

# LC-1121 Communicating Sustainable Solutions

Autumn 2023



Aalto University  
Language Centre

# Session 3

- **Reliable, credible sources**
- **Oral progress report (& Lessons learned)**
- **DO's and DON'Ts of presentations**
- **Presentation structure**
- **Transitions**
- **Ethos, Pathos & Logos**
- **Team Presentation process & instructions**
- **Presentation outline**

## The CRAAP Test Worksheet

Use the following list to help you evaluate sources. Answer the questions as appropriate, and then rank each of the 5 parts from 1 to 10 (1 = unreliable, 10 = excellent). Add up the scores to assess the usefulness of the source.

### Currency: the timeliness of the information.....

- When was the information published or posted? \_\_\_\_\_
- Has the information been revised or updated? \_\_\_\_\_
- Is the information current or out-of-date for your topic? \_\_\_\_\_
- Are the links functional? \_\_\_\_\_

### Relevance: the importance of the information for your needs.....

- Does the information relate to your topic or answer your research question? \_\_\_\_\_
- Who is the intended audience? \_\_\_\_\_
- Is the information at an appropriate level? Is it logical? Is something missing? \_\_\_\_\_
- Have you looked at a variety of sources before choosing this one? \_\_\_\_\_
- Would you be comfortable using this source for a research paper? \_\_\_\_\_

### Authority: the source of the information.....

- Who is the author/editor/publisher/source/sponsor? \_\_\_\_\_
- Are the author's credentials or organizational affiliations given? \_\_\_\_\_
- What are the author's credentials or organizational affiliations given? \_\_\_\_\_
- What are the author's qualifications to write on the topic? \_\_\_\_\_
- Is there contact information, such as a publisher or e-mail address? \_\_\_\_\_
- Does the URL reveal anything about the author or source? \_\_\_\_\_

### Accuracy: the reliability, truthfulness, and correctness of the content.....

- What is reputation/impact factor of the source? \_\_\_\_\_
- Is the information supported by evidence? What types? \_\_\_\_\_
- Is the model/method/experiment appropriate for the research context? Is it supported by theory? \_\_\_\_\_
- Can you verify any of the information in another source? \_\_\_\_\_
- Has the information been reviewed or refereed? Are there critics? \_\_\_\_\_
- Are there spelling, grammar, or other typographical errors? \_\_\_\_\_

### Purpose: the reason the information exists.....

- What is the purpose of the information? \_\_\_\_\_
- Do the authors/sponsors make their intentions or purpose clear? \_\_\_\_\_
- Is the information fact? opinion? propaganda? \_\_\_\_\_
- Does the point of view appear objective and impartial? \_\_\_\_\_
- Are there political, ideological, cultural, religious, institutional, or personal biases? \_\_\_\_\_

Total:

45 - 50 Excellent | 40 - 44 Good  
35 - 39 Average | 30 - 34 Borderline Acceptable  
Below 30 - Unacceptable

# Sources

**What kind of sources have you found to inform your investigation?**

**What sources are the most credible in an academic setting?**

**What sources should you avoid?**

# Oral progress report

Present (5-7 mins) what your team has decided to focus on & investigate so far:

- How do you perceive the scenario; reflections/questions that arise?
  - What do you see?
  - What do you already know?
  - Previous experiences etc.
- What do you want to find out more about? Specify a few questions to be investigated.
  - Research the topic and investigate possible solutions

Q&A after your progress report to get further ideas of the right direction(s) to go!

# Oral progress report - Lessons learned?

**Briefly (5-7 mins) summarize**

- **key lessons your team learned from this progress report**
- **your next steps of investigation!**

# Presentations

# Final presentations 15 & 22 Nov

- Each team presents their proposed solution to the problem
- Each person acts as an opponent (challenges the ideas) of another team member



# DO's and DON'Ts of presentations

- Think of your personal experience(s) of both
  - a) seeing and
  - b) giving academic presentations
- What are your expectations?

# DO's and DON'Ts of presentations

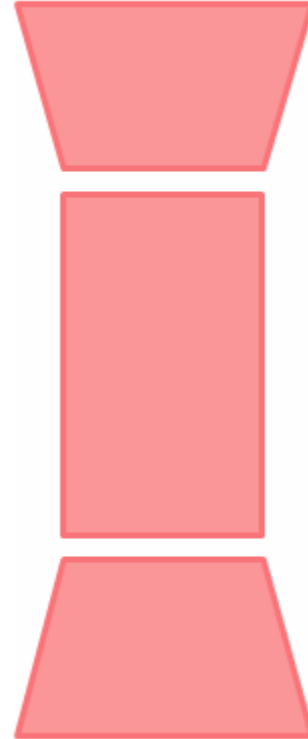
1. Split into two groups.
2. For 10 mins:
  - **Group 1**, write down your thoughts about **what makes a good presentation**.
  - **Group 2**, write down your thoughts about **what makes a bad presentation**.
1. **At the signal, exchange notes with the other group and & review what they wrote. (10 mins)**
  - Write your ideas too, or indicate with a + if you agree with any of the points.
1. **Switch back to your original boards.**
  - Were any new insights added by the other group?
  - Take turns in summarizing the main points for all of us! **(10 mins)**

# Presentation structure

**Introduction – Body – Conclusion**

**Discuss:**

- **Why is the introduction important?**
- **What do you think the introduction should include?**



# Introductions

## Capture attention

- Why should your audience care?
- How could you hook their attention: rhetorical question(s), startling assertion, humor, suspense, poll, a story?

## Establish credibility

- Who are you?
- Why should the audience believe you?

## State purpose

- To persuade?
- To inform?
- To entertain?

## Preview talk

- Keep short , concise and clear
- Mention the main points of the talk

# Conclusion

**Discuss:**

- **Is it important?**
- **Why is it important?**
- **What should it include?**



Image by

from

# Conclusions

## Signal

- Alert the audience that your talk is coming to an end by using a transitional phrase!
- Don't introduce new ideas!

## Summarize

- Paraphrase your main points!

## Restate

- Restate your topic and purpose!

## Return to your attention grabber

- “Do you remember what we saw/ asked/ did in the beginning” ...?

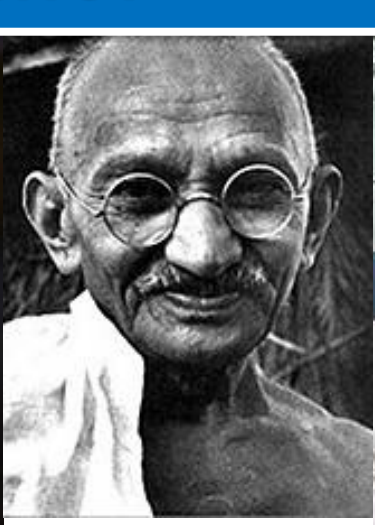
## Invite questions & provide sources

- “We would now welcome any questions you may have!
- If anyone is interested in finding out more about this, we recommend the following sources” ...

# Logos, ethos, pathos



**What makes a speech or presentation persuasive?**







Aristotle's Modes of Persuasion

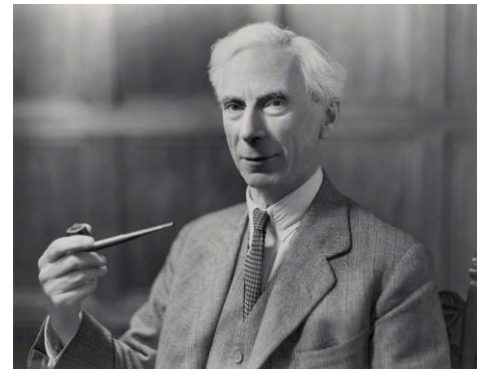
Ethos

Pathos

Logos

- Convince the audience by appealing to their sense of reason:
  - Logical arguments supported by reliable facts and figures

Example: “According to the Gun Violence Archive, in 2020 handguns accounted for approximately 20 000 deaths in the US alone. Therefore, restricting the sale of these weapons could have a significant positive impact on society”



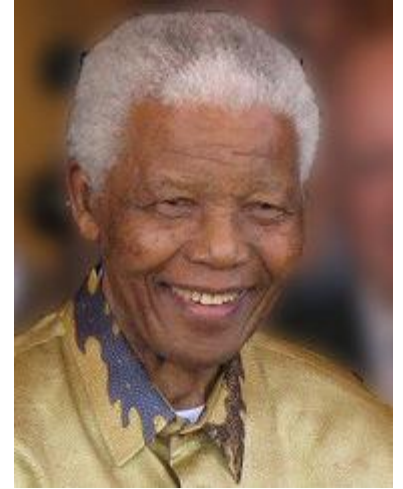
Character and reputation

Trustworthiness

Expertise on the subject

Example:

“As a member of the UN’s special commission on climate change and as a scientist working in the field of climatology for over 30 years, I can tell you that urgent action is needed to save the planet”



Inspiration or motivation

Sympathy, Humour, Sorrow, Shock,  
Guilt, Pride...

Narrative tools:

anecdotes / personal examples, stories, jokes

Language tools:

Metaphors (e.g. “life is a journey”)

Inspiring vocabulary (e.g. action verbs!)

Example:

“This is Amoo, he lives on a beautiful atoll in the Pacific Ocean. However, if the climate continues to warm, his island paradise may soon sink beneath the waves.”



**The most effective presentations  
combine logos, ethos and  
pathos**

# Team Presentation Instructions

- **Length: 15-20 mins**
- **Each team member speaks for at least 3 mins**
- **Include: intro, body, conclusion, smooth transitions**
- **Cover:**
  1. **the current situation**
  2. **the problem you've identified in the scenario**
  3. **your solution/s to the problem including all aspects of expertise (design, technology, business) in your group**
  4. **recommendation based on the evaluation of your solution**
- **After the presentation: 10-15 mins for questions and discussion**
- **Grading: team elements & individual elements (See rubric for details!)**

# Presentation outline

## An organized “map” of your topic

- does not include all the words you say
  - includes supporting data
  - has a hierarchical structure
  - for preparation only, not for reading
- **Outline template available in MyCo Session 3.**

# Team Presentation Process

## OUTLINE

- A written road map of your presentation (template provided)

## REHEARSAL

- Record in Zoom or using a video camera
- Peer /teacher feedback

## FINAL PRESENTATION

- In class
- Another team acts as an opponent
- Self-evaluation



# Homework:

- **By now, you should have agreed on who will deal with what aspect of your problem/solution. Continue to investigate according to your own role and contribute to the FISH document (2%)**
- **Reflection cards (read the reflection cards on the progress on your project, answer the questions and post them in the forum 4%. Read those of at least one other team member)**
- **Watch the materials on intros & conclusions, transitions, and ethos, pathos & logos available in MyCo Session 3.**