

Some of the Big Ideas in communication

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Contents

| | | |
|-----------|--|-----------|
| 1 | Preface | 4 |
| I | Communication basics | 5 |
| II | Stories | 6 |
| 1 | Narrative structure | 8 |
| 1.1 | Non-fiction | 8 |
| 1.1.1 | Opening | 8 |
| 1.1.1.1 | Cold opening | 8 |
| 1.1.2 | Body | 8 |
| 1.1.3 | Close | 8 |
| 1.1.3.1 | Call to action | 8 |
| 2 | Rhetorical principles | 9 |
| 2.1 | Giving a speech | 9 |
| 3 | Shorthand for complex ideas | 11 |
| 3.1 | What makes something evocative | 11 |
| 3.2 | Metaphors | 11 |
| 3.3 | Slogans | 11 |
| 3.4 | Fancy names | 11 |
| 3.4.1 | The power of names | 11 |
| 3.4.2 | Potentially predictive psychology theories | 11 |
| 3.4.3 | Other theories | 11 |
| 3.4.4 | Observations | 11 |
| 3.4.5 | Studies | 12 |
| 4 | Writing | 13 |
| 4.1 | Tips to start writing | 13 |
| 4.2 | Visual | 13 |
| 4.2.1 | Layout | 13 |
| 4.2.2 | Font | 13 |

| | | |
|------------|--|-----------|
| 4.2.3 | Table of contents | 13 |
| 4.3 | Styles (theories of communication) | 13 |
| 4.3.1 | Classic style | 13 |
| 4.3.2 | Romantic style | 14 |
| 4.3.3 | Reflexive style | 14 |
| 4.3.4 | Practical style | 14 |
| 4.4 | Tips | 14 |
| 4.5 | Writing scripts | 14 |
| 4.5.1 | Format | 14 |
| III | (Neuro)Psychology | 15 |
| 1 | Personality | 17 |
| 2 | Intelligence | 18 |
| 3 | Teaching and learning | 19 |
| 3.1 | Domains | 19 |
| 3.1.1 | Cognitive | 19 |
| 3.1.2 | Psychomotor | 19 |
| 3.1.2.1 | Motor coordination | 19 |
| 3.1.3 | Affective | 19 |
| 3.2 | Types | 19 |
| 3.3 | Techniques | 19 |
| 3.4 | Transfer | 19 |
| 3.5 | Factors affecting learning | 19 |
| 3.5.1 | External factors | 19 |
| 3.5.2 | Internal factors | 20 |
| 3.6 | Tips | 20 |
| 4 | Problem solving | 21 |
| IV | Body language and non-literal communication | 22 |
| 1 | Flirting | 23 |
| 1.1 | HOT APE | 23 |
| V | Negotiation and persuasion | 24 |
| 1 | How people make decisions | 25 |
| 1.1 | Personal (dis)liking | 25 |
| 2 | Debating | 26 |

| | | |
|------------|---|-----------|
| 3 | Call to action | 27 |
| 4 | Attention | 28 |
| 5 | Leverage | 29 |
| VI | Information mapping | 30 |
| 1 | Information design | 31 |
| 1.1 | Olog | 31 |
| 2 | Visualisation | 32 |
| 2.1 | Visual clarity | 32 |
| 2.2 | Data visualisation | 32 |
| 2.3 | Visualisation of processes | 32 |
| VII | Communicating to self: life improvements | 33 |
| 1 | The value of lists | 34 |
| 1.1 | Types of lists | 34 |
| 1.1.1 | Things learned | 34 |
| 1.1.2 | Things to learn | 34 |
| 1.1.3 | Media to consume | 34 |
| 1.1.4 | Media consumed | 34 |
| 1.1.5 | Diary | 34 |
| 1.1.6 | Contacts | 34 |
| 2 | Routines | 35 |
| 3 | What to do | 36 |
| 4 | Productivity | 37 |
| A | Tools | 38 |
| B | Bibliography | 39 |

Chapter 1

Preface

Part I

Communication basics

Part II

Stories

Importance.

Chapter 1

Narrative structure

1.1 Non-fiction

1.1.1 Opening

Straightforward, cold

1.1.1.1 Cold opening

story, anecdote

1.1.2 Body

Not too many points (3-5 major points)

1.1.3 Close

1.1.3.1 Call to action

More effective if to be done immediately.

Chapter 2

Rhetorical principles

show, don't tell (even in writing)

2.1 Giving a speech

<https://youtu.be/6fBpfui5g08> Distill to a single bold message. Then make statement true.

Never spoil message. Why, what is solution, . . . , give solution.

You do not need to be expert. Facilitate by getting others to be the expert.

Economy of storytelling.

Book: truth in comedy

From "How To Speak by Patrick Winston" - MIT OCW Start

1. Do not start a talk with a joke.
2. Promise - Tell them what they gonna learn at the end of your talk.
3. Cycle – make your idea repeated many times in order to be completely clear for everyone.
4. Make a "Fence" around your idea so that it can be distinguished from someone else's idea.

5. Verbal punctuation – sum up information within your talk some times to make listeners get back on.

6. Ask a question - intriguing one

Place and Time

7. Best time for having a lecture is 11 am. (not too early and not after lunch) 8. The place should be well lit.

9. The place should be seen and checked before the lecture. 10. The place should not be full less than a half, it must be chosen according to the amount of listeners.

Tools

For teaching.

1. Board – it's got graphics, speed, target. Watch your hands! Don't hold them behind your back, it's better to keep them straight and use for pointing at the board.

2. Props – use them in order to make your ideas visual.

Visual perception is the most effective way to interact with listeners.

For Job Talk. Exposing, Slides

3. Don't put too many words on a slide. Slides should just reflect what you're saying, not the other way around. Pictures attracts attention and people start to wait for your explanation – use that tip.

4. Make slide as easy as you can – no title, no distracting pictures, frames, points and so on.

5. Do not use laser pointer – due to that you lose eye contact with the audience. Instead you can make the arrows just upon a slide.

Informing

Show to your listeners your stuff is cool and interesting.

You have to be able to:

- show your vision of that problem

- show that you've done particular things (by steps)

All of that should be done real quick in no more than 5 min.

Persuade your listeners you're not a rookie (Prof. Winston contrived to do that from the very first seconds of his talk)

Getting Famous

If you want to your ideas be remembered you've got to have "5 S"

- Symbols associate with your ideas (visual perception is the best way to attract attention)

- Slogan (describing your idea)

- Surprise (common fallacy that is no longer true, for instance, just after you've told about it)

- Salient Idea (not necessarily important but the one that sticks out)

- Story (how you did it, how it works...)

How to End

- Don't put collaborators at the end, do that at the beginning. - Question's the worst way to end a talk.

- It's good to end with a Contribution slide – to sum up everything you've told with your OWN decision.

- At the very end you could tell a joke since people then will leave the event feeling fun and thus keep a good memory of your talk. - "Thank you (for listening)" isn't good ending, it's trite at least. You can end with a quote of a prominent person (my own knowledge), with a salute to people (how much you valued the time being here, the people over here..., "I'd like to get back, it was fun!"

Chapter 3

Shorthand for complex ideas

3.1 What makes something evocative

3.2 Metaphors

Tools in a toolbelt.

3.3 Slogans

Try to find the value in what people do / are saying
Libertarianism is the least we should achieve.

3.4 Fancy names

3.4.1 The power of names

3.4.2 Potentially predictive psychology theories

Pyramid of Maslow Stages of grief (Kübler-Ross) Pygmalion (Rosenthal)

3.4.3 Other theories

Overton window Community of strength ; Community of vulnerability (Simplican) Discovery, Debate, Acceptance, Arrogance (DDAA) (Mo Gawdat)

3.4.4 Observations

Dunning-Kruger Baader-Meinhof phenomenon Arousal non-concordance Hedonic adaptation: the observed tendency of humans to quickly return to a rela-

tively stable level of happiness despite major positive or negative events or life changes. Heidegger's hammer. Peter principle

3.4.5 Studies

Stanley Milgram Ash Stanford prison (discredited?)

Chapter 4

Writing

4.1 Tips to start writing

Just start writing, even if you do not know what the conclusion will be or how it will turn out. Often the text will flow differently anyway.

Outline. The use of small steps.

Best stories come from living your life.

When stuck, ask for help.

Read out loud

4.2 Visual

4.2.1 Layout

4.2.2 Font

4.2.3 Table of contents

4.3 Styles (theories of communication)

<https://criticalthinkeracademy.com/courses/a-essays/lectures/315864>

4.3.1 Classic style

(Steven Pinker) The model scene for classic style is one person speaking to another, a conversation between equals.

The writer uses prose as a window to describe a world, and to draw attention to the objects and actions going on within this world.

The assertions, the claims that the writer wants to make, are depicted in this world, and the writer tries to get the audience, the reader, to see what is depicted by positioning the reader so that he or she can see what the writer sees.

The writer wants to reveal some truth about the world, and their goal is to get the reader to see this truth, through a conversational dialogue about the world that the writer has created, but that is imaginatively accessible to both of them.

Classic style aims at the presentation of an objective, disinterested truth about the world — a truth that can be confirmed by anyone with a suitable background and position to see it.

4.3.2 Romantic style

where prose is viewed as a MIRROR to the SELF, not a WINDOW to a world beyond the self.

4.3.3 Reflexive style

where the author wants to draw the reader's attention to the act of writing itself, and to the challenges the writer faces.

4.3.4 Practical style

Classic and practical style have a common interest in clarity and directness in writing, but they value this for different reasons.

In practical style, clarity is a virtue because its primary goal is to be easily understood by the reader, so that it can help the reader with whatever practical problem they're facing.

4.4 Tips

<https://philosophicaldisquisitions.blogspot.com/2014/09/steven-pinkers-guide-to-classic-style.html>

4.5 Writing scripts

4.5.1 Format

Part III

(Neuro)Psychology

Autism: inability to abstract. Kitchen with chair moved is different kitchen.
Church not just pentagon with spire and cross, but a specific building.

Chapter 1

Personality

Helps to appreciate how different we can be, even if wrong.

“Big Five” personality traits: openness to experience, conscientiousness, extraversion, agreeableness and neuroticism

Chapter 2

Intelligence

fixed / fluid

Chapter 3

Teaching and learning

3.1 Domains

Procedural knowledge ; declarative knowledge

3.1.1 Cognitive

3.1.2 Psychomotor

3.1.2.1 Motor coordination

3.1.3 Affective

3.2 Types

3.3 Techniques

Pomodoro

3.4 Transfer

3.5 Factors affecting learning

3.5.1 External factors

1. Heredity
2. Status of student
3. Physical environment

3.5.2 Internal factors

1. Goals or purposes
2. Motivational behaviour
3. Interest
4. Attention
5. Drill or practice
6. Fatigue
7. Aptitude
8. Attitude
9. Emotional conditions
10. Speed, accuracy and retention
11. Learning activities
12. Testing
13. Guidance

3.6 Tips

Testing, spacing, inter-leaving (https://www.youtube.com/watch?v=Y_B6VADhY84)

Chapter 4

Problem solving

From “Bulletproof problem solving”:

- first define problems correctly;
- breaking problems down into smaller parts + logic trees
- prioritisation of solutions should be done by weighing the two factors:
 - scale of impact
 - your ability to influence outcomes
- egalitarian work processes can help a team beat individual biases;
- there is lots of useful data in the real world if you can take the time to look.

Part IV

Body language and non-literal communication

Chapter 1

Flirting

1.1 HOT APE

Part V

Negotiation and persuasion

Chapter 1

How people make decisions

show how you add value

1.1 Personal (dis)liking

If people like you, they will go out of their way.

People do not need to like you; they need to think they know what motivates you.

Chapter 2

Debating

Very many arguments are arguments from authority. - Trusted authorities are a useful heuristic for what to believe - Epistemological interdependence

Chapter 3

Call to action

Chapter 4

Attention

Chapter 5

Leverage

People like fairness! Handing out Mars bars (Brian Brushwood).

Part VI

Information mapping

Chapter 1

Information design

1.1 Olog

Chapter 2

Visualisation

2.1 Visual clarity

2.2 Data visualisation

2.3 Visualisation of processes

Part VII

Communicating to self: life improvements

Chapter 1

The value of lists

1.1 Types of lists

1.1.1 Things learned

1.1.2 Things to learn

1.1.3 Media to consume

1.1.4 Media consumed

1.1.5 Diary

Keep a diary

1.1.6 Contacts

Chapter 2

Routines

Flow triggers:

- Risk
- Novelty
- Complexity
- Unpredictability
- Pattern recognition

Ways to implement:

- Start by editing previous work (pattern recognition)
- Go somewhere new to work.

Easier and better to take things away than adding things (like going to the gym). Themes per year. Year of less. Cfr. CGP Grey. No Fail states. Fades into background, gets incorporated into thinking. Openended. Meaning can change. Important to change trend, not individual decision.

Chapter 3

What to do

Proactive serendipity

a little at a time: We think willpower is more finite than it is
apparently meditation is quite good

Chapter 4

Productivity

batching

Appendix A

Tools

Appendix B

Bibliography

https://en.wikipedia.org/wiki/Information_mapping
Visual Display of Quantitative Information