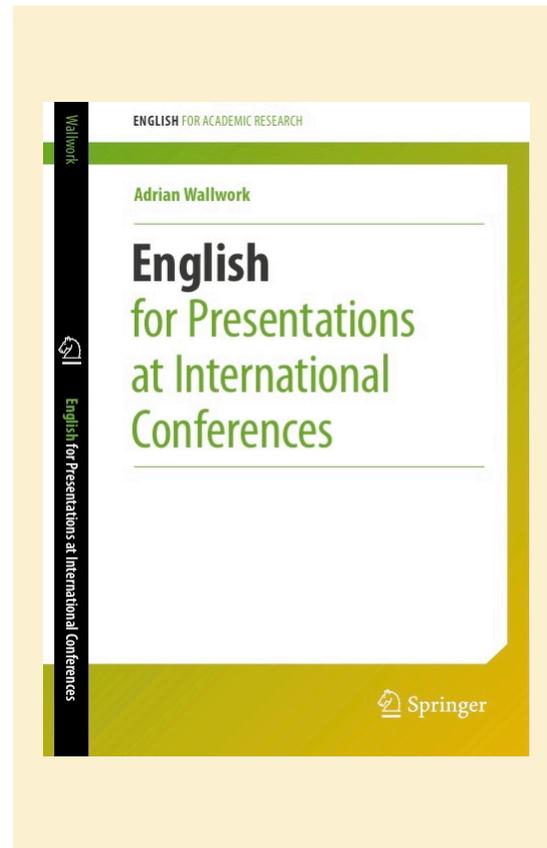
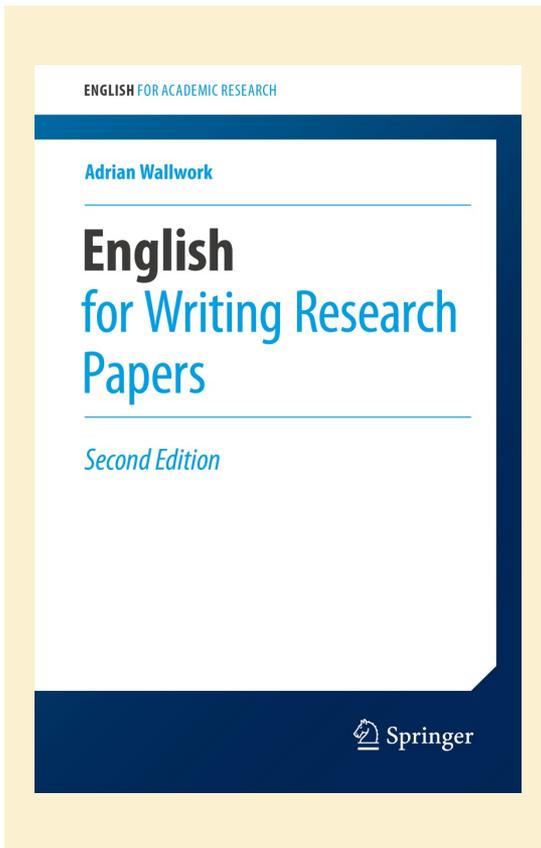


SEMINAR 6



Titles

Being
convincing

Limitations

Final slide

AVOID

Avoid redundancy in the
title of your paper,
but do not be too concise.

**After reading a title of a
paper only 1 in 500
people ...
?**

So you think they are going to read your paper?

1 in 3 Americans read gossip on blog websites

1 in 6 people read 12 or more books a year

1 in 100 people read a newspaper

**ONLY 1 in 500 people read the
abstract after reading the title**

1 in 10,000 people read poetry



What is the
problem with
this title?

**An innovative
Italian PhD
student
scientific
English didactic
methodology**

**When you start reading it, it
seems to have one meaning.
But when you finish it, it has
another meaning.**

**An innovative Italian PhD
student ...**

Rewrite the title. Include some prepositions and a verb.

An innovative Italian PhD student scientific English didactic methodology

Good titles have a **verb** and some **prepositions**.

They do NOT just have a sequence of nouns
and adjectives

An innovative Italian PhD student scientific English
didactic methodology

An innovative methodology **for**
teaching scientific English **to**
Italian PhD students

Good titles put the **adjective next to the noun** it refers to.

NO! An innovative Italian PhD student
scientific English didactic methodology

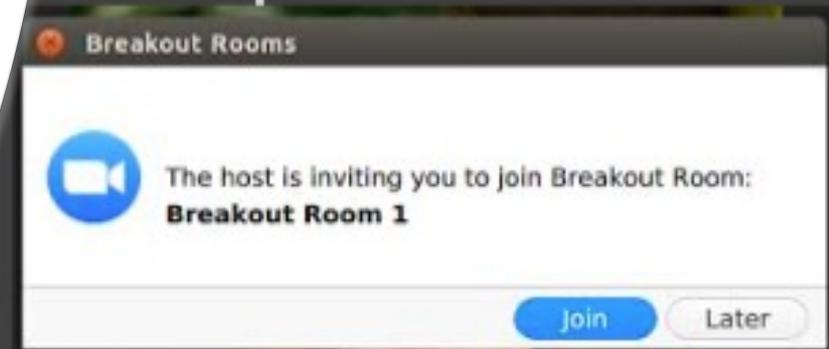
YES! An innovative methodology for
teaching scientific English to Italian PhD
students

Which ones are correct and why?

- Video conference
- Breakout room
- Social distancing rules
- Art state technology
- England King
- Commerce Chamber

70

Breakout



As a non-native English speaker, you CANNOT randomly create a sequence of nouns

1. Video conference
2. Breakout room
3. Social distancing rules
- ~~4. Art state technology~~
- ~~5. England King~~
- ~~6. Commerce Chamber~~

**If not sure, check
on Google.**

If not, opt for:

noun + of + noun

1. Video conference
2. Breakout room
3. The rules of social distancing
4. State of the art technology
5. King of England
6. Chamber of Commerce

This title is missing the definite article (*the*) in two places – where?

Importance of Improving Design of Internal Systems

The Definite Article

**The importance of improving
the design of internal systems**

I love books

I love the book she gave me.

The Definite Article

Phd students are intelligent.

(English brain: *OK this means all PhD students*)

The PhD students are intelligent.

(English brain: *Wait a second. Which ones?*)



Two titles for Presentations

The first title (short) attracts attention.

PhD students have miniscule brains.

The second explains the first title.

Extremely low IQ levels in PhD student brains as an indicator of wasted tax-payer funding of pointless research

Moral of the story

If readers can't understand your title,
there is a 98.76532% chance they won't
read your paper.



Titles – what is wrong with these?

1. **The design** of an XYZ system for implementing ABC.
2. **An investigation** into the modeling of the XYZ process.
3. **The development** of an XYZ tool for predicting ABC.
4. **A study** of a **novel** ABC system.
5. **An insight** into XYZ.

First words are generic

1. **The design** of an XYZ system for implementing ABC.
2. **An investigation** into the modeling of the XYZ process.
3. **The development** of an XYZ tool for predicting ABC.
4. **A study** of a **novel** ABC system.
5. **An insight** into XYZ.

Don't use words like *novel* and *innovative* in your titles. Why not?

71

- Invent a **title** that encapsulates the key finding of your research.
- Be as **specific** as possible. Use as many **key words** as possible. Locate your **main key word** as near as possible to the **beginning** of the title.
- Then show it to someone else – their job is to try and improve it.
- **Finally EMAIL it to me.** Put your title in the subject line. No message required.

breakout



A good
title is like
a mini
abstract,
it should:

Immediately make
sense to the referee

Catch attention of
browser

Have definite and
concise indication of
what it is written in the
paper itself

Contain key words

Adrian Wallwork

English for Presentations at International Conferences



Final Slide



Do you generally prefer the first half or second half of a movie?

How often have you watched TV series where the last episode was a disappointment?

What is the connection between the above two questions and giving a presentation?

Breakout

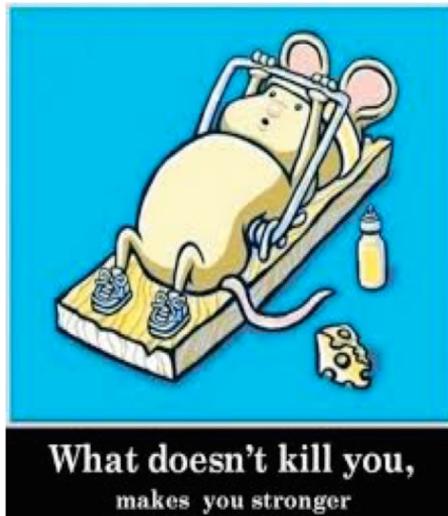




In the next three slides you will see THREE versions of the final slide from the SAME presentation. Which is the most effective?

The presentation was about **sarcopenia**, a disease that involves the loss of body strength, particularly in older people.

Which Conclusions Slide is the best?



*Thank you
you for your
kind attention*



*Please
contact me
for further
info.*

sara.diamanti@unimi.it

Conclusions: Help me (and them) get from A to C.



A



B



C



sara.diamanti@unimi.it

<https://www.who.int/ageing/events/world-report-2015-launch/healthy-ageing-infographic-fig20a-1>

Which of the three slides was most effective?



What do you typically write on your final slide?

Images? Why (not)?

Logos and acknowledgements?
Why?

What info does audience want?

So ... aim of the final slide?



Aim of final slide

- Help audience **remember** you
- Encourage them to **contact** you
- Initiate **collaborations**

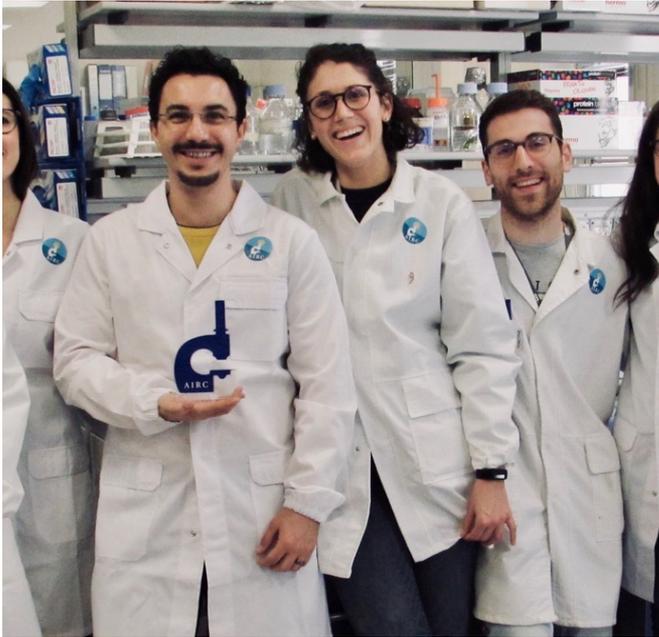
= SURVIVE IN ACADEMIA

How to encourage audience to contact you

- **Email ***
- Photo of your group
- Photo of region / town where lab located
- **Provide reasons to contact you ***

* ESSENTIAL





Can you help with these?

x

y

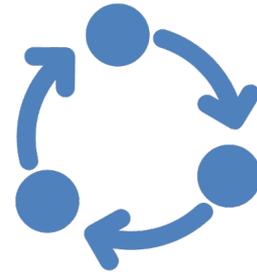
z

luigi.pallino@pisa.it

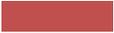
Reasons to contact you



you need their help



they need your help (but didn't
know it until now)



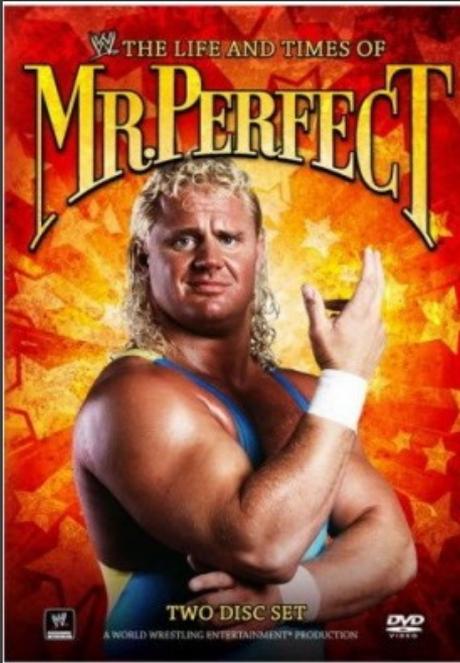
So what could the reasons be for you needing their help (without sounding incompetent or desperate)?





Talk about limitations

- Old data
- Weather
 - Not enough money
 - Sample size too small
 - Only studied x and not y
 - No collaborations due to Covid
 - No tools, substances, equipment
 - Only *in vitro* tests done, no *in vivo*
 - Same tests, different results each time
- Couldn't get authorization to do the tests
- Literature and studies in another language



What kind of people
do you prefer?

Those with some limitations – they are
not perfect.

Those with NO limitations.

Which kind of person is more credible
and approachable?

Admitting that you have limitations
is NOT something shameful
(vergognoso). It is totally normal.



In what areas of
your research
do you need help?

How could you ask
your audience for
help?



Conclusions slide

What we've done so far:

- P
- Q
- R

What we still need to do:

- X
- Y
- Z

Final slide

Do you have X?

What is your experience with Y?

Can you help us with Z?

jo.bloggs@institute.com

Conclusions slide

Strengths of study:

- P
- Q
- R

Weaknesses:

- X
- Y
- Z

Final slide

Can we help you with P or Q?

Do we need to worry about X?

How have you overcome Y?

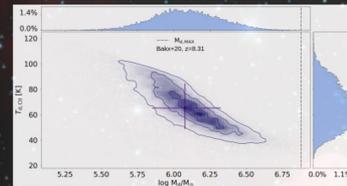
Any suggestions for Z?

jo.bloggs@institute.com

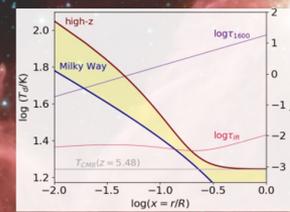
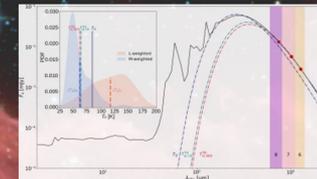
Final slide for downloadable version

What we have learned:

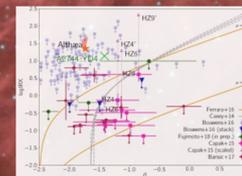
- **New method** for determination of the dust temperature based on [CII] line emission and underlying continuum;
- Simulations show the presence of **warmer dust at high-z** ($T_d > 60$ K). This warm dust is mainly found in GMCs, and it is the **product of the more compact structure** of high-z clouds w.r.t. to local clouds;
- Higher T_d **alleviates the requirements on dust masses**, and **IRX** is shifted upwards. However, IRX- β relation validity might be questioned.



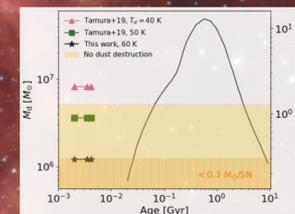
Sommovigo in prep.



Sommovigo+20



Behrens+18



We need more data, and push for shorter FIR wavelengths!

If you are interested to that, or to applying our models contact me:

What are the pros and cons of this slide?

How YOU can help US to make pancreatic cancer more curable.

Are you an expert in **pancreatic cancer**?

Do you work with innovative **3D models**?

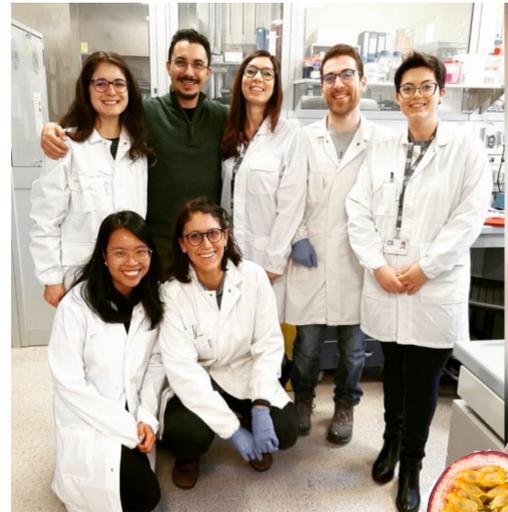
Do you work with **CAMs**?

If so, please contact me!

agata.xxxx@xxxx.it

*If not, you can help cancer research
by visiting the **XXXX** website!*

logo



xxx



xxx

logo

logo

What are the pros and cons of this slide?



“If the human brain were so simple that we could understand it, we would be so simple that we couldn't.

Emerson M. Pugh, 1950



Let's keep in touch!

What are the pros and cons of this slide?

Limitations

- ONLY in vitro study
- Live imaging NOT used



LOGO

LOGO



Contact: veronica.xxxx@xxxxx.it

What should you say?
How could you improve
the text on the right?



Our results show that the inhibition of Na enzyme caused an alteration in the endocytotic pathway that interfere with entry of Zika virus into the cells. It would be interesting to use live imaging techniques that would allow us to visualize how this alteration occurs. In addition, so far this study has been performed in vitro using tumor cells, so it is extremely important to further expand this study to neuronal cells, which are the main target of Zika infection. So, if you have any suggestions or advise, I would appreciate it. Here, there is my e-mail contact.

By writing in shorter and more succinct sentences, the message is much clearer. More IMPACT.

"~~Our results show~~ / We found that the inhibition of Na enzyme ~~caused an alteration~~ ~~in~~altered the endocytotic pathway. ~~that~~This interfered with entry of Zika virus into the cells. ~~It would be interesting to use~~Live imaging techniques ~~that~~would allow help us to visualize how this alteration occurs. **If any of you have the equipment to do this imaging, it would be great to hear from you.**

~~In addition,~~So far ~~this study has been performed~~we've only tested in vitro using tumor cells.; ~~so it is extremely important to further expand this~~What we really need to study ~~to~~is neuronal cells, ~~which~~especially since they are the main target of Zika infection. So, if you have any suggestions ~~or advise~~on how to do this, I would really appreciate it. Here, ~~there~~ is my e-mail ~~contact~~.

Words that add no value have been deleted.

By having script you can spot spelling mistakes that might otherwise affect your pronunciation: *pathway vs pathway*.

Shorter sentences: easier for you to say and audience to remember.

Invitation to contact added (see yellow).

Moral of the story
(1): You need a script!

Moral of the story (2)

Your 1st / 2nd / 3rd and last slides are the most important in your presentation. Think of best way to create/show the slides and decide EXACTLY what to say.

You will obtain obtain maximum
MEMORABILITY and IMPACT

People will contact you.

You will set up (**interdisciplinary**) collaborations.

You will get more funds.

You will survive!

Conference
Logo

Author's
Department's
Logo

Author's
University's
Logo

SARCOPENIA

S. Diamante, F. Corallo, G. Esmeraldo

*Geriatric Unit, University Hospital,
University of Italy*

Author's
Sponsor's Logo

Tutors: Dr Enrico Jekyll & Edoardo Hyde

SARCOPENIA

**How can we prevent the elderly from
losing skeleton mass and function?**

Sara Diamante

Geriatric Unit, University Hospital, University of Italy

Sponsor's
Logo

WILL THIS FASTENER KILL ME?

D. Castagnetti I. Spinella E. Dragoni



Department of Engineering Sciences
University of Modena and Reggio Emilia

CONTACT FORCE DISTRIBUTION IN THE INTERFERENCE FIT BETWEEN A HELICAL SPRING AND A CYLINDRICAL SHAFT

D. Castagnetti I. Spinella E. Dragoni



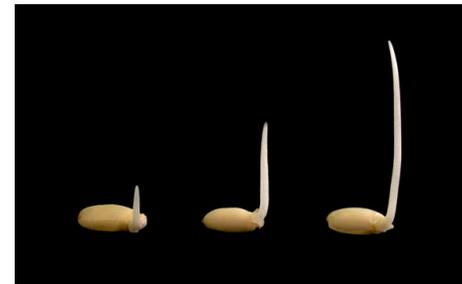
Department of Engineering Sciences
University of Modena and Reggio Emilia

Importance of elongation: rice germination under anoxia

Leonardo Magneschi

Ph.D. candidate, Scuola Superiore Sant'Anna (Pisa)

Size is important: rice germination under anoxia



Leonardo Magneschi

Ph.D. candidate, Scuola Superiore Sant'Anna (Pisa)

Which is the better Background Slide?

Background

The 2018 WHO report pointed out that there are 10 million new cases of tuberculosis in the world, of which 558,000 are drug-resistant tuberculosis, and the number of drug-resistant tuberculosis cases in China ranks second in the world (13%). The successful treatment rate for global drug-resistant tuberculosis is only 54%.

From 2006 to 2014, global fund projects covered 89 prefectures and cities in 30 provinces in China. Patients enrolled in the project can receive free treatment, medication supervision, health education and other services. After the end of the project in 2014, China's funding sources changed from international funds to government investment. The patient's treatment success rate and compliance have declined to varying degrees.

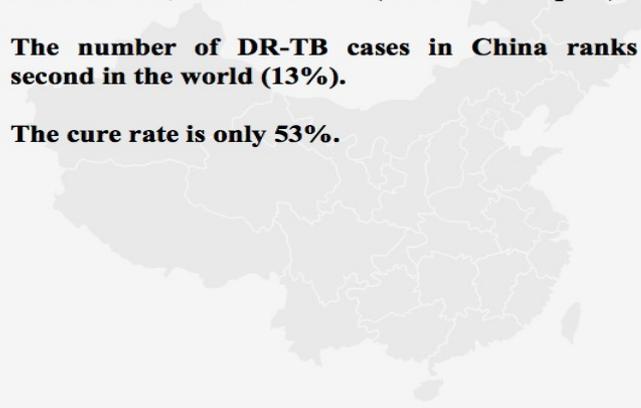


Background

There are 10 million new cases of TB in the world, of which 558,000 are DR-TB (2018 WHO report)

The number of DR-TB cases in China ranks second in the world (13%).

The cure rate is only 53%.



Or this one?

10 million new cases of TB in the world, of which **558,000** are DR-TB (2018 WHO report)

Number of DR-TB cases in **China** ranks **second** in the world (13%).

Cure rate is only **?%**.



