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

Talks start today Tuesday 20 March. Come to class early. Class attendees will help evaluate others’ talks. Quizes graded.

Tu20mar12  Lect17Slide  1
## CSE/ISE 300
### New Computer Talks: Week 1 20&22 March 2012

**Speakers**

**Order Day 1 Tues 3/20/12**

<table>
<thead>
<tr>
<th>1.1</th>
<th>Richard Hartmann</th>
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<tbody>
<tr>
<td>1.2</td>
<td>Qasim Ijaz</td>
</tr>
<tr>
<td>1.3</td>
<td>Byung Park</td>
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<tr>
<td>1.4</td>
<td>Jenny Taylor</td>
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<tr>
<td>1.5</td>
<td>Wayne Betts</td>
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<tr>
<td>1.6</td>
<td>Diane Gabrielsen</td>
</tr>
<tr>
<td>1.7</td>
<td>Bradford Wagner</td>
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**Speakers**

**Order Day 2 Thu 3/22/12**

<table>
<thead>
<tr>
<th>2.1</th>
<th>Ryan Belohlavek</th>
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</thead>
<tbody>
<tr>
<td>2.2</td>
<td>Alan Mai</td>
</tr>
<tr>
<td>2.3</td>
<td>Justin Dale</td>
</tr>
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<td>2.4</td>
<td>Angad Sidhu</td>
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<tr>
<td>2.5</td>
<td>Niripjit Singh</td>
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<tr>
<td>2.6</td>
<td>Victor Okon</td>
</tr>
<tr>
<td>2.7</td>
<td>Aaron Jacob</td>
</tr>
</tbody>
</table>
CSE300/ISE300 Talk Evaluations

YOUR NAME : ________________   TODAY’S DATE : ________

1. Did the speaker speak clearly; was the speaker understandable?
2. Did the slides have the right amount of content and a conclusion?
3. Did the speaker engage the audience well, make … eye contact?
4. How well did the speaker know the material?
5. How much interest and agreement did you have with the talk?
6. Was the talk the right length? (If too long and not finished, circle 4; if finished just before time limit, circle 5.)

1. Name: ___________________   6. Name: ___________________

1) 1 2 3 4 5 Spoke clearly
2) 1 2 3 4 5 Good slides
3) 1 2 3 4 5 Eye contact
4) 1 2 3 4 5 Knew facts
5) 1 2 3 4 5 Interest, Agree
6) 1 2 3 4 5 Good timing

2. Name: ___________________   7. Name: ___________________

\[...\]
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**. I will pick talk dates for all class members who do not send email.

The new talk 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
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.
CSE/ISE 300
New Computer Talks

Derive your talk from your memo2 submission, but with visual aids, 4 to 8 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 today, Tuesday, 20 March 2012.

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.