CSE/ISE300 Communications S13

• Location: Room 2205 Computer Science, 2nd floor, Multimedia Lab
• Time: Tue/Thur 5:30-6:50PM
• Required Book: The Elements of Style, 4th edition (Sep 1999), by Strunk & White, 978-0205313426, Hardback ($8 new, Amazon.com) or ISBN 978-0205309023, Paperback ($10 new, $5 rental, SBU Bookstore)
• Free Online Webbook: Technical Writing, by David McMurrey http://www.prismnet.com/~hcexres/textbook/
• Recommended Text: Pocket Guide to Technical Communication, 5th ed. (2010/2011), by Pfeiffer, 978-0135063965 ($47 new, $23 rental, SBU) or ($38 new, Amazon)
• Instructor: Professor Larry Wittie
• Office/Lab: Room 1308 Computer Science, 1st floor, Network Lab
• Office Hours: 3:55-5:25pm Tu/Th, if 1308 door is ajar, or by appointment
• Phone: 632-8750 (not 2-8456)
• Email: lw@ic.sunysb.edu or larry.wittie@stonybrook.edu, not both
• Course Homepage: http://www.cs.sunysb.edu/~lw/teaching/cse300
CSE/ISE 300
Talks: 28 Mar. & 4, 11 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 10 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. I will pick talk dates for all class members who do not send email.
The talk dates are:

Thursday
Day 1: 28 March 2 speakers
Day 2: 4 April 7 speakers
Day 3: 11 April 5 speakers
Suggested Contents of Slide 1

Title of Your Talk

Your Name

Your Title, Company Name or Department

Date of your talk

Abstract – two or three sentences

Good => 36 pt  32 pt  28 pt  24 pt  <= too small

Bold Good => 36 pt  32 pt  28 pt  24 pt  <= too small
Suggested Contents of Slides 2-4

What We Need to Buy and Why

Two paragraphs

or

One short paragraph

+ 

List of 3 to 5 points

or

One short paragraph

+ 

A picture of your dream machine.
Suggestions for Next-to-Last Slide

What It Costs and Where to Buy It

Vendors and costs of proposed model(s)
Total purchase price

Reference URLs
Suggested Contents of Last Slide

An Image

Concluding Paragraph
Summarizing which computer system,
How it will help company’s income, and
Where best to buy it, at what total cost.
Suggested Slides Are Only Hints

Many of the best talks on day 1 will use more than 4 slides. Most will have more than one image. Slides with colors may work well.

If you show 5 to 8 slides, make sure you can cover all the material without talking too fast. Very rapid speech is poorly understood and may bore listeners.

Lists in large fonts are better on slides than long paragraphs in smaller fonts.

Avoid backgrounds that hide your text.
Problems in Talks Last Semester

1. Speaking too fast, especially with accented English
2. Mumbling just before finishing discussion of a slide
3. Slide tables and graphics copied from the web
4. Too many details in tables and lists
5. Too many colors in tables on one slide
6. Too small, illegible fonts used in tables and graphics
7. Reading from screen too often, not scanning the audience
8. Not speaking for at least six minutes
CSE/ISE 300
New Computer Talks

Derive your talk from your memo2 submission, but with visual aids, 4 to 10 slides. Explain why you need a new computer, its type, and how it will increase your value to the firm. (In doing so, let me know what is your job and your company’s business, but in a way that will not bore your boss, who knows what business, but not why you need a new machine for your own job.) Describe the key technical features of your new computer; tell why each one is critical for you to do your job more efficiently. Precisely specify the computer brand, model, cost, and vendor. Convince your boss to spend a little money.

On a References slide after the conclusions slide of your talk, list all web and printed references used for your talk, including the precise URLs of all websites which gave you details about your old computer and your desired new computer.
Talks on Why I Need a New Work Computer begin in class Thursday, 28 March 2013.

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 new ones for their jobs. Justify why the firm will benefit from buying you (or your team) new computer(s). Be clear why you need a new machine, what computer model with what features, and what total price from what source. Address your boss politely. Avoid subtle insults such as “As you probably know,”.

Aim for a 7-minute (6-8 min.) talk to your boss and colleagues in your company. Persuasively request a new computer for your work. Bring your own laptop (Mac or PC with VGA capability) or bring your power point slides for a PC on a USB stick or CD.
The Science of Scientific Writing
Reader Expectations

Today, Thursday 3/14/2013, there will be a short quiz in class on the paper, *The Science of Scientific Writing*. My cse300 website has a link to download the paper, http://www.cs.stonybrook.edu/~lw/teaching/cse300/.

You may refer to a printed copy of the paper and any class slides during the quiz. No web access.