can use an informal greeting: {if a very small company}

   Dear Boss’s first-name,
   memo2 text …

   and ending: Your Name

Examples of two possible informal greetings and endings:

   Dear Mary, OR Robert,
   memo2 text … memo2 text …

   Your Name Your Name

References
1. WWW.Site1.com/subpage1
2. WWW.Site2.com/subpage2
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Possible Structures for Memo2 (3)

(See Pfeiffer, p. 75)

MEMORANDUM

DATE: March 4, 2014

TO: Boss’s Name, Boss’s Manager Title

FROM: Your Name, Your Title in Firm

SUBJECT: Why I Need a New Computer

memo2 text ...

References
1. WWW.Site1.com/subpage1
2. WWW.Site2.com/subpage2

-----------------------------------------------{end of page 2}-----------------------------------------------
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Remember to Do for Paper 2 Drafts

Number Pages
1.5 spacing (not single spacing) (not double spacing)

Title on center top of page 1 of text
Name Date (not on separate cover sheet)

Set 1.25 inch margins on all 4 edges
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Sample Errors in Prior Paper 2 Drafts

our customer’s computers => our customers’ computers

A lot of our clients => Many clients {Avoid weak words}

I’m sure => I am sure {No contractions}

puts us in unique position => puts us in a unique position

team of 6 people => team of six people

is bug free => is bug-free => is free of errors
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Sample Errors in Prior Paper 2 Drafts

products as we test its design =>
products because we test their designs

We don’t have any => We do not have any => We have no

on-fly encryption => on-the-fly encryption

new functions. for instance, =>
new functions. For instance,

install a 2nd SQL instance => install a second SQL instance
(Structured Query Language)
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Sample Errors in Prior Paper 2 Drafts

cost is 8700 dollars. => cost is $8,700.

I am writing to inform you of the troubles that our group is experiencing. => Our group has been experiencing many {work-delaying} computer problems.

I am requesting for a new computer for our game developing group. => The game creation team needs new computers.
Sample Errors in Prior Paper 2 Drafts

game developing group  =>  game development team
  ...  game developing group  =>  gaming group
  ...  game developing group  =>  our team

takes a good amount of time => takes a long time

it takes a longer time to test  =>  it takes much longer to test
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Sample Errors in Prior Paper 2 Drafts

I am writing to inform you that I need a new computer to perform my job. I am working as a customer relationship manager. => I need a new computer for my work as a customer relationship manager.

I handle customer … customer relationships. I have to focus … . => I must focus I have … customer loyalty … customer, … customer-focused … customer concerns … to the customer.

because computer was crashing again and again. => because my computer crashed again and again.
Hope you are doing well. => I hope you are doing well.

This letter is regarding the announcement you made on Monday about the list of people who
On Monday you announced a list of people who

Our hospital has gotten a lot more patients in the past few months than ever before. The reason for that is … =>
Our hospital has treated 40% more patients in the last three months than in any previous quarter. The reason is …
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Sample Errors in Prior Paper 2 Drafts

Also, the result of this is that Prezi had never had critical bugs for recent five years and had achieved … ⇒
As a result, Prezi has not had critical bugs for five years and has achieved …

However, as one of the fastest growing IT services on the global market, ⇒ {small company!}
Since we are one of the fastest growing IT services in the metro market,

140,000 lines of codes, ⇒ 140,000 lines of code,
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Other Problems: Memo2 Drafts

Too Short - Write 1.5 to 1.7 pages, 650 to 800 words of prose text excluding title, name, headings, lists, tables, graphs, and images.

Needs a Title centered near the top of the first page of text

Graphics images or tables must be placed within text, not at end.

References missing: Need web URLs (or journal citations) at end, but not on a separate page after page 2.

Repeated words and phrases in the same or nearby sentences.
The Writing Center is located in 2009 Humanities Building. Their telephone number is (631) 632-7405. Tutoring is a service of the Program in Writing & Rhetoric. They will give you free help with writing papers and reports, but you must make an appointment online before you go to them for help. There may be a wait of several days before your appointment. Start soon.

See the http://www.stonybrook.edu/commcms/writrhet/writing_center/writing.html web page to start the process of getting help. Click the link Make_the_most_of_your_Appointment to read rules for appointments. To make an appointment for tutoring, click the red button labeled Make_an_Appointment.