

# COMMUNICATING YOUR RESEARCH

Learners will be introduced to the key concepts of effective communication of research orally and in writing to audiences to both technical and non-technical audiences. With a strong emphasis on core public speaking skills, learners will be taught how to make effective use of presentation software to communicate their research confidently and persuasively. With a strong emphasis on core writing skills, learners will be taught how to communicate their research through abstracts, conference and journal papers, and posters.

## LEARNING OUTCOMES:

On successful completion of this module the learner will be able to:

- Communicate their research to both technical and non-technical audiences
- Deliver oral presentations making effective use of public speaking skills and presentation software
- Use core writing skills in preparing the text content of written communications
- Prepare a paper or poster based on their research for submission to a workshop, conference or Journal
- Use effectively the concepts of persuasive communication

## INDICATIVE CONTENT:

### Communicating your research to both technical and non-technical audiences

How to answer the two questions "Who are my audience and what are their expectations?" so you can communicate your message effectively and persuasively to any audience, regardless of their background and expertise.

### Speaking in public

Core public speaking skills for giving a good presentation on any topic.

### Readable writing

Core writing skills to make any document easier to read and understand.

### Effective oral presentations

How to avoid "Death by PowerPoint" and take a minimalist approach to using presentation software to communicate your research effectively to different audiences.

### Writing about your research

Writing of abstracts. Writing and editing a publication. Preparing a poster

## MODULE RESOURCES

### Recommended Book Resources

- Garr Reynolds 2011, Presentation Zen: Simple Ideas on Presentation Design and Delivery [ISBN: 978-032181198]
- Garr Reynolds 2013, Presentation Zen Design: Simple Design Principles and Techniques to Enhance Your Presentations [ISBN: 978-032193415]
- Carmine Gallo 2014, Talk Like TED: The 9 Public Speaking Secrets of the World's Top Minds [ISBN: 978-144726113]

### Other Resources

- Website: Presentation Zen  
<http://www.presentationzen.com>
- Website: TED talks  
<http://www.ted.com>
- Website: Toastmasters  
<http://www.toastmasters.org>

## COURSE WORK

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Written Report	My research project in summary". Two abstracts communicating the core concept and importance of your research project to: (a) a general "person on the street" audience with no knowledge of your research area; (b) an audience expert in your research area.	3,4,5	30.0	Week 12
Presentation	Using the skills acquired in this module, give an extended oral public presentation of your research project (or a selected aspect of it) at a seminar, workshop, or conference. The audience can be general public, an audience with general knowledge of your research topic, or an expert in your research topic. Minimum duration 15 minutes.	1,2,5	30.0	Sem End
Written Report	Prepare a poster or paper on your research project for submission to a workshop, conference or journal in your field of research.	3,4,5	40.0	Sem End