

Communication Skills for Presentation : Writing, Designing, & Speaking

Thesis and Project Report Writing, Technical Proposal Writing, How to Pitch an Idea: Process, Preparation and Structure, Elements of Speech Delivery: Passion, Poise & Illustrations.

What is a THESIS?

A thesis is a fundamental component of academic and research writing.

Thesis is a lengthy, detailed analysis on a particular topic for the purpose of some research. Its main aim is to investigate new dimensions on a particular problem.



It is a concise, declarative statement that outlines the central argument or main point of a scholarly work, such as an essay, research paper, or dissertation.

A well-constructed thesis serves as a roadmap for the reader, providing clarity about the topic and the author's stance. It guides the development of the entire piece, shaping the content, structure, and supporting evidence.



How to write a thesis

front

The **front** matter frames the thesis work.

Body

In the thesis body, you provide the introduction, narrative, and analysis of your work.

End Matter

The end matter is mainly referential material too detailed to fit well in the main narrative

The **front** matter frames the thesis work. It includes these elements:

- Title page. Your department will have a standard title page form you are required to follow. The title should be informative, contain keywords, and reveal the topic of the thesis. Include the title, author, thesis supervisor, place, and date.
- Declaration
- Certificate
- Acknowledgments. Acknowledge assistance from advisors, sponsors, funding agencies, colleagues, technicians, and so on.
- Abstract. Briefly state the (1) research problem, (2) methodology, (3) key results, and (4) conclusion. Generally, abstracts are between 100 and 150 words--roughly 5-10 sentences.
- Table of contents. List the key subject headings and subheadings of your thesis with their page numbers. Number the front-matter section in lowercase roman numerals. Be sure to list acknowledgments, appendixes, and bibliography.
- List of figures. Include the figure numbers, figure titles, and page numbers.
- List of tables. Include the table numbers, table titles, and page numbers.

- [Discussion](#). Discuss the meaning of the results, stating clearly what their significance is. Compare the results with theoretical expectations and account for anything unexpected.
- [Conclusions](#). Review the results in relation to the original problem statement. Assess the success of the study in light of the criteria of success you gave in the introduction.
- [Recommendations](#). If applicable, recommend directions for future work.

The [end matter](#) is mainly referential material too detailed to fit well in the main narrative of work done. It includes these elements:

- [Appendixes](#). Provide detailed calculations, procedures, data in separate appendixes. Give each appendix a title, a letter (Appendix A, B, C), and an introductory paragraph.
- [Bibliography](#). List alphabetically any works referred to in your study. Follow the [bibliographical](#) and footnote [formats](#) of your department or of a prominent periodical published by a professional society in your field.

In the thesis body, you provide the introduction, narrative, and analysis of your work. The body includes these elements:

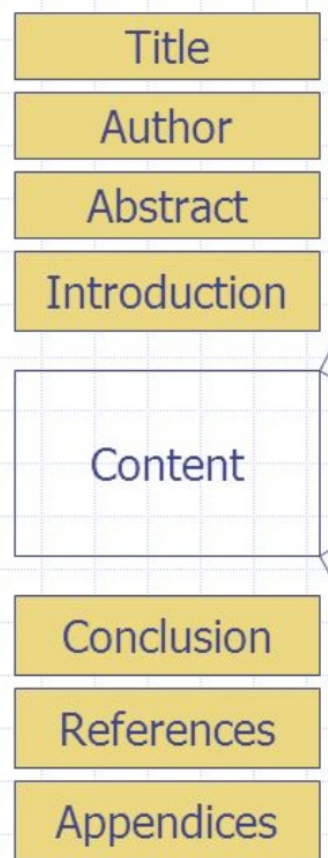
- Introduction. State (1) the purpose of the investigation, (2) the problem being investigated, (3) the background (context and importance) of the problem (citing previous work by others), (4) your thesis and general approach, and (5) the criteria for your study's success.
- Theory. Develop the theoretical basis for your design or experimental work, including any governing equations. Detailed calculations go to an appendix.
- Materials, apparatus, and procedures. List and describe key materials and apparatus. Then describe the procedure in enough detail that others can duplicate it. For design studies, this section includes component design, fabrication, assembly, and testing procedures. Use illustrations.
- Results. Present the results, usually with accompanying tables and graphs. Characterize the patterns and quality of the results and estimate their accuracy and precision. Detailed data go to an appendix. Use analytical graphics.

Project Report Writing

Project Report

A project report is a detailed description of the project.

How to write a Project Report





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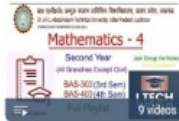
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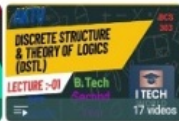
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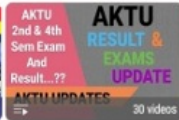
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TECH !!



TECHNICAL PROPOSALS

□ A plan or suggestion, especially a formal or written one, put forward for consideration by others.

Technical proposal simply means to offer or to put forward for consideration or suggestion. Sharma & Mohan write, “We may thus consider a proposal as a written offer to undertake a project for designing or creating something new or changing or modifying an existing procedure, method, system or structure within a specified period of time”. Lesikar & Flatley define; “A proposal is a persuasive presentation for consideration of something”.

PURPOSE OF WRITING PROPOSALS

Proposals are to construct buildings,
to sell property,
to survey areas,
to plan & construct
to modernize.



IMPORTANCE OR SIGNIFICANCE OF PROPOSALS

- 1) Proposals, like reports, are valuable records of information in an organization.
- 2) They act as the index of the company's growth or progress.
- 3) Successful proposals give financial returns to the organization,
- 4) They help to promote various research activities which are vital for the individual, organization or government.
- 5) Proposals attempts to win contracts for the company undertaking that project.

KINDS/TYPES OF PRPOPOSALS

A proposal is a properly conceived idea or plan or an action-oriented report:-

1. **Business proposal-** Dealing with any aspect of business or sales & trade or commerce. While dealing with solicited proposal, it should be powerfully argument and convincing whereas for unsolicited proposal, it should qualify to salve the problems successfully.
2. **Research proposals-** Proposals concerned with projects requiring scientific enquiry or systematic investigation.
3. **Technical proposals -** Technical proposals **are** related to technical knowledge.

CHARACTERISTICS OF A GOOD PROPOSAL

- It should contain information that attracts attention of the person to whom the proposal had been sent, specifying the scope.
- It has to be more creative than other forms of professional writing.
- It should have certain amount of informality and personal approach, keeping in view the costumer's convenience, financial games and prestige.
- Use of plain, direct and unambiguous expression that would convince the costumer. Summary background objective, problem description, methodology and cost estimation should be clearly defined.

STRUCTURE OF PROPOSALS

1. Prefatory parts

- Title page
- Letter of transmittal (transfer of funds)
- Draft contract
- Table of contents
- List of tables /figures
- Executive summary

2. Body of proposal

- Introduction
- Background
- Scope & limitation
- Technical procedures
- Methods and sources
- Managerial procedures

- Sequence of activities
- Equipment, facilities, products
- Personal qualifications
- Cost estimate
- Conclusion

3. Supplementary parts

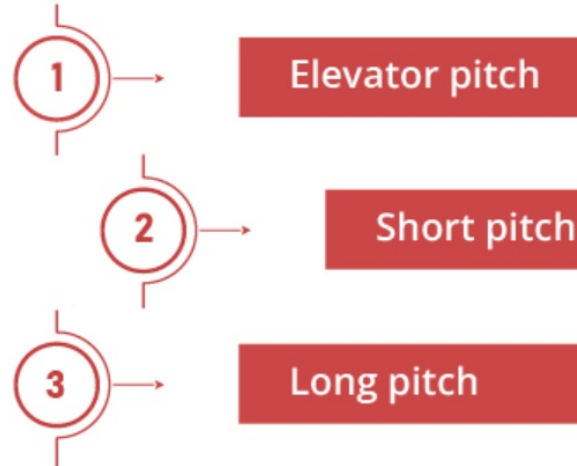
- Appendices
- References

How to Pitch an Idea: Process, Preparation and Structure

Pitching a business idea is one of the most nerve-wracking parts of any entrepreneur's journey. It's what stands in the way between your vision and the financing needed to turn it into a reality. Although daunting, there are steps you can take to ensure a greater chance of success.

HOW TO PITCH A BUSINESS IDEA

- 1. Know Who You're Pitching**
- 2. Consider How You Present Yourself, Not Simply Your Idea**
- 3. Tell a Story**
- 4. Cover the Details**
- 5. Show the Roadmap**



THREE KINDS OF PITCHES

Every pitch to an investor should contain the following:

- **Intro:** Focus on answering important questions like who you are, why you're asking for funding, and what your founder-market fit is.
- **Problem:** Talk about your ideal customer's pain point and how you plan to solve it.
- **Solution:** Explain how your idea is a compelling solution and why it's better than existing solutions.
- **Opportunity and Market Size:** Provide your total addressable market (TAM), serviceable addressable market (SAM), and serviceable obtainable market (SOM) through research.
- **Competitive Analysis:** Understand your unique differences in the market that can help you sustain a competitive advantage.
- **Go-to-Market Plan:** Clarify how you're going to reach your customers.
- **Business Model:** Describe how you're going to make money.
- **Financials:** Define what your financial projections are and how you're going to provide returns for investors.
- **The Ask:** Detail how much funding you need, how long it will last, and what milestones you hope to achieve.

Elements of Speech Delivery: Passion, Poise & Illustrations

Speech delivery is not WHAT you say, but HOW you say it. It's a catch-all term covering the elements that make up giving a speech.

These include:

1. The style or method you select to use to give your speech
2. Vocal aspects: how you use your voice
3. Personal presentation aspects: how you dress for the occasion, how you move and gesture, how you make eye contact, and how you use visual aids.

Passion-What is passion- Passion may be defined as the curiosity, interest and will power to deliver speech. In other words we can say that Passion is the emotional energy and enthusiasm, that a speaker shows in his topic.

Poise Poise means to be mannered, sophisticated, polite and soft spoken.

Illustration Illustration is to use examples related to your topic, in your speech.

Role of passion

Passion brings **creativity and innovation** in speaker's speech.

Passion prepares the speaker to be ready in advance to **answer cross questions**, asked by the audience.

A passionate speaker **uses multiple mediums** to make his presentation vivid and **attention grabbing**.

A passionate speaker **can connect** his audience rather **easily** and rather **promptly**.

Role of poise

Poised speaker can easily attract the attention of the audience without much efforts.

A poised speaker is more convincing.

A poised speaker is a relaxed speaker and a relaxed speaker is listened to more attentively. Audience show trust and confidence in poised speaker.

An illustration is a decoration, interpretation, or visual explanation of a text, concept, or process, designed for mixing in print and digitally published media, such as posters, flyers, magazines, books, teaching materials, animations, video games and films. An illustration is typically created by an illustrator. Digital illustrations are often used to make websites and apps more user-friendly, such as the use of emojis. Illustration also means providing an example; either in writing or in picture form.

Role of illustrations

Illustrations make the **content easy** to understand.

Illustrations make the speech more engaging.

Illustrations are ,infact supporting device. By giving illustrations, we can verify what we have said.

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