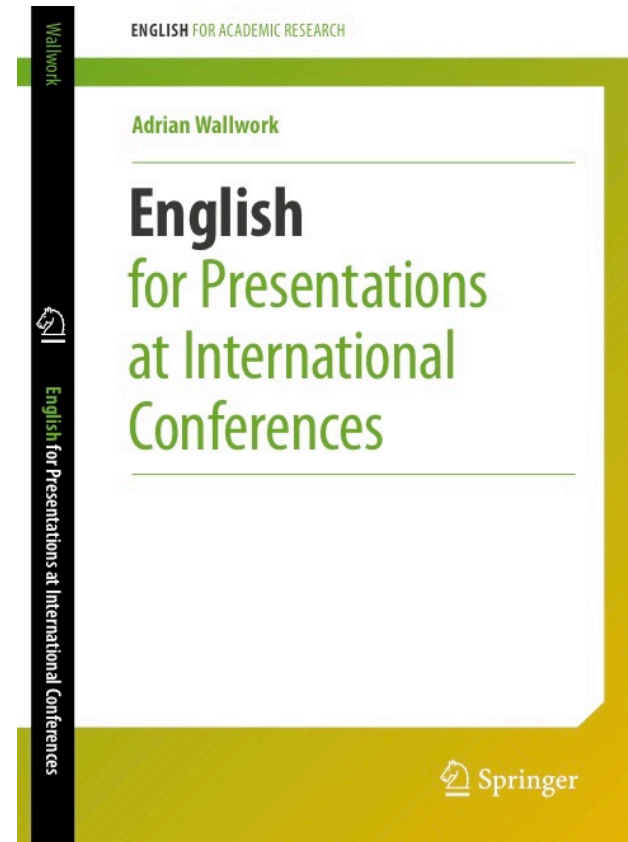
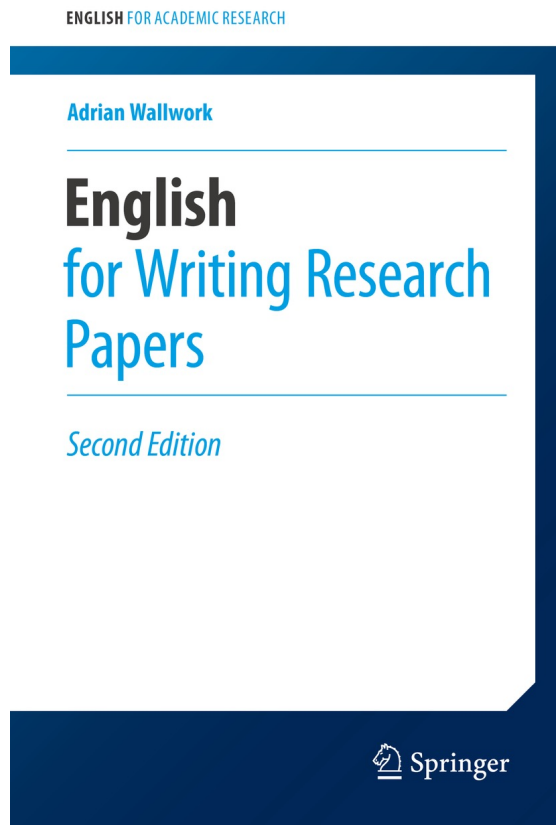


# SEMINAR 2

## Writing: Short sentences

---

## Presenting: Hates, scripts



# Being a terrorist and transferring money from the UK ... in 1984



The screenshot shows a BNL account statement titled 'Estratto conto'. It displays a list of transactions with columns for Date, Value, Date, Debit, Cause, and Balance. The transactions include several large debits in 1989 and 1990, such as 50,000,000.00 and 80,000,000.00. The statement also shows a summary of the account balance and a list of transactions for the month of February 1999.

Data	Valuta	Data	Avvers	Causale
09/02/1999	09/02/1999		3.160.000,00	Effetti al S.B.F.
26/01/1999	26/01/1999		3.904.308,00	Effetti al S.B.F.
21/01/1999	21/01/1999		1.577.482,00	Effetti al S.B.F.
18/01/1999	18/01/1999	-	50.000.000,00	Giroconto
11/01/1999	10/01/1999		3.000.000,00	Effetti al S.B.F.
11/01/1999	10/01/1999		11.602.600,00	Effetti al S.B.F.
11/01/1999	10/01/1999		25.003.700,00	Effetti al S.B.F.
11/01/1999	09/01/1999		1.495.636,00	Effetti al S.B.F.
24/12/1998	24/12/1998	-	80.000.000,00	Giroconto
10/11/1998	10/11/1998		26.796.000,00	Effetti al S.B.F.
09/11/1998	09/11/1998		2.404.000,00	Effetti al S.B.F.

Saldo Corrente Saldo Liquidato Saldo Disponibile  
0,00 0,00 100.000.000,00

Debita Totale Debita Totale Avvers  
ITL - LIRA ITALIANA 499.868.539,00 583.324.733,00

Controllato saldo in EURO  
0,00 0,00 51.645,69

Rapporto  
05104 39950 1000015 Acme ROMA SRL

Data Ultimo Estratto Conto  
15/02/1999

Aggiorna Agg. tutti Stampa Grafico Elimina Copia Guida Esci

Motivo: **C.M.**

Firma: **A Wallwork**



“A million dollars please – in cash!”

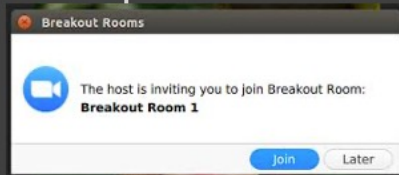
First drive-through bank:  
Texas 1938

(not the one in the photo)



The USA and GB are customer-driven societies. They are also reader-driven societies

# Breakout



What would happen if no one **did** your research?

What would happen if no one **read** about your research?

What **benefits** are there for your **audience** of hearing about your research? Why should they **listen** to you?

Let's talk about  
writing ...



How to write  
a short  
sentence.



# Very Simple Sentence

## One part only

English is often considered to be the simplest language.



# Simple Sentence

## Two parts

Of all the languages in the world, English is often considered to be the simplest.

No subordinate / modifying phrases

Where is key information? In  
*italics*? Or normal script

English, *which is the international language of communication*, is now studied by 1.1 billion people.

English, *which is now studied by 1.1 billion people*, is the international language of communication.

# Rule for writing a sentence

- 1 Subject in first part
- 2 Do NOT put key info in the middle of the sentence

## 1) Subject 2) Key info

*English, which is the international language of communication, is now studied by 1.1 billion people.*

*English, which is now studied by 1.1 billion people, is the international language of communication.*



4

# Don't put the subject too far from the key information

**English**, which owes its origins to the Anglo Saxons (a tribe who lived in what is now Denmark and Northern Germany) and is the international language of communication, in part due to the importance of the USA, rather than the Queen of England, **is now studied by 1.1 billion people.**

# Don't hide the subject in the middle of the phrase

Owing to its origins to the Anglo Saxons (a tribe who lived in what is now Denmark and Northern Germany), **English** is the international language of communication, in part due to the importance of the USA, rather than the Queen of England, **and is now studied by 1.1 billion people.**





## Solution: Divide up the sentence into smaller parts

English owes its origins to the Anglo Saxons, who were a tribe from what is now Denmark and Northern Germany. // It has become the international language of communication. // This is in part due to the importance of the USA, rather than the Queen of England. // English is now studied by 1.1 billion people.

## Remove relative clauses

English, *which owes its origins to the Anglo Saxons*, is ...

English owes its origins to the Anglo Saxons.



# Remove brackets (and consider removing content of brackets)

English, which  
owes its origins to  
the Anglo Saxons  
*(a tribe who lived in  
what is now  
Denmark and  
Northern Germany).*

English owes its  
origins to the Anglo  
Saxons.



## Remove linker \* and begin a new sentence

.... a tribe who lived  
in what is now  
Denmark and  
northern Germany,  
*and is the international  
language of  
communication,*

...a tribe from what  
is now Denmark and  
northern Germany.  
***English has***  
become the  
international  
language of  
communication.

\* A linker is a connecting word: *moreover, in particular, consequently*

# Link words – which of these are useful (why?) and which can often be deleted?

in particular

in addition

it is worth noting

however

on the other hand

but

also

thus

first(ly)



## Remove comma (,) and begin a new sentence

... is the international language of communication, *in part* due to the importance of the USA, rather than the Queen of England, *is* now studied by 1.1 billion people.

... is the international language of communication.  
*This is in part* due to the importance of the USA, rather than the Queen of England. *English is* now studied by 1.1 billion people.

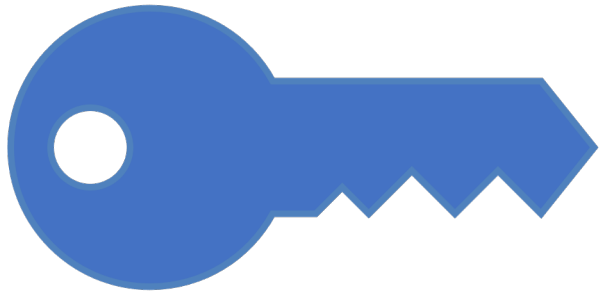
# Having shorter sentences also makes it easier to change their order

English owes its origins to the Anglo Saxons, who were a tribe from what is now Denmark and Northern Germany. // English has become the international language of communication. // This is in part due to the importance of the USA, rather than the Queen of England. // **English is now studied by 1.1 billion people.**

**English is now studied by 1.1 billion people.** It owes its origins to the Anglo Saxons, who were a tribe from what is now Denmark and Northern Germany. // English has become the international language of communication. // This is in part due to the importance of the USA, rather than the Queen of England.







4, 1, 3, 2

**NB: Not every sentence should be short. The example below is (perhaps) TOO simplistic. But where would it be good?**

## **Abstract**

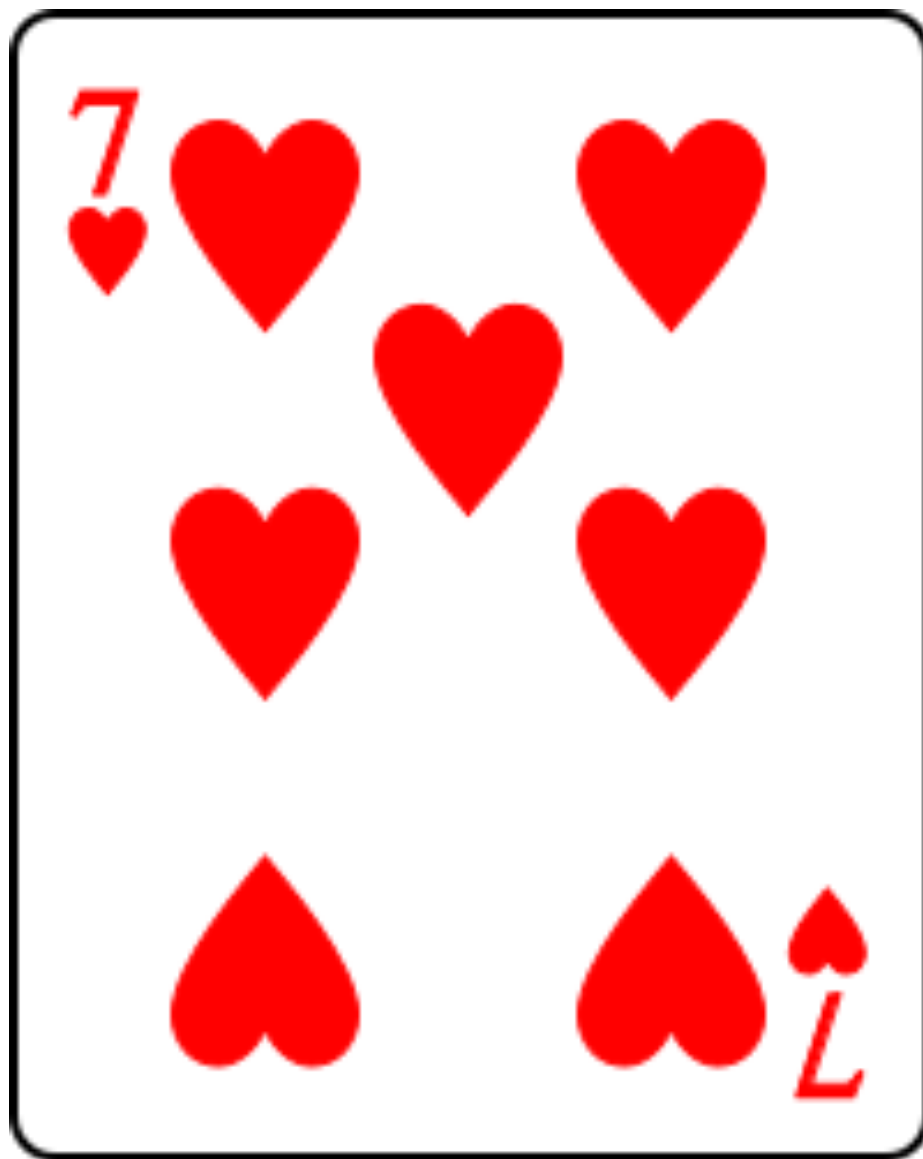
We investigated the meaning of life.

We used four different methodologies.

Each methodology gave contradictory results.

The results confirmed previous research indicating that we understand absolutely nothing.

Future research will investigate something more simple – the cerebral life of a PhD student.



# Guidelines on sentence length

The best solution is to write your first draft without thinking too much about the length of the sentences. Then

**look for long sentences**

**read them aloud**

If you have to inhale, you need to divide up the sentence.

# Guidelines on sentence length

Do NOT write a series of sentences of only 5-15 words.

Occasionally use short sentences to attract attention (particularly in Abstract and Discussion).

Generally speaking, avoid sentences of more than 35 words.

NB: clarity (chiarezza) and readability are independent of sentence length.

**Your main aim is to maintain readers' interest so that they continue reading (or listening).**

## Guidelines on sentence length

If your sentence contains one or more of the these, you probably need to divide it up:

which + which

and + and + and

, + , + , + , + ,

also + in addition / furthermore

;

What do you HATE about other people's presentations?

ENGLISH FOR ACADEMIC RESEARCH

Adrian Wallwork

# English for Presentations at International Conferences

 Springer



What do you **HATE**  
about other people's  
presentations



**56**

Together  
create a  
list of  
between  
5-8  
'hates'.



# What makes a **bad** presentation?

**Lack of preparation and practice**

No eye contact / interaction with audience

No clear structure / No clear message

Too much text – hard to find key info. Crowded.

No images

Presenter reads the text / Monotone voice

Too long + too many technical details

All the same color

Too many animations

Continuous speech - no pauses

Too small fonts, bad use of color

No match between speech and slides

**ONLINE: eyes down, headphones background noise, backdrop, jewelry, pen clicking, reading speech**

**No real conclusion or call for action**

Audience can answer the questions: How will this help solve a problem that is of interest to me? How will it help others? Why should I care? This is clear from a captivating introduction.

Audience feels involved- they respond to what you are saying: It is a two-way conversation.  
Clear description of problem + goal + results

Presenter gives a clear message - nothing difficult to understand - audience feels positive

Presenter is not just talking to him/herself. Presenter genuinely passionate about what they are saying.  
Audience react to this passion.

**A good presentation**

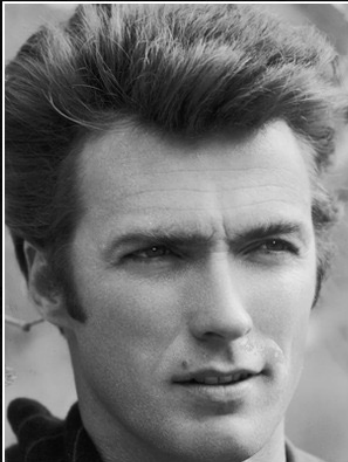
**Connect with audience**

Speak **slowly** and pause often

Don't go into **presentation mode**

Be transparent about **limitations**

Don't worry about seeming **vulnerable**



Take your work seriously, but don't  
take yourself seriously

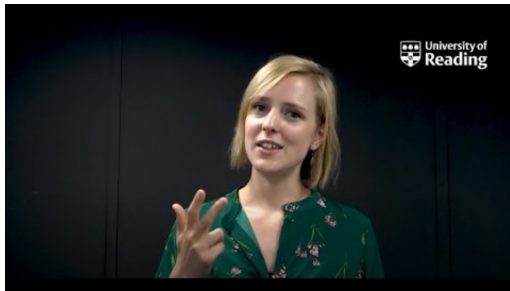
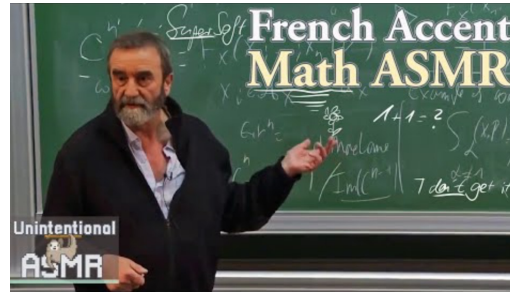
— *Clint Eastwood* —

AZ QUOTES





## Ex. 57



Techniques for attracting attention.

Techniques for involving the audience.

Use of examples rather than theory.

Speed of voice.

Body language.

Showing passion – how?



# You can use the transcript when watching on YouTube

The image shows a YouTube video player interface. The video is titled "Three Minute Thesis competition 2018 Winner - Willemijn Doedens" and is from the channel "UniofReading". The video player shows a woman speaking, with a transcript overlay on the right side. The transcript is circled in red and contains the following text:

Trascrizione

- 00:34 write read and understand what somebody
- 00:37 is saying to varying degrees this can
- 00:40 range from having difficulty finding a
- 00:41 word every now and then and
- 00:43 understanding almost everything to being
- 00:45 unable to say any words and
- 00:47 understanding very little now we've
- 00:49 gotten very good at describing different

Below the video player, the video title and channel name are visible. The channel name is "UniofReading" with 7170 iscritti. The video has 58.936 visualizzazioni and was uploaded on 22 giu 2018. The video player controls show the video is at 0:42 / 3:06. A red arrow points to the "Apri trascrizione" option in the video's menu, which is also circled in red.

Three Minute Thesis competition 2018 Winner - Willemijn Doedens

58.936 visualizzazioni • 22 giu 2018

UniofReading  
7170 iscritti

Willemijn Doedens explains her PhD research on aphasia in the School of Psychology and Clinical Language Sciences [www.reading.ac.uk/PsychologyHome/pcls-home.aspx](http://www.reading.ac.uk/PsychologyHome/pcls-home.aspx)

Segnala

Apri trascrizione

Why (not)  
write a  
script?



# Why NOT write a script?

---



NOT SPONTANEOUS?



BUT YOU CAN SOUND SPONTANEOUS  
AND NATURAL THROUGH YOUR VOICE  
NOT JUST THROUGH THE WORDS.

# Why you MUST write a script

If you try to be spontaneous (and improvise):

- More mistakes in English
- Lose track
- Take more time than planned

Write script first  
then slides

Revise, reduce,  
share (for  
correction)

Understand difficult  
phrases and words  
to say / pronounce  
(paraphrase)



# How to use your script to help your pronunciation and intonation

First of all, thank you very much for coming here today. My name's Pinco Pallino and I am a researcher at XYZ.

**NB : Don't begin your presentation saying the things above.**

**They are just to illustrate how to use a script to help your pronunciation and intonation.**

# Divide up into short phrases

First of all / thank you very much / for  
coming here today. My name's Pinco  
Pallino / and I am a researcher / at XYZ.

# Decide which words to stress

**First** of all / **thank** you very much / for **coming** here today. My name's **Pinco Pallino** / and I am a **researcher** / at XYZ.

# Use extra stress to show structure



Let me just outline what I'll be discussing today. **First**, I'm going to tell you something about the background to this work. **Then** I'll take a brief look at the related literature and the methods we used. **Finally**, and most importantly, I'll show you our key results.

# Learn individual word stress

Let me just outline what I'll be discussing today. First, I'm going to tell you / something about the background to this work. Then I'll take a brief look at the related literature / and the methods we used. Finally, and most importantly, I'll show you our key results.

# Check pronunciation of words using Google Translate

☰ Google Translate

 Text  Documents

CT LANGUAGE

ITALIAN

innovative  
method  
signature|



innovative.  
method.  
signature.|



# Check pronunciation of the word using Word Reference

WordReference.com

**method**



LISTEN:

UK



UK: \* 'method', 'Method': /'mɛθəd/ US: /'mɛθəd/ , (meth'əd)

When you've checked the pronunciation of the word, associate words whose pronunciation you already know.

method

get > met > metal > method



The same combination of letters may have different stress or pronunciation

Stress

method

methodology

Pronunciation

methane

see > me > meet > methane

**If possible, avoid words you cannot pronounce**

An **innovative** solution

Can you pronounce *innovative*?

Are you sure?!

What alternatives?

An innovative solution

new, novel, creative, unusual,

Be careful of:

**Words that your language has adopted from English**

hardware, lockdown, report

**Technical words from your field**

**Acronyms**

PC, USA, EU

## TIPS

Say key words and English technical words more slowly.

Give equal stress and time to each letter in an acronym.

Insert your speech into Google Translate.

---

☰ Google Translate

🗨️ Text

📄 Documents

DETECT LANGUAGE

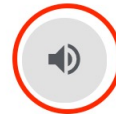
ITALIAN

ENGLISH

GERMAN



Let me just outline what I'll be discussing today. First, I'm going to tell you / something about the background to this work. Then I'll take a brief look at the related literature / and the methods we used. Finally, and most importantly, I'll show you our key results.



271 / 5000

Now listen carefully to what I say next

Sophia Loren

Sofia Loren



Marilyn  
Monroe



Marilyn  
Monroe





What do these have in common?



Discuss the (type of) words that you find difficult to pronounce in English.



How many words to learn how to pronounce for a 10-minute presentation?

- 1500 words total
- 90% non key words
- Up to 10% *and*

10 non key words

5 key words



Tricks  
with  
PowerPoint

# Subtitles

The screenshot displays the 'Slide Show' tab of a presentation software interface. The 'Subtitle Settings' dropdown menu is open, showing options for spoken and subtitle languages, microphone, and subtitle placement. The 'Below Slide' option is selected and circled in red. The slide content includes the title 'Ambiguity and Vagueness: How to avoid them', the book title 'English for Writing Research Papers', and the publisher 'Springer'. A red star highlights a 'Click to add subtitle' placeholder at the bottom left.

Slide Show Review View Tell me Share

de de Rehearse Timings Record Slide Show

Play Narrations  
 Use Timings

Always Use Subtitles

Subtitle Settings ▾

- Spoken Language: English (United Kingdom) ▶
- Subtitle Language: English ▶
- Microphone ▶
- Bottom (Overlaid)
- Top (Overlaid)
- Below Slide
- Above Slide

System Caption Preferences...

Ambiguity and Vagueness:  
How to avoid them

English  
for Writing Research  
Papers

Second Edition

Springer

Click to add subtitle

# Example of subtitles at bottom of slide

Ambiguity and  
Vagueness:  
How to avoid  
them

ENGLISH FOR ACADEMIC RESEARCH

Adrian Wallwork

**English**  
for Writing Research  
Papers

*Second Edition*

 Springer



I am using subtitles now.  
They really work.

# Rehearse with coach



# Analyse your report

## Your Rehearsal Report (Preview)

Rehearse Again

Rehearse for more than one minute for Coach to better understand your speech and give recommendations.

### Summary

Good job rehearsing! Keep up the hard work.

0:54

total time spent

7

slides rehearsed

### Pace

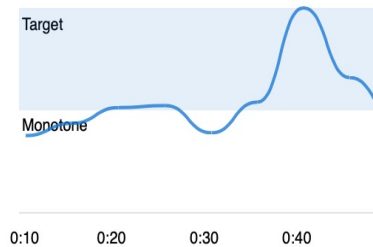


Your pace is just right! Keep it up!

How was your experience? ☆☆☆☆☆

### Pitch

Low pitch variation will make your audience lose interest. Try increasing the tone for your key points.



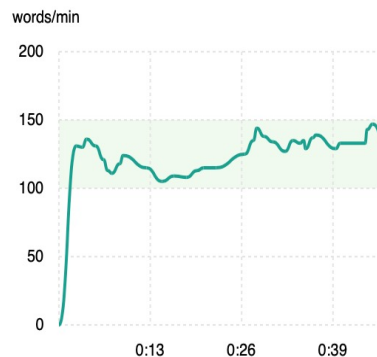
Learn More

### Fillers

✓ Fantastic! You didn't say too many filler words in your speech!

Learn More

### Your average pace over time



Learn More

### Inclusiveness

✓ Great job! Your use of inclusive language was excellent.

Learn More

### Originality

✓ You avoided reading slide text aloud. That's good for keeping the audience engaged with your message.



Have a glass of wine to drown your depression



Or if it's that bad ...



# The Italian Man Who Went to Malta

