

Week 14

Communication, Intercultural Communication, and Emails

Technical Writing Spring 2022

Week 14, Day 2
June 14

Reminder

- Email due June 16
- Final paper due June 22
- Consultations available June 21

Survey for KENTECH

https://docs.google.com/forms/d/e/1FAIpQLSe4glyaXTeccdQDI2MI6w7XBvlzcwe9ewM1ISLicP_SEGQS4g/viewform

Feedback note

THANK YOU!

- Very helpful!
- Reduce workload in future
- Less assignments
- More focus on important writings (articles, CVs/resumes, outlines)
- Readings will stay
- More discussion activities and group work in class

Resume / CV assignment notes

Resume notes

- Generally good
- Less white space
- More activities included
- No pictures
- Be careful when you mix academic and industry CVs together
- Remember the appropriate length

Non-technical writing review

- What are the biggest issues for writing to non-expert audiences?
- What are the factors/reasons writing for non-experts is different than writing for experts?
- How can you prevent some of these challenges?

Video



5 Ws: to help with context

- Who
- What
- When
- Where
- Why

Details of writing

- Inverted pyramid
 - 5 Ws
 - Supporting facts, information, and figures
 - Quotes
- Use easy to understand quotes
 - Not long quotes
 - Not jargon-filled quotes
 - Incomplete quotes
- Avoid repetition
- Paraphrase quotes with attributes* (giving credit)

Questions?

Find 1-2 pieces of popular science writing

- Read the article
- Compare how they present information
- How do the writers communicate scientific ideas in simpler terms?
- Are definitions of complicated terms used? If so, when and how?
- What are the paragraph structures like? How are they different from scientific research articles?
- Is there anything else that you notice about the writings that are interesting?

Writing workshop activity [if time]

- Consider the topic of your research interests
- Write a short 400 word article about this for a GENERAL audience
- Write it in accessible language that is easy to understand
- Use the principles of brainstorming and outline before you begin
- Try to communicate your ideas using very PRACTICAL and RELATABLE examples
 - Think about how an audience unfamiliar with your topic can relate to it

Presentations

Discussion

- What are the differences between the GOOD PRESENTATION and the BAD PRESENTATION?
- What are the characteristics of a good and bad presenter when giving a speech or talk?
- Restate them and add others if you can think of them

Communication for presentations



DISCUSSION

- What does it mean to be 'good' at communicating?
- What skills or traits are important to communicate effectively?
- What are some common problems graduate students face when communicating?
- What are some bad traits of communication?
- How can you improve your communication skills?

Good communication skills (general)

- Loud and clear voice
- Steady and controlled speech at a normal pace
- Uses language and vocabulary appropriate to the audience *
- Good posture
- Good energy
- Calm and composed, not nervous
- Good visuals!
 - Do NOT read off your slides!!
 - Do NOT put too many words on slides (mine are already too much)
- Ability to understand questions from audience and respond accordingly
- Practice your presentation beforehand

Good communication for science/engineering

- Everything in the previous slide
- UNDERSTAND YOUR AUDIENCE *
 - Who is your audience
 - What do they want to know
 - Why are they listening to you
- Use effective visuals *
- Good pronunciation of technical terms or clearly putting them on a slide to facilitate comprehension
- Eliminate unnecessary information (remember your audience here)
- Consider using a narrative to tie your presentation together, especially in non-academic situations

Some things to consider

- 1) Audience
 - a) REMEMBER WHAT WE TALKED ABOUT BEFORE
 - b) Background knowledge
 - c) Age
 - d) Vocabulary size
 - e) Interest
 - f) Purpose
 - g) Etc.
- 2) Location
- 3) Setting (formal/informal)
- 4) Equipment
- 5) Distractions
- 6) Your appearance

IMPORTANT!!

DO NOT READ OFF OF ANYTHING WHEN GIVING A PRESENTATION

NOTES are okay

(my PPT are like notes)

READING A SCRIPT IS NOT!

NOTES vs SCRIPT

- Notes are rough guidelines of what to talk about
- You need to KNOW the content before you speak
- A SCRIPT is something that is literary and written
- It is NOT spoken
- The language is more formal and more academic
- This is generally NOT how you speak!

NOTES vs SCRIPT [see the difference!]

NOTES

- Today's lesson: paragraphs
- Topics: topic sentence, supporting sentences, concluding sentence
- Types of paragraphs: explanatory, descriptive, argumentative

SCRIPT

Today we will talk about paragraphs. We will discuss topic sentences, supporting sentences, and concluding sentences, and in doing so we will discuss several different types of paragraphs. These paragraphs are called explanatory paragraphs, descriptive paragraphs, and argumentative paragraphs.

Presentation practice

Choose ONE topic and prepare a FIVE minute presentation

- Be sure to brainstorm and use outlining to structure your presentation

TOPICS

- Which is a better source of energy in the future: solar or nuclear energy?
- What is the cause of global warming?
- Explain gravity
- What are some of the issues concerning the use of electric cars?
- Is artificial intelligence dangerous?

Activity

- Try to find an academic presentation about a topic in your field
 - Academic presentation
 - TED Talk
 - Speech on YouTube
- Evaluate the speaker
 - Is it good?
 - Is it interesting?
 - Is it easy to understand?
 - Does the speaker follow all of the principles that we just discussed?

Questions?

INTERCULTURAL COMMUNICATION

Discussion

- How might culture affect communication?
- What kind of communication issues may emerge in intercultural workplaces?
- How can some of these issues be avoided?
- Has anyone ever had an experience where there was a miscommunication because of cultural assumptions?
- Why might intercultural communication be important to engineers and STEM fields?

Intercultural communication

- Cultural and linguistic differences affect interaction in many ways
 - Spoken
 - Written
 - Nonverbal
- Internationalization of STEM and science fields
 - East Asia offering fellowships and postdocs globally
- People's cultures inform the ways they expect interactions to occur

Geert Hofstede

- Social psychologist
- Researched cross-cultural psychology in business
- Developed academic and industry frameworks for understanding intercultural communication
- Worked with IBM to highlight cross-cultural workplace differences in 70 countries

Geert Hofstede's Dimensions of Culture

- Power distance = “extent to which power is distributed equally”
- Individualism vs. collectivism
- Uncertainty avoidance = social or cultural “toleration for ambiguity”
- Masculinity vs. femininity = masculine: achievement, assertive, heroism; feminine: cooperation, modesty, quality of line
- Long-term vs. short-term orientation
- Indulgence vs. restraint

Hofstede on individualism/collectivism



Edward T Hall - Proxemics [nonverbal communication]



Discussion

- How might you reduce some of the chances that miscommunication may happen?
- If you have an intercultural lab or workplace, what might you do to make sure everyone is comfortable?

Some strategies

- Be professional and courteous
- Be respectful
- Be aware differences exist
- Be aware that differences will affect workplace communication and practices
- Be aware of specific differences in your immediate environment and try to create plans to address them



CLASS CONCLUDING DISCUSSION

- Do you think this class helped you improve your writing skills?
- What was the most useful thing you learned in this course?
- What did you like about this course?
- What did you dislike about this course?
- What is the ONE thing you want changed about this course BESIDES the fact that it is 1 credit and there are too many assignments?
- How do you think the course could have been more appropriate for your own learning experience at KENTECH?