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/
• Recommended Text: Pocket Guide to Technical Communication, 5th ed. (2010), by Pfeiffer, 978-0135063965 $43 SBU new, $22 rent; $29 Amazon new
• 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 continue today Tuesday 27 March. Come to class early. Class attendees will help evaluate others’ talks. Quizes graded.
# CSE/ISE 300
## New Computer Talks: Week 2 3/27&29/12

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<th>Order Day 3 Tues 3/27/12</th>
<th>Order Day 4 Thu 3/29/12</th>
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<tr>
<td>3.1 Gagandeep Singh</td>
<td>4.1 Matthew Gelman</td>
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<td>3.2 Gary Delia</td>
<td>4.2 Min Sung Jung</td>
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<td>3.3 Konrad Grossman</td>
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<td>3.4 Sarfarz Hasan</td>
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<td>3.6 Chris Kavander</td>
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<td>3.7 Saveliy Baranov</td>
<td>4.7 Zhenxiao Guo</td>
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<td>3.8 Gila Vinas</td>
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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      1) 1 2 3 4 5 Spoke clearly
   2) 1 2 3 4 5 Good slides       2) 1 2 3 4 5 Good slides
   3) 1 2 3 4 5 Eye contact       3) 1 2 3 4 5 Eye contact
   4) 1 2 3 4 5 Knew facts       4) 1 2 3 4 5 Knew facts
   5) 1 2 3 4 5 Interest, Agree   5) 1 2 3 4 5 Interest, Agree
   6) 1 2 3 4 5 Good timing      6) 1 2 3 4 5 Good timing

2. Name: _____________________ 7. Name: _____________________
   …
   …

Tu27mar12

Lect19Slide  3
Problems in Talks of Week One

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, without looking at members of the audience
8. Not speaking for at least six minutes
9. No concluding slide with model, reason, total price
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 used more than 4 slides. Most slide sets had more than one image. Slides with only a few colors worked well.

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

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

Avoid slide 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.
CSE/ISE 300
Talks From the Two-Page Memo2

Talks on Why I Need a New Work Computer began in class 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.
CSE/ISE 300
Grades Distribution for 21Feb12 Quiz

This early quiz counts for only 1% of your course grade. The in-class term exam on the Strunk & White text will count for 8% of your grade. It will be given in April, after spring break.
Links to Good Parts-of-Speech Tutorials

http://grammar.ccc.commnet.edu/grammar/definitions.htm
Home Site for Grammar Rules and Links

http://grammar.ccc.commnet.edu/grammar/ppt/parts.pps
Parts of Speech Animation

http://grammar.ccc.commnet.edu/grammar/powerpoint.htm
Links to 14 English Grammar Animations
Parts-of-Speech Lyrics

Three little words you often see
Are ARTICLES: *a*, *an*, and *the*.

A NOUN’s the name of anything,
As: *school* or *garden*, *toy*, or *swing*.

ADJECTIVES tell the kind of noun,
As: *great*, *small*, *pretty*, *white*, or *brown*.

A PRONOUN replaces any noun:
*he*, *she*, *it*, and *you* are found.

VERBS tell of something being done:
*To read*, *write*, *count*, *sing*, *jump*, or *run*.

How things are done the ADVERBS tell,
As: *slowly*, *quickly*, *badly*, *well*.

CONJUNCTIONS join the words together,
As: *men* and *women*, *wind* or *weather*.

The PREPOSITION stands before
A noun as: *in* or *through* a door.

The INTERJECTION shows surprise
As: *Oh*, *how pretty!* *Ah!* *how wise*!

The whole are called the PARTS of SPEECH,
Which reading, writing, speaking teach.