Scientific Communication: Written, Oral, Visual

**Written Communication**
- E-mail
- Resume/CV
- Report
- Journal Article
- Review Article
- Book

**Oral Communication**
- Lecture
- Meeting
- Presentation
- Interview

**Visual Communication**
- Poster Session
- Lecture
- Presentation
Written Communication

Should:
• be clear
• be logical
• be factual
• use correct grammar
• use correct sentence structure
• avoid (rampant) speculation

Grammar

There were 60 odd samples. vs There were 60-odd samples.

"ie" is an abbreviation for the Latin "id est", which means "that is".
"eg" is an abbreviation for the Latin "exempli gratia", which means "for example".

"The deadline for this project is in two days - ie, on Friday." – the deadline is on a specific day (Friday).

"Please bring something to share to the seminar - eg, some of your famous nachos." – "... for example, some of your world-famous nachos."

If ie had been used here, it would have meant that you have been asked specifically to bring some nachos. Is that what was intended?
### Common Redundancies

- (absolutely) necessary
- (actual) facts
- (advance) preview
- assemble (together)
- (basic) fundamentals
- blend (together)
- brief (in duration)
- (brief) moment
- (brief) summary
- cancel (out)
- circulate (around)
- (close) proximity
- collaborate (together)
- combine (together)
- (completely) eliminate
- (component) parts
- connect (together)
- connect (up)
- could (possibly)
- (current) trend
- descend (down)
- drop (down)
- earlier (in time)
- eliminate (altogether)
- (empty) space
- equal (to one another)
- eradicate (completely)
- estimated at (about)
- (exact) same
- (exposed) opening
- (face) mask
- few (in number)
- (final) conclusion
- follow (after)
- (frozen) ice
- full (to capacity)
- fuse (together)
- green [or blue or whatever] [in color]
- grow (in size)
- hoist (up)
- (hollow) tube
- (illustrated) drawing
- integrate (together)
- integrate (with each other)
- (ir)regardless
- join (together)
- (joint) collaboration
- made (out) of
- merge (together)
- might (possibly)
- mix (together)
- (new) beginning
- none (at all)

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### Common Redundancies

- (now) pending
- off (of)
- open (up)
- (originally) created
- output (out of)
- outside (of)
- (past) history
- penetrate (into)
- period (of time)
- postpone (until later)
- previously listed (above)
- proceed (ahead)
- (proposed) plan
- pursue (after)
- recur (again)
- refer (back)
- repeat (again)
- round (in shape)
- same (exact)
- scrutinize (in detail)
- separated (apart from each other)
- shiny (in appearance)
- slow (speed)
- small (size)
- (small) speck
- soft (in texture)
- spell out (in detail)
- spliced (together)
- start (off) or (out)
- (still) persists
- (still) remains
- (sum) total
- surrounded (on all sides)
- tall (in height)
- ten (in number)
- time (period)
- (true) facts
- (two equal) halves
- (unexpected) surprise
- (unintentional) mistake
- vacillate (back and forth)
- visible (to the eye)
- warn (in advance)
- whether (or not)
- write (down)

…and many others
Food or drink supplied on or from any premises is "hot" for the purposes of this Schedule if the food or drink, or any part of it, -- (a) before it is supplied, is heated on the premises or elsewhere for the purpose of enabling it to be consumed at a temperature above the ambient air temperature and, at the time of supply, is above that temperature, or (b) after it is supplied, may be heated on the premises for the purpose of enabling it to be consumed at a temperature above the ambient air temperature.

Department for Culture, Media, and Sport in Great Britain

Some points of Style

- Do not use nouns as adjectives
  Not: ATP Formation; reaction product
  But: formation of ATP; product of the reaction

- The word “this” must always be followed by a noun, so that its reference is explicit.
  Not: This is a fast reaction; This leads us to conclude
  But: This reaction is fast; This observation leads us to conclude

- Describe Experimental results uniformly in the past tense
  Not: Addition of water gives product.
  But: Addition of water gave product.

- Complete all comparisons
  Not: The yield was higher using iodine.
  But: The yield was higher using iodine than chlorine.

**PowerPoint Presentation Creation**

**Slide Master**
Slides for the seminar need to be consistent both in text and color. An easy way to set up your slides so that they will all look the same is by using the Slide Master.

**Color**
The judicious use of color can make slides more interesting and can help illustrate a point (such as color-coding certain molecules or parts of molecules throughout the talk). However, there are some colors that are difficult to read. Yellow may not be the best choice on a white background.

**Importing objects**
For a chemistry seminar, it may be necessary to import objects into the presentation, namely images. Don’t insert as link to an internet image (hotlink). It may change!

**Animation**
Animation, used sparingly, can add to a seminar. Use it to show certain structures or concepts, but use sparingly.

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Powerpoint presentations look better on an LCD screen compared to a LCD projector.
Hear Reports on Achievements

- Congratulate award winners.
- Note areas of growth.
- Have impromptu reports on success.

Competitive Analysis

- Competitors
  - (You may want to allocate one slide per competitor)
- Strengths
  - Your strengths relative to competitors
- Weaknesses
  - Your weaknesses relative to competitor
Don’t…

• Go overboard on transitions and change often, like using **Appear**
• Then **Blinds**
• Then **Box**
• Then **Checkerboard**
• Then **Diamond**
• Then **Fade**
• Then **Fly In**
• Then **Strips**
• Then **Wipe**
• Then **Random Bars**
• Then **Circle**
Don’t…

• Use sounds that are not pertinent.

• Use bizarre slide transitions.

1. Speak to your audience before launching your visuals.
2. Keep eye contact primarily with your audience, not with your visual aids.
3. Avoid reading your slides or overheads to your audience.
4. Keep text to a minimum; let images and graphics illustrate and dramatize your points.
5. Use a font style that is simple and large enough (generally sans serif styles at least 18-24 points) to be read at a distance. No strange fonts.
6. Minimize the number of points per slide.
7. Ensure consistency of syntax on each slide (e.g., if the first bullet point starts with a verb, all subsequent bullet points should start with a verb—it’s easier to comprehend and more powerful).
8. Take time to introduce - and pause to allow the audience time to absorb - any complex information (e.g., from a graph or chart).
9. Put your slide titles to work: help deliver the message, not merely give a name to the slide.
10. Blank the Screen to focus attention and re-claim the spotlight. (Press b key to blank screen)