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# Unit 9: monopoly in the tech industry

## Introduction

By the end of unit 9 you can:

* Write an engaging and efficient introduction (various professional contexts)
* Come up with an enticing hook to capture your audience’s interest both when giving a presentation & writing a text
* Refer correctly to common types of sources both in-text (narrative & parenthetical) and in a list of references
* Explain the concepts of brand value, monopoly, oligopoly & net neutrality
* Explain why big tech giants can be said to be monopolies, why this is problematic & why current antitrust laws make it hard to curb their power
* Argue why you do or do not think big tech companies can jeopardize democracy
* Use relative pronouns

## Tech giants

Most valuable brands worldwide in 2024:

* Apple
* Microsoft
* Google
* Amazon …

How would this tech domination by such a small number of companies effect each other?

* Killer acquisitions
* Copy competitors
* They can charge higher fees
* Force competitors into unfavourable contracts

## Skills lab (writing an introduction):

Afbeelding met tekst, schermopname, Lettertype, nummer

Automatisch gegenereerde beschrijving

* Hooks:
* These statement:
* Outline:

Structure:

* General statement: introduces the general topic/provides some background information
* Specific statement: the main topic/information based on this topic
* Thesis statement: what are the key topics of your argument? This is the question you are trying to solve throughout the paper
* Outline: the general structure of a paper

Afbeelding met tekst, schermopname, lijn, Lettertype

Automatisch gegenereerde beschrijving

Language - register:

* **Complex sentence structures** 
  + **Not**: in 2014, the chinese hacked a private us firm**.** This impacted china’s economy**.** It benefited their domestic firms**.**
  + 🡺 in 2014, a private us firm was hacked by the chinese, **which** heavily impacted china’s economy **due to** the beneficial outcome for the domestic firms.
* **No use of contractions** 
  + **Not**: when considering cyberattacks, **it’s** difficult not to be concerned.
  + 🡺 when considering cyberattacks, **it is** difficult not to be concerned.
* **No use of colloquialisms** 
  + **Not**: the us were totally not expecting the foreign attack and **flipped out**.
  + 🡺 the foreign attack **blindsided** the us which led them to lose their composure
* **Focus on vocabulary choice** 
  + **Not**: the research assistant **checked out** the incident and got back to him the **next** day.
  + 🡺 the research assistant **investigated** the incident and reported to him the **following** day.
* **Use discipline-specific vocabulary** 
  + **Not**: organizations have to think of and use creative solutions to get the talent they need, **so they know how to solve cyber threats.**
  + 🡺 organizations must identify and implement creative solutions to effectively obtain the necessary talent **to ensure they can deal with today’s ever-evolving cyber threats**

Language – sentence:

* **Level simple:**
  + Sentence 1 or more subject - 1 or more verbs - independent clause - 1 idea
    - “windows is an operating system.”
* **Complex sentence:**
  + 2 or more subjects - 2 or more verbs - 1 independent clause + 1 dependent clause - subordinating conjunction **(after, before, since, because…)** 
    - “windows is an operating system, **because** it’s low-level software that supports a computer’s basic functions.”
* **Compound sentence:**
  + 2 or more subjects - 2 or more verbs - 2 independent clauses -coordinating conjunction **(and, but, or, so)** 
    - “windows is an operating system **and** it is created by microsoft.”

Standard phrases:

* **Highlighting the importance of the topic** 
  + In recent years, there has been an increasing interest in …
  + The last decade has seen a growing trend towards …
  + Recent developments in the field of … have led to a renewed interest in …
* **Referring to previous work** 
  + Recent evidence suggests that…
  + Data from several studies suggest that …
  + Previous research has established that …
* **Stating the focus, aim or argument of a short paper** 
  + In this paper, i argue that …
  + This paper attempts to show that …
  + The central thesis of this paper is that …
  + The purpose of this paper is …
* **Describing what methods were being used** 
  + The methodological approach taken in this study is a mixed methodology based on …
  + A combination of quantitative and qualitative approaches was used in the data analysis.
* **Highlighting the structure** 
  + The first section of this paper will focus on
  + The paper has been organized in the following way …
  + The paper first gives an overview of…

## Plagiarism

Why should you use plagiarism?

* Using **texts** without reference to the sources, even if they have been changed slightly.
* Using the **structure** of a work, without reference to the source
* Using **ideas** or reasoning by others; without reference to the source
  + Always with the intention of passing these as one’s own creations
* **Profuse use** of someone else’s text, even with proper reference to the source
* **Not clearly indicating a quote** when citing by means of e.g. Quotation marks or indentation (even with proper referencing).

Plagiarism from internet sources:

Geeks for geeks. (n.d.). The new developers. Retrieved from www.geeksforgeeks.com consulted on 10 aug 2021.



## Presentation skills

Hooks:

* Are you aware that when you visit a site online there could be dozens of third-party trackers behind the scenes tracking your every move?
* She installed a program on firefox that lets you know how many trackers are following you and after having opened three websites, already 157 third-party trackers were following her and they didn’t have her permission.
* The growth of the internet is unfathomable: a stunning 400 hours plus content is uploaded every 1 minute and everyone is competing for that space

Tips:

* Announce that you’re about to start
* Greet the audience
* Introduce yourself/mention your expertise
* Topic statement
* Outlining
* Referring to the time limit and inviting questions

# Unit 10: cybersecurity

## Introduction

* Write an engaging and efficient body (various professional contexts)
* Write well-structured paragraphs including all elements needed
* Use academic english when writing a paper
* Give a well-structured and clear presentation using signposting and emphasis when needed
* Explain the concepts of gdpr, cybersecurity, white hat/black hat hackers, deep web, surface web, dark web and data breaches
* Use conjuctions, prepositions and relative clauses

## Orwellian society

Wat is gdpr en what does it entail?

General data protection regulation : the consumer has the right to be forgotten (the government does things). They have more control over their personal data.

What is cybersecurity?

Measures to protect a person, organisation or country and their computer information against crime or attacks carried out using the internet.

## Writing the body

Formal and objective tone:

* **No use of contractions** 
  + Not: when considering cyberattacks, it’s difficult not to be concerned.
  + 🡺 when considering cyberattacks, it is difficult not to be concerned.
* **No use of colloquialisms** 
  + Not: the us were totally not expecting the foreign attack and flipped out.
  + 🡺 the foreign attack blindsided the us which led them to lose their composure.

Clear and precise language:

* **Focus on vocabulary choice** 
  + Not: the research assistant checked out the incident and got back to him the next day.
  + 🡺 the research assistant investigated the incident and reported to him the following day.
* **Use discipline-specific vocabulary** 
  + Not: organizations have to think of and use creative solutions to get the talent they need, so they know how to solve cyber threats.
  + 🡺 organizations must identify and implement creative solutions to effectively obtain the necessary talent to ensure they can deal with today’s ever-evolving cyber threats

Use of evidence and citations:

* Not: in 2014, a private us firm was hacked by the chinese, which heavily impacted china’s economy due to the beneficial outcome for the domestic firms.
* 🡺 in 2014, a private us firm was hacked by the chinese, which heavily impacted china’s economy due to the beneficial outcome for the domestic firms. (wang, 2014)

Be objective - no personal language use in academic writing:

* Not: i think more research needs to be done on machine learning and its impact on jobs.
* 🡺 more research needs to be done on machine learning and its impact on jobs in order to find out what can be improved.

Cohesion and transitions complex sentence structures

* Not: in 2014, the chinese hacked a private us firm. This impacted china’s economy. It benefited their domestic firms.
* 🡺 in 2014, a private us firm was hacked by the chinese, which heavily impacted china’s economy due to the beneficial outcome for the domestic firms.

Credibility and reliability:

Not: in 2014, the chinese hacked a private us firm. This impacted china’s economy. It benefited their domestic firms. (wikipedia, 2014)

Writing a paragraph:

* Topic sentence
* Supporting sentences
* Concluding sentence
* Every paragraph should center around one main idea

Sorts of sentences in a paragraph:

Afbeelding met tekst, schermopname, Lettertype, nummer

Automatisch gegenereerde beschrijving

Collocations:

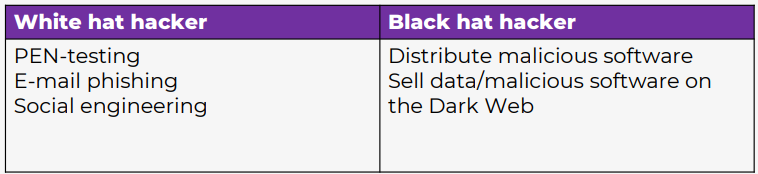
A **collocation is two or more words that often go together**. These combinations just sound "right" to native english speakers, who use them all the time.

Afbeelding met tekst, schermopname, Lettertype, nummer

Automatisch gegenereerde beschrijving

## Advanced hacking

Difference between a white hat hacker and black hat hacker:



## Presentation skills

Body presentation checklist:

* Structure is key
  + Clarity and simplicity
  + Logical flow
* Supporting evidence
* Visual aids
* Storytelling
* Timing and pace
* Transitions

Body: main points checklist

* Briefly repeat your topic
* Expand on your objectives
* Signal the beginning and end of each part of the body = signposting
* Talk about your topic
* Stress the main points
* Outline the main ideas in bullet-point | form – good headnotes

Body: emphasis:

* Using a verb
  + I’d like to **highlight** …
  + I’d like to **stress** …
  + I’d like to **emphasize** …
  + I’d like to **draw your attention** to …
* Rhetorical questions
  + So, how much do you think that will cost us?
  + Why do i mention that there?
* Adverb + adjective construction
  + We are **completely wrong** in assuming that we
  + This graph right here is **extremely important**.

Body: signposting:

* **Saying what is coming** 
  + Now, i’d like to move on to my next point…
  + Let me give you a brief overview
  + In this part, i’m going to focus on …
* **Moving on to the next point** 
  + This leads directly to the next part of my talk.
  + Let’s now turn to the next issue.
  + I would now like to focus on…
* **Indicating the end of a section** 
  + We have now reached the end of this particular section
  + So that’s the first part of this presentation
  + This brings me to the end of my first part

Body: signposting

* **Referring back** 
  + As i said before
  + As i have mentioned
  + As i said earlier
  + Let’s revisit that part of the presentation
  + Let me now come back to what i’ve said before
* **Summarizing a point** 
  + Let me provide a brief summary
  + I’d like to sum up the main points
* **Adding** **ideas**
  + Moreover, …
  + Furthermore
  + In addition to
  + Apart from
  + Additionally

# Unit 11: supercomputers

## Introduction

* Write an effective conclusion, summarizing the main points and providing a final comment
* Wrap up a presentation maximizing the impact of your main message
* Explain the concepts of supercomputers, quantum computing and nisq
* Discuss the 2 phenomena typical of quantum computing and relate this to how quantum computers are different from regular computers
* Use –ing and to-infinitives correctly

## History of supercomputers:

What is a supercomputer?

A extremely fast computer

What is the history of supercomputers?

* 1964 cdc 6600
* 1972 – 1989 cray research
* 1976 cray.1
* 1987 distributed controls
* 1996 ibm deepblue
* 2008 roadrunner
* 2018 cnbc

## Writing a conclusion

Afbeelding met tekst, schermopname, Lettertype, nummer

Automatisch gegenereerde beschrijving

Conclusions serve two main purposes:

* To summarize
  + Refer to the thesis statement (see introduction)
  + Repeat the main findings in your text
  + Emphasize the broader significance of your work
  + Complements the introduction
* To give a final comment
  + This can also include recommendations
  + This can also include speculation of future directions
* Never include new information in a conclusion

Rules:

* **Restating the aims of your presentation** 
  + This study set out …
  + The aim of this paper was to …
  + The purpose of the current study was to …
  + The main goal of the current study was to …
* **Summarizing main research findings** 
  + This study has shown that …
  + Let’s take a look at the key findings …
  + The results of this research show that …
  + The most obvious finding to emerge from this study is that …
* **Suggesting implications for the field of knowledge** 
  + The results of this study indicate that …
  + The findings of this research provide insights for …
  + These findings have significant implications for the understanding of how …
* **Expanding on the significance of the findings** 
  + This study provided a deeper insight into …
  + This approach will prove useful in expanding our understanding of how …
  + These findings contribute in several ways to our understanding of x and provide a basis for …
* **Optional: making recommendations** 
  + Further work needs to be done to establish whether …
  + Further research is required to …
  + More information on … would help us to establish a greater degree of accuracy on this matter

## Quantum computing

Extra information:

* Quantum computers are too powerful for simple tasks.
* It takes a few seconds for ai to learn huge amounts of information via quantum computers.
* Deep blue calculated 200 million potential moves per second in its 1997 chess match against garry kasparov.

How are quantum computers different to normal computers?

They use qubits, they can be both 0 and 1 at the same time.

How do qubits behave?

* Superposition: the qubits could be in any proportion of the same state at the same time.
* Entanglement: a close connection, which makes each of the qubits and rest to each other instantaneously.

## Presentation skills

Afbeelding met tekst, schermopname, Lettertype, nummer

Automatisch gegenereerde beschrijving

Presentation skills – conclusion:

* **Signal that you have reached the end of your presentation** 
  + That brings me to the end of my presentation
* **Summarize the key points** 
  + To sum up/to summarize/to recap/…
* **Highlight one important point (expand on its significance)**
* Make your final statement by using a **question**
  + Consider this: why wait until the competition uses it if we have the information available?
* By using a **quotation**
  + To quote bill gates: success is a lousy teacher. It seduces smart people into thinking they can’t lose.
* Calling the audience to **action**
  + How we are going to implement this is up to you.
* **Thank the audience** 
  + Thank you for your attention.
* **Invite questions**

# Unit 12: cryptocurrencies

## Introduction

* Write an argumentative essay in which you support your argument with evidence
* Forumate a good statement
* Create good visuals for a presentation
* Deliver a strong presentation
* Explain the concepts of money, the blockchain and mining
* Explain the difference between digtal currency and cryptocurrency (incl. Examples)
* Explain the difference between cryptocurrencies and nfts
* Explain what fiat money is
* Discuss some of the positive and negative aspects of cryptocurrencies

## Money for nothing

Afbeelding met tekst, schermopname, diagram, ontwerp

Automatisch gegenereerde beschrijvingWhat is the blockchain?

It’s a public ledger in which transactions are recorded.

What is fiat money?

Money that is made valuable by government degree

What is cryptocurrency?

Currency held as a record on a blockchain database

What is mining?

Mining = record-keeping service miners **keep the blockchain consistent, complete & unalterable** by repeatedly verifying and collecting newly broadcast transactions into a new group of transactions called a block.

## Presentation skills

Hooks:

Afbeelding met tekst, schermopname, Lettertype

Automatisch gegenereerde beschrijving

Slides:

* Do’s:
  + Does the slide really show what you’re saying?
  + Make sure the audience can read the slide (font, colors, …)
  + Use effective headlines
  + Keep the design simple (but not too simple)
  + Reduce your text to a minimum (make sure the bullet points make sense)
    - Rule of 7

Fact versus opinion:

Afbeelding met tekst, schermopname, Lettertype, lijn

Automatisch gegenereerde beschrijving

## Nfts

What are they?

Stands for non-fungible tokens; they are unique and cannot be replaced by something else

What is fungibility?

The ability of an asset to be exchanged or substituted with similar assets of the same value

Are the nfts worth the value assigned to them?

* The scarcer it is, the more unique it becomes
* The encryption makes it scarce

## Argumentative essay

What is it?

* Combines persuasive arguments with evidence to back up claims. The main aim of the essay is to convince the reader to agree with the argument being made.
* It presents a logical, reasoned argument in response to a specific question.

Afbeelding met tekst, schermopname, Lettertype, nummer

Automatisch gegenereerde beschrijvingStructure:

Combines persuasive arguments with evidence to back up your position about a given statement/question. The main aim of the essay is to convince the reader to agree with the argument being made = presents a logical, reasoned argument in response to a specific question/thesis.

Argumentative essay - introduction:

* Includes **thesis statement + your position**: what do you want to convince the reader of? (= usually final sentence in introduction paragraph)
* Outline main argument, introduce aspects you will discuss
* A good statement:
  + Is controversial
  + Is formulated affirmatively
  + Is unambiguous
  + Does not contain an argument
  + Is short and to-the-point
* Are you critically **evaluating** something?
* Are you **comparing** and contrasting?
* Are you looking at a particular **case** study?
* Are you evaluating the **usefulness** of something?

How to write an introduction:

* General statement: introduces the general topic/provides some background information
* Specific statement: the main topic/information based on this topic
* Thesis statement: what are the key topics of your argument? This is the question you are trying to solve throughout the paper
* **Hooks in writing** 
  + Rhetorical question
    - How many schools already use ai in their courses?
  + Interesting fact
    - 70% of teachers have said they implemented ai in their classes
  + Interesting example
    - Students were asked to let both chatgpt and google bard write one paragraph on ‘the importance of ai in education’. The paragraphs generated by google bard were clearly better written than those generated by chatgpt.
  + Quotation
* **Standard phrases** 
  + Highlighting the **importance of the topic**
    - In recent years, there has been an increasing interest in …
    - The last decade has seen a growing trend towards …
    - Recent developments in the field of … have led to a renewed interest in …
  + **Referring to previous work** 
    - Recent evidence suggests that…
    - Data from several studies suggest that …
    - Previous research has established that …

Argumentative essay: intro:

* Includes thesis statement + your position: what do you want to convince the reader of? (= usually final sentence in introduction paragraph)
* Outline main argument, introduce aspects you will discuss

Afbeelding met tekst, schermopname, Lettertype, nummer

Automatisch gegenereerde beschrijving

Argumentative essay: body

* Support your position with arguments based on evidence. Include references! (apa)
* 1 argument per paragraph 🡺 topic sentence
* Explain why evidence supports the thesis statement.
  + Do your research! Make sure the sources are credible and accurate. (do the craap-test!)
  + Include your references:
    - Reference list at end
    - References in text

Afbeelding met tekst, schermopname, Lettertype, lijn

Automatisch gegenereerde beschrijving

Afbeelding met tekst, schermopname, Lettertype

Automatisch gegenereerde beschrijving

Afbeelding met tekst, diagram, Lettertype, Graphics

Automatisch gegenereerde beschrijvingCraap test:

* **Currency** (timeliness of the information: when?)
* **Relevance** (importance of the information for your needs, intended audience?)
* **Authority** (source of the information: author/publisher/sponsor, credentials, qualifications, url?)
* **Accuracy** (reliability, truthfulness and correctness of the content: can content be verified?)
* **Purpose** (reason the information exists, intentions/purposes made clear? Propaganda, fact, opinion? Objective & impartial? Political, cultural,… biases?)

Argumentative essay: conclusion:

* Summary of arguments, chance to reiterate core arguments.
* Synthesize information. Do not add new info.

Afbeelding met tekst, schermopname, Lettertype, informatie

Automatisch gegenereerde beschrijving

Writing a conclusion:

* **Conclusions serve two main purposes:** 
  + To summarize
    - Refer to the thesis statement (see introduction)
    - Repeat the main arguments in your text
  + To give a final comment
    - This can also include recommendations
    - This can also include speculation of future directions
* **Never include new information in a conclusion**
* **Restating the aims of your presentation** 
  + This study set out …
  + The aim of this paper was to …
  + The purpose of the current study was to …
  + The main goal of the current study was to …
* **Summarizing main research findings** 
  + This study has shown that …
  + Let’s take a look at the key findings …
  + The results of this research show that …
  + The most obvious finding to emerge from this study is that …
* **Suggesting implications for the field of knowledge** 
  + The results of this study indicate that …
  + The findings of this research provide insights for …
  + These findings have significant implications for the understanding of how …
* **Expanding on the significance of the findings**
  + This study provided a deeper insight into …
  + This approach will prove useful in expanding our understanding of how …
  + These findings contribute in several ways to our understanding of x and provide a basis for …
* **Optional: making recommendations** 
  + Further work needs to be done to establish whether …
  + Further research is required to …
  + More information on … would help us to establish a greater degree of accuracy on this matter

Argumentative essay – style:

* Avoid personal language use ‘i’
* Avoid contractions: aren’t – **are not**
* Avoid colloquialisms: that was totally awesome
* Avoid clichés (things that are obvious): nowadays, more and more people use the internet,…
* Use topic sentences and transitions
* Use academic vocabulary
* Proofread!
* Objective vocabulary
  + You are referring to evidence and facts; be cautious with opinions and feelings. E.g.:
    - The increasing dependence on loans as part of the financial aid package endangers the future success of today's students.
    - According to a 2013 new york times article, 60 percent of students graduating from college in 2011-2012 left school with debt; the average amount of debt per student was $26,500.
  + Which sentence is more objective? Why?

Afbeelding met tekst, schermopname, Lettertype, nummer

Automatisch gegenereerde beschrijving

# Unit 7: ethics in it

## Introduction

* **Writing** 
  + Write an abstract in the appropriate style, including the following components:
    - Lead-in
    - Research question/problem
    - Methodology
    - Major findings/results
    - Brief summary of your conclusion
* **Speaking** 
  + Present a convincing pitch with a good hook and clear value proposition
* **Content** 
  + Reflect critically on moral dilemmas within it
  + Describe the role of a software developer when something in the program goes awry.
  + Name principles of delivering clean code and good software • explain the trolley problem
  + Interpret the moral compass and discuss cultural differences and similarities

## Ethics in a nutshell

What are ethics?

A study of what is morally right and wrong, or a set of beliefs about what is morally right or wrong

What is it not?

Finding definitive answers about what is right and wrong, good or bad

Why does it matter?

* Standards of right & wrong: groups & identity of individual members of groups
* Mutual respect & trust
* Rational’ for a self-interested person to be moral: reciprocating moral behaviour of others

What might be ethical issues in the tech industry?

* Deepfakes
* Fake news
* Filming
* Photos without permission
* Piracy …

What is the collingridge dilemma?

* Information problem: inputs of technology cannot be easily predicted when it’s not mady by adapted
* Power problem: control is difficult once technology has become entrenched

## Afbeelding met tekst, schermopname, diagram, software Automatisch gegenereerde beschrijvingEthics & ai

Levels of ai-based systems in cars:

* Level 1: driver assistance
  + Crouse control, adaptive cruise control, speak recognition
* Level 2: partial automation
  + Adas (advanced driver assistance systems)
* Level 3: conditional automation
  + It can drive autonomously under certain conditions but still need to pay attention
* Level 4: high automation
  + Can operate in self-driving mode -> humans can still override it
* Level 5: full automation
  + No human input needed

## Skills lab

Pitch:

* A pitch is very small ‘speech’ with nothing but verbal communication that can also be called an elevator pitch because the duration is very small.
* This has a couple of important components you need to fulfil:
  + State the problem.
    - What
  + Present your solution.
    - What
  + Explain why people should trust you.
    - Who
  + Describe your value proposition. (an innovation, service, or feature intended to make a company or product attractive to customers)
    - What
  + Offer a cta (call to action)
    - Why & how

Two types of pitches:

* Deliberate style
  + Some presenters are very much there. No way of escaping: they speak loudly and clearly; definitely not too fast. As they take centre stage, they fix eyes with people and stand up straight with hands confidently gesturing. You definitely hear them, but 5 minutes of this will make you run for the door. Good choice?
* Relaxed style
  + Some speakers talk to you as if they’re in a bar. Leaning rather than standing, they’re more likely to have their hands in their pockets and stroll along the stage than to keep constant eye contact. They chat with you, using faster, more natural intonation. This is pleasant for the anecdotes but it’s hard to tell what the main point is. Good choice?

Top-down vs bottom-up:

* Top-down
  + You give the main message from the get-go
  + Your supporting elements can either be top-downs or bottomups
* Bottom-up
  + You give away information bit by bit to end with a mini-crescendo
  + You tell a story to hook your audience. Story-telling techniques need to be used (relaxed style)

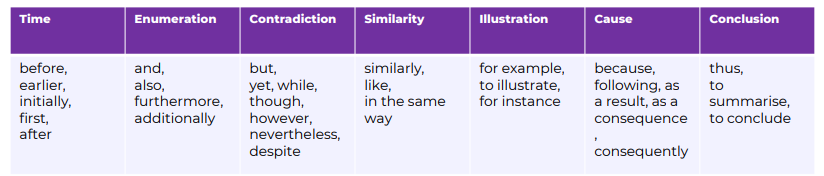
Hooks:

* Simple technique to grab your audience’s attention:
  + Contrarian approach
    - You know how you’re always given the advice to buy low and sell high? **It’s wrong.**
  + Soundbite/catchy phrase or fitting quote
    - Culture eats strategy for breakfast
  + Visualization (e.g. A graph, an image)
  + Rhetorical question
    - What, who, why …
  + Startling/surprising fact
  + An example
  + Imagine

Abstract:

* Summary of a paper or thesis
* Contains key information & main takeaways
* Pithy & concise
* An abstract has a couple of components (imrad
  + **Retorical Question**
    - What is the paper/work about?
    - Why did the author/you write about it?
    - Present simple
    - Present perfect
    - Past simple
  + **Method**
    - How did you conduct the research?
    - Past simple
  + **Results**
    - What are the results?
    - What does your research show?
    - Present simple
  + **Discussion/Recommendations**
    - What do your results mean?
    - How are the results relevant?
    - Present simple

Cohesions:



Good practices:

* Keep it short yet impactful!
  + Jot down the answers using keywords.
  + Keep your sentences to the point (no superfluous words). Each sentence should communicate one main point.
  + Limit yourself to the main/central question and the corresponding answers (results, conclusions)
  + NEVER add new information!
* Present your research concisely yet in full.
* Make sure the text can be read on its own.
* Make sure the text is understandable.

What not do:

* References to your text
* Abbreviations
* Technical terms

Language of the abstract:

* Objective
* Neutral
* Non-colloquial (i.e. Not everyday language but formal).

Mistakes:

* Don’t use I, write in third person not in first of second
  + I asked … => IT students were asked …
* Use of subjective expressions: non-objective phrases and words, opinions, emotionally laden words e.g. User friendly, good, affordable, easy, …
* Verb tenses: when to use which tense?

# Unit 8 – censorship

## Introduction

* Give a convincing elevator pitch for a given vacancy
* Write an effective cover letter for a given vacancy, using the correct template and including content that is made to measure
* Define internet censorship, name some of the forms it can take, and discuss how it can be achieved as well as combatted
* Explain The Great Firewall and the concept of domestic internet
* Provide a critical opinion about the need for censorship in digital times
* Explain content moderation in detail

## The great firewall

Define censorship:

The act of removing and/or blocking access to content or information by a greater power, such as the government

Why create domestic internet?

More control over what people see, also limit what people see by blocking foreign web services/websites.

## Content moderators

What is a cover letter?

* Motivation letter, motivational letter, covering letter
* Submitted with a job application outlining the applicant’s skills, experience and interest in the open position

What to highlight:

* Motivation (to join company)
* Career objectives (it’s a career, not just a job - what do you want to achieve?)
* Professional achievements

Cover letter content:

Afbeelding met tekst, schermopname, Lettertype, nummer

Automatisch gegenereerde beschrijving

“So, tell me something more about yourself.”:

* **Pitch:** 
  + Short presentation about yourself in which you emphasize yourself, your skills and your compentences to persuade someone, to sell yourself in a convincing manner
* **Match:** 
  + The cover letter highlights the match between you and the company (culture) and the role/position you’re applying for; you emphasize those facts that illustrate this match, giveconcrete examples
* **Expands on cv / resume:**
  + ≠ repeat of your cv, highlight the most relevant information for the position, explain gaps, add additional information, give examples

Cover letter - Structure:

* Why you’re writing
* What you have to offer: skills, qualifications, expertise. ◊ soft skills Tailor your CV to the vacancy and give concrete examples!

Cover letter - Salutation:

* Find and greet the right contact!
  + Dear,
  + Dear Sir or Madam
  + Dear prospective employer
* If possible, address correspondance to a real person! Find out the contact name by:
  + Reading the job listing carefully
  + Scouring the company website
  + Checking socials
* Mr, Ms = British English ; Mr. Ms. = American English
  + If you don’t know the gender of the person you’re contacting, use Dear [First Name] [Last Name]. If you happen to know that the person holds a phd, use Dear Dr. [Last Name].
* Cannot find the name? Use a generic greeting.
  + Dear Hiring Manager
  + To Whom It May Concern

Cover letter – body:

* 1st paragraph: introduction
  + Open with a strong hook
* 2nd, 3rd, … paragraphs: skills and examples
  + Show what you have to offer
  + Match requirements of vacancy to your skills - do not forget soft skills!
  + Support with evidence: examples, concrete situations, key accomplishments
  + Show that you know something about the company culture
  + Use several shorter paragraphs match, keywords, soft skills, concrete examples!
  + Turn “here’s why I want to work for you” into “here’s why YOU want me to work for you!
* Final paragraph: strong closing
  + Thank the employer for considering you for the position.
  + Invite yourself to a job interview

Cover letter complimentary close:

* Kind regards
* Yours faithfully
* Yours sincerely,

Cover letter – style:

* Use positive phrases
  + Avoid: ‘I think/I believe’ (don’t be apologetic)
  + Avoid: ‘I’m not that bad at’
* Avoid repetition
* Use linking words (coherence)

Cover letter – linking words:

Afbeelding met tekst, schermopname, Lettertype, nummer

Automatisch gegenereerde beschrijving

Cover letter – grammar:

* Verb tenses are consistent within sentences and paragraphs
* Do not use contracted forms
* Use the appropriate prepositions

Cover letter vocabulary:

* Word choice is specific
* Language is idiomatic
  + I wish to apply for the post of full stack developer which I found on your website.
  + I would welcome the opportunity to discuss my application with you and look forward to hearing from you.
  + Thank you for taking the time to consider my application. I am available for an interview at your earliest convenience.

Afbeelding met tekst, schermopname, Lettertype, ontwerp

Automatisch gegenereerde beschrijving