CSE/ISE300 Communications S12

- Time: Tue/Thur 5:20-6:40PM
- Location: Room E4315 Melville Library, 4th floor, east wing
- Required Book: *The Elements of Style*, 4th edition (Sep 1999), by Strunk & White, 978-0205313426, $10 new (or $5 bookstore rental)
- Free Online Webbook: *Technical Writing*, by David McMurrey
  http://www.prismnet.com/~hcexres/textbook/
- Instructor: Professor Larry Wittie  TA: Eric Papenhausen
- Office: CS Building, Room 1308  TA Help: 12-1:30pm Wed, 2110 cs
- Phone: 631-632-8750  (not 2-8456)
- Email: lw@ic.sunysb.edu
- Office Hours: 4-5pm + 7-7:30pm Tue/Thu or by appointment
- Course Homepage: http://www.cs.sunysb.edu/~lw/teaching/cse300

Graded quizzes & shoe papers soon, but 1st draft memo2 back today.

Final versions of memo2 due at start of class Tues, 13 March.
CSE/ISE 300
Talks: 20-29 Mar. & 10-12 Apr. on 2-pg Memo2
Why I Need a New Work Computer

Plan to give a 6- to 8-minute talk based on your Memo2 paper. Prepare 4 to 8 powerpoint slides.

If you would like to give your talk on a specific date or dates, send email to lw@ic.sunysb.edu with the Subject: 300 talk day.

The dates are:

Tuesday
Day 1: 20 March
Day 3: 27 March
Day 5: 10 April

Thursday
Day 2: 22 March
Day 4: 29 March
Day 6: 12 April
CSE/ISE 300

The Next Paper Is a Two-Page Memo

Memo2 is an English essay due Tuesday, 13 March 2012 as one printed copy in class & a .doc file emailed to lw@ic.sunysb.edu

Subject: 300 memo2  Why I Need a New Work Computer.

Put a title, your name and the paper’s last print date centered on a cover page for your “2.2-page” memo. Use 1.5 lines spacing. Make memo lines 6 inches long with 30 lines per page of text. Make the text of your memo from 60 to 75 lines (2 to 2.5 pages, 850 to 1150 words). Address your boss politely. Number your pages.

Assume the reader is your computer-savvy, but non-expert boss in a company with 20 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 the 2.2 pages of memo text list all web and printed references used for your paper.
MEMORANDUM

DATE: July 26, 2006
TO: Melanie Frank, Office Manager
FROM: Hank Worley, Project Manager
SUBJECT: Evaluation of Best Choice Software

Dear Ms. Taylor: 

Sincerely, 
Your Name

OR

Dear Mr. Harris:

Sincerely, 
Your Name

OR (Pfeiffer, p. 75)

CSE/ISE 300
Problems: Memo2 Drafts, Back Today

After centered title, your name, print-date needs Dear Mr/Ms____: 
formal greeting and ending, Sincerely, Your Name
CSE/ISE 300
Other Problems: Memo2 Drafts

Too Short - Write 2 to 2.5 pages, 850 to 1150 words of prose text excluding title, name, headings, lists, tables, graphs, and images.

Needs a Title centered near top of first page of text or cover page or both.

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 unless last page is full of text.

Repeated words and phrases in same or nearby sentences.

Too many “would”, “could” continuing past action tenses.

My love for the sneakers would last for another four years.
My love for the sneakers lasted for another four years.
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 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.)
   Use parallel language in headings: e.g. all sentences, noun phrases, verb phrases, or whatever, but all the same. Look at Table of Contents.
   Be specific, not general, when possible.
   Have clear visual ranking of headings (Indent more for lower levels, so reader knows the level always.)
3. Use lists frequently
   Make paper easier to read.
   Help readers understand relationship between ideas.
   Keep them short.
   Use bullets and numbers.
   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?
   Make fonts not too fancy.
   Have only a few fonts, each for a different purpose.
   Do not what font is used distract from text content, but rather let fonts make text meanings 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 each 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.*
CSE/ISE 300
Talks: 20-29 Mar. & 10-12 Apr. on 2-pg Memo2

Why I Need a New Work Computer

Plan to give a 6- to 8-minute talk based on your Memo2 paper. Prepare 4 to 8 powerpoint slides.

If you would like to give your talk on a specific date or dates, send email to lw@ic.sunysb.edu with the Subject: 300 talk day.

The dates are:

Tuesday
Day 1: 20 March
Day 3: 27 March
Day 5: 10 April

Thursday
Day 2: 22 March
Day 4: 29 March
Day 6: 12 April
CSE/ISE 300
The Next Paper Is a Two-Page Memo2

Memo2 is an English essay due Tuesday, 13 March 2012 as one printed copy in class & a .doc file emailed to lw@ic.sunysb.edu

Subject: 300 memo2  Why I Need a New Work Computer.

Put a title, your name and the paper’s last print date centered on a cover page for your “2.2-page” memo. Use 1.5 lines spacing. Make memo lines 6 inches long with 30 lines per page of text. Make the text of your memo from 60 to 75 lines (2 to 2.5 pages, 850 to 1150 words). Address your boss politely. Number your pages.

Assume the reader is your computer-savvy, but non-expert boss in a company with 20 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 the 2.2 pages of memo text list all web and printed references used for your paper.
CSE/ISE 300

Two-Page Memo2: Paper & Email due 13 Mar.

Write a technical essay in English on the topic:

Why I Need a New Work 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 and why they are critical. Tell what brand, model, cost, and vendor precisely. (List websites with these details in a References section at the end.) Convince your boss to spend a little money. (Cover page, salutation, and final References list do not count in the 2 to 2.5 pages. Just memo paragraphs count as text; feature lists, quoted material, and images do not.)