Prepared by:
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Pandemic
An occurrence in which a disease spreads very quickly and affects a large number of people over a wide area or throughout the world
Black Death, 14th Century – 75 million dead
Spanish Flu 1918-1919 – 500 million infected
2015 – 1.2 Billion Infected
5th Century CE
English as an official or majority language in 54 countries 27 non-sovereign entities
Today there are 1.2 billion English speakers. In five years there will be 2 billion.
Global Business = Local Business
Language of International Education
Li’ao, China
Wenzhou-Kean University
Academic Writing
Academic Writing and Cricket:

To be successful you **must** know the rules.
FUNDAMENTAL STRUCTURE OF ALL ACADEMIC WRITING

1. Thesis Statement
2. Introduction
3. Body Paragraphs
4. Conclusion
<table>
<thead>
<tr>
<th>Academic Essay</th>
<th>Doctoral Dissertation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Introduction Paragraph</td>
<td>2. Introduction Chapter</td>
</tr>
<tr>
<td>4. Conclusion Paragraph</td>
<td>4. Conclusion Chapter</td>
</tr>
</tbody>
</table>

1. Thesis Statement
2. Introduction
3. Body Paragraphs
4. Conclusion Paragraph

1. Thesis Statement
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4. Conclusion
1. Thesis Statement: **Purpose and Direction**
One declarative statement that shows the clear **purpose and direction** of your essay.
Strong Thesis Statement

Clear and defined purpose and direction

VS

Weak Thesis Statement

Disorganized, lacks focus, shows no clear purpose or direction
2. Introduction: Context, context, context

A long time ago in a galaxy far, far away....
Three Questions an Introduction Must Answer

1. What are you writing about? → Subject
2. Why is it important? → Context
3. What is your opinion? → Thesis Statement
1. Subject  
Q. What are you writing about?  
A. A civil war in space

2. Context  
Q. Why is it important?  
A. Things are not going well for the rebel alliance

3. Thesis  
Q. What is your opinion?  
A. The empire is bad and must be destroyed
3. **Body Paragraphs**: Develop your thesis with strong supporting ideas.

**Each Body Paragraph Must Have:**

- **One Topic Sentence**: Dictates the subject of the paragraph

- **Multiple Supporting Sentences**: Develop the idea with supporting arguments and evidence. *These must agree with the topic sentence.*
4. **Conclusion:** What is there left to say?
Ask what will you leave the reader:

- An impression?
- An unmovable statement?
- A warning?

Will you end with a **BANG** or a **whimper**?
How to make our writing better?
2010: Kathmandu, Nepal
Cut the fat: Focus on content-rich writing, not more words
Establish limitations for your writing

For 1ˢᵗ Draft…

- No more than 5 sentences per paragraph
- No more than 40 words per sentence
Use Hooks!
Convince your readers they will learn something valuable.

Create interest!

Grab attention!
Cross-Check Your Writing

Thesis Statement: Every paragraph needs to directly relate to the thesis statement.

Paragraph

Topic Sentence: Supporting sentences must relate to the topic sentence.
Don’t fall in love with your words!!!
If it is holding your writing back it must be cut

A fantastic sentence that just doesn’t fit

Your essay
Important Points: Academic Writing

- Like any sport, academic writing has rules, structure and procedure.

- The thesis statement contains the purpose and direction of the essay.

- Less is more. Concentrate on content-rich writing, not the word count.

- Create strong engaging introductions and conclusions with impact.
Academic Presentations
Glossophobia: The fear of public speaking

A 2014 Chapman University survey on America’s fears found public speaking was #1
Worse than bugs...
and clowns
Academic Presentation Structure

Follow the same format as academic writing:

1. Introduction (includes a clear thesis)

2. Main Ideas (Body Paragraphs)

3. Conclusion
How to make our presentations better?
Know your audience
Know your audience
Know your audience

Ask yourself:

► Is the audience receptive or challenging?

► How formal or informal should the tone be?

► How many people will attend?

► What resources are available?
Visual Space: Pictures

Choose images that...

- Connect us to the content
- Help us remember content
- Convey your message (content-rich)
Visual Space: Pictures

One picture per slide unless there is a direct relationship between the two (cause/effect, comparison/contrast)
Visual Space: Data

The same principle applies to data visuals
Visual Space: Text

- **Never** fill a slide full of text

- Make all text *immediately* accessible

- If you don’t talk about it, *don’t* put it on a slide.
It is important to never fill a slide full of text. The reason behind this is because the viewers cannot read all the information included on the slide without ignoring what you are saying.

Another important point is that most of the information that you may put on a slide will simply repeat orally delivered content and therefore be redundant.

Frequently much of the information included on text-filled slides is not directly addressed by the speaker so therefore it undermines what the speaker is trying to convey to the audience.

Audiences' reactions to seeing a huge amount of text on a slide is to either try to read all the content and ignore the speaker or ignore the content all together.

It’s also important to realize that the audience is there to hear you speak on a particular topic and not to read a paper on the subject you are presenting on.

It also creates an incredibly boring visual space and invites the audience to take naps and play games on their smartphones.
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Visual Space: Create Contrast

- High Contrast between text color and background so content is easily readable.
Visual Space: Create Contrast

- High Contrast between text color and background so content is readable.
Visual Space: Text size

Make text large enough to be easily read
Visual Space: Text size

- Make text large enough to be *easily* read
Visual Space: Don’t trust your screen!

- Your slides will always look clearer on your computer screen.
- You may not know your presentation space.
- Make your presentation work anywhere.
Visual Space: Theme

Background, Font, and graphics need to appropriately fit the content and message
And don’t forget too profread!
2250 BCE
"Funeral offerings were brought, as if I had never lived there
I approached the light, but the light scorched me
I approached the shade, but I was covered with a storm"

-Enheduanna (Sumeria, 2285-2250 BCE)
I have created a monument more lasting than bronze and loftier than the royal structure of the pyramids, that which neither devouring rain, nor the unrestrained North Wind may be able to destroy nor the immeasurable succession of years and the flight of time.

I shall not wholly die

Horace (Rome, 23 BCE)
How to Write a Paper

- "Funeral offerings were brought, as if I had never lived there./ I approached the light, but the light scorched me./ I approached the shade, but I was covered with a storm.

- Writing is a bridge between one brain and another.

- It allows one soul to touch another across the distance of time. It transcends death.