Introducerea tb sa aiba amprenta ta, sa te reprezinte (subiectul, sa te pasioneze), sa aiba energie, sa fie vie, dinamica.

The Introduction cannot be just empty structure. You must add substance, catchy, interesting content.

We discussed in the seminar that a good Intro must be structured on the one hand and catchy, attention-grabbing, interesting and alive, on the other.

And you must show why the topic is relevant -- to the audience, to our days, to a specific field (tech, engineering, military etc.) to our country, to our world.

You need to grab the audience’s attention

**A rhetorical question** e.g. (for the topic of ‘Teleportation’)

"After a long week at work, who wouldn’t want to push a button that will send you straight to your sofa with the remote control in arm’s reach?"

**A reference to “the here and now”** (today’s technological age, technological century),

**A quotation**

**Say what inspired the choice of this topic -** What made you choose the topic

For instance in my PhD paper (The American Cinematic Culture: Consumerism, Social Control, and Individual Freedoms), **the choice of the topic started indeed from the observation that the modern world turns more and more into a spectacle** and that in the U.S. no corner of society escapes the ‘cinematic gaze’ etc. etc. and how this spectacle and entertainment and consumerism are used to control the people – in a ‘soft’, subtle and insidious way etc

**Show why it is relevant** to the audience / to our world, to the engineering / military community

**A famous name (of a movie star, of a film / documentary / cartoon / video game etc.)**

**A visual on the first slide (when you present orally)**

Vezi exemplele de Introduceri de pe grup (ale unor studenti real 🙂) si fisierele, e.g ‘Presentations Emmerson’

In legatura cu Introducerea, aveti acolo exemple, niste directii care, voi fiind la inceput, sa va orienteze, sa va ajute sa faceti o **introducere clara, structurata** si in acelasi timp **atragatoare, vie, catchy, engaging.**

Dar atentie! Da, fiti atenti la forma (First, I’ll talk about, ... Second I’ll enlarge upon ... etc) pt ca intr-adevar va structureaza Introducerea.

Dar f imp, nu uitati de continut. Nu aruncati continut la nimereala doar ca sa umpleti forma aceea.

Pt ca intai, pe primul plan este continutul, sa fie clar, logic, coerent, sa aiba un fir, o directie, sa se vada ca se indreapta catre ceva (ca tot vorbeam de poveste), ca voua va este clar ce scrieti acolo (nu e doar copy-paste).

You need to make a point – care bineinteles va fi mai evident in prezentarea mare (din sem II).

See the 6 steps (greet the audience, Introduce Yourself, Set the theme, Provide the outline, Duration, Questions), among which **the topic** and **the outline** are very imp.

Also use some tips to get the audience’s interest (because the above structure only, might be boring – or might not) – rhetorical questions, Reference to the ‘here and now’, background, Relevance/Importance of the topic etc.

We discussed a lot about this, I told you at the seminars, we did some exercises that led to Introductions or compared Introductions, remember the video, see the attachments about Presentations (and ex of Introductions).

Of course, the most important is **to decide on the topic that represents you**, to find **an interesting and intriguing title** (I want the title, too, of course) and think how you can introduce your subject in the most attractive and interesting way and think what would get the audience interested, speak about the relevance of the topic for the audience.

See my list of suggestions, at least for inspiration. The topic should be your choice, in the fields mentioned there. Conceptualize your ideas and make it professional / academic.

Read a lot – to help you decide on the topic, to find a relevant title, to structure the presentation in the 3 parts that make your outline.

Examples:

Reference to the ‘here and now’

As globalization reshapes the international economic landscape and technological change creates greater uncertainty in the world economy, entrepreneurship is believed to offer ways to help to meet new economic, social and environmental challenges. Entrepreneurship has gained additional attention in the current economic crisis, as it is widely viewed as a key aspect of economic dynamism.

My purpose today is to analyze and discuss the impact of entrepreneurial education among young people. My presentation will be structured in 3 parts. First, …… Then ….. And finally, ….. .

Rhetorical question

When was the last time that you spent a day without coming into contact with a computer-related device? … For students, the computer has become an integral part of their life. Every high school student must have a wireless laptop as part of their school supplies because it is cost effective (1), provides valuable career training (2), and is highly motivating (3) for today’s multi-sensory visually-oriented student.

Cultural/Social/Political/Economic background

See also the Topic Suggestions file.

It has to be something you are passionate about, something you like to read and talk about, maybe smth you liked in documentaries (tech, science, military operations etc)

Aveti grija deci la relevanta si structura. Stiu ca e greu, ca sa punctezi relevanta sau sa faci structura sau sa scrii 3 fraze din astea esentiale in Introducere iti poate lua cateva ore.

Oricum pe-astea le scrieti si dupa ce cititi mai mult (pe tema despre care oricum stiti deja destul, dc va place, ati mai cercetat ceva si inainte 🙂)

**Teme:**

Computers, programming, artificial intelligence, robots and all kinds of applications – in industria auto, in constructii (chiar ma intreba cineva ceva de drunuri-poduri; dc are de-a face si cu programare, design computerizat, senzori etc merge), in aviatie, medicina, in the military, of course, sunt o multime de aplicatii

**Cyberpsychology**

**The Cyber Effect. Psihologia comportamentului uman în mediul online**

**Puteti sa va inspirati si din serialul TV de pe CBS "CSI: Cyber"**

**Social Media -- Mass Destruction Weapon?**

**Deep Web / Dark Web**

**Surface Web**

Puteti cauta teme si in cartea de engleza de specialitate postata pe Grup – “Esteras.”

De asemenea, din ce invatati voi la alte materii de specialitate.

Dar abordarea sa fie culturala-sociala (adica sa ajunga la oameni, la cum le influenteaza viata etc), cu un limbaj clar, simplu, ‘pe inteles’ 😉

Si sa fie si interdisciplinara – cultural-social-arta-democratie-politica etc (nu neaparat toate odata.

Adica de ex, internetul conduce la democratizarea consumului – si oamenii cu posibilitati financiare mai mici au acces etc

Si sa implice imaginatie, creativitate si sensibilitate.

Adica nu ceva foarte tehnicizat si atat, si nici un limbaj obscur, greu de inteles (am vazut la unii prezentatori, v-am zis eu, care cred ei ca daca sunt mai greu de inteles, sunt mai interesanti sau ceva – nici vorba)

Asta e toata arta ‘make it simple and clear’, make numbers meaningful, attach a story, an image, a video to them – cum spunea Steve Jobs, chiar este un reper.

**De ce ati ales subiectul ?**

**Reference to “the here and now”** – Internet society, Computer programming and world progress, Artificial Intelligence, today’s technological age, technological century, surveillance society, consumer / spectacle society, special effects society, digital society, traps of technology, tech vs nature etc

Ce aduce prezentarea voastra in plus fata de ce stim majoritatea sau putem citi pe internet ? Care e o contributie a voastra personala, o idee, un insight, o conexiune neasteptata, o aplicatie, un element personal

Ce implicatii are pt societate / democratie etc – eg un subiect precum « Deep Web / Dark Web »

Bine, aceste lucruri le veti puncta mai mult la prezentarea propriu-zisa pe Sem II.

Cum imi schimba mie viata

Why did you choose the topic? Why is it relevant?

**Maybe it is related to some personal experience / story / opinion / idea / a film / documentary that you have watched**

**Maybe it started from some observation about the way we are affected by …., about things happening these days**

Why should the audience be interested?

How it improves or enriches their lives, how it makes their lives easier, how it protects them, their work etc., how it draws attention to some potentially dangerous phenomena happening these days

What’s the point you want to make?

Si sa nu fie obscure – sa explicate lucrurile, simplu si clar.

Si o abordare culturala si interdisciplinara

Cam asa arata **‘conceptele’** despre care va tot spun – cateva exemple (voi stiti mult mai multe in domeniul vostru)

The Zen of Python

Dark Web

Propaganda and Hacktivism

Electronic war

Virtual reality

Artificial intelligence

Robot-Citizens

Couch Potato

The Dark Side

The Matrix

Intelligent Design

Math and Algorithms

Internet of things

Smart house

Mankind Progress

Cyber War, Cyber Attacks

Guerilla war

Cyberpsychology

Surveillance Society

Simulated Worlds

The Art of Coding / Programming

Coding and Style

Romanian Coding Girls

Gender Gap

Towards Closing the Gender Gap in Software Development