



Aalto University
Language Centre

Aaltonaut Communication Skills

Reflection Day

Teacher: Matthew Billington

Schedule

Part One

Reflection on learning so far

- Learning Café

Part Two

Videoraati

Communication Genres

Part Three***

Implementing the learning into the final project

- Six Thinking Hats

Final Presentation / Assignments

1. 5 – 8 minute team presentation
2. Questions from the board of directors

Part 1

Learning Café

Learning Café

Three groups

- You will have 10 minutes at each table. One person (host) will stay at the table to explain the comments to the following group.
- Share your recollections, ideas, and insights about what you learned on the different topics. Write each idea down on the Padlet.

The three final hosts will summarise the ideas for the class at the end.

Learning Café Topics

- 1. User perspectives and Safety**
- 2. Value, Cost & Pricing**
- 3. Functionality, Materials and Production**

Summary of findings

Three Final Hosts

Share your table's findings with the class.

Part 2

Videoraati + Communication genres

Videoraati!

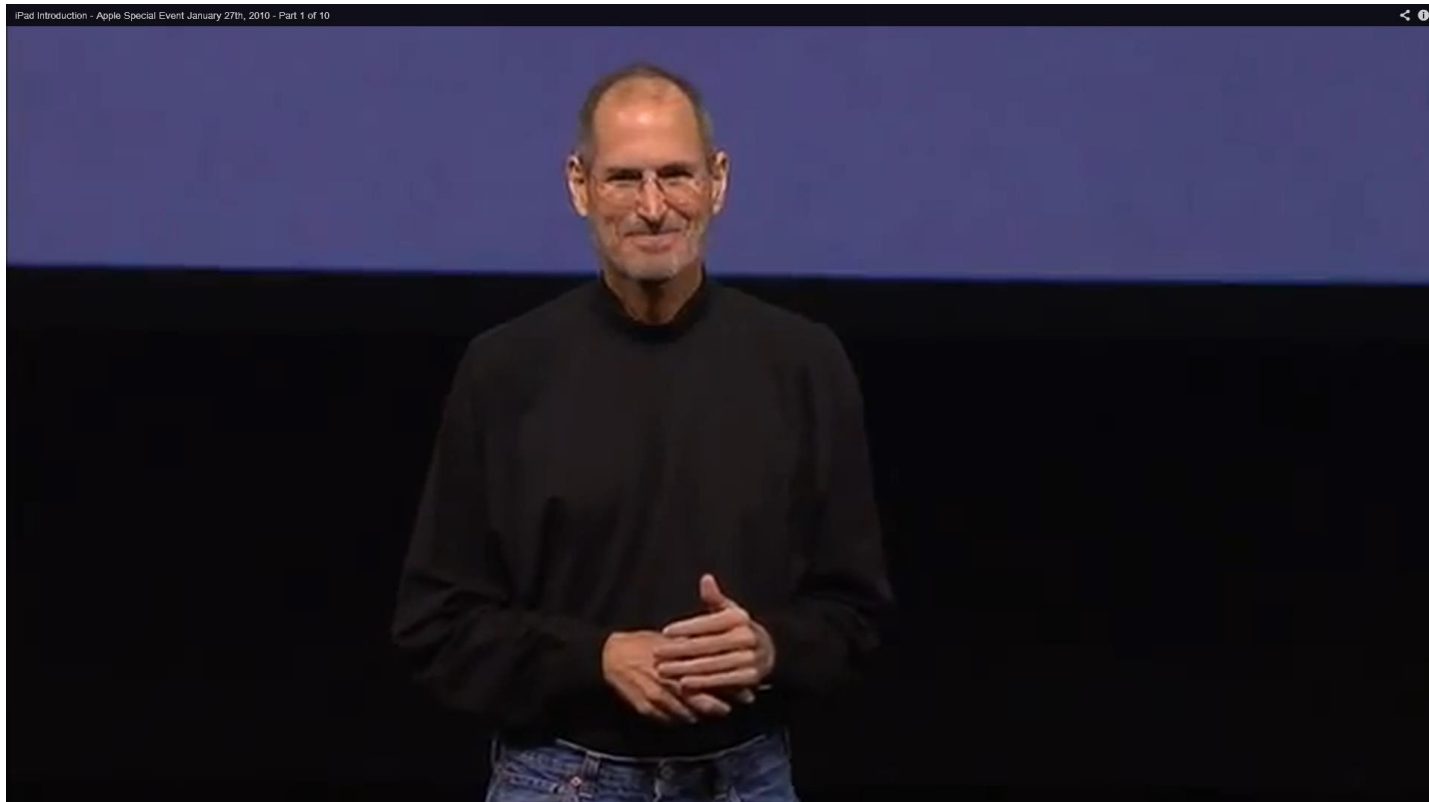
Group work

After each video, analyse the performance.

1. Structure
 - a) *Introduction / Body / Conclusion*
 - b) *Cohesion of ideas / narrative*
2. Main message
3. Visuals
 - a) *Integration with speech*
 - b) *Appropriateness*
4. Delivery

Give a score out of 10. Be prepared to defend your score.

Video 1 – Steve Jobs



Videoraati!

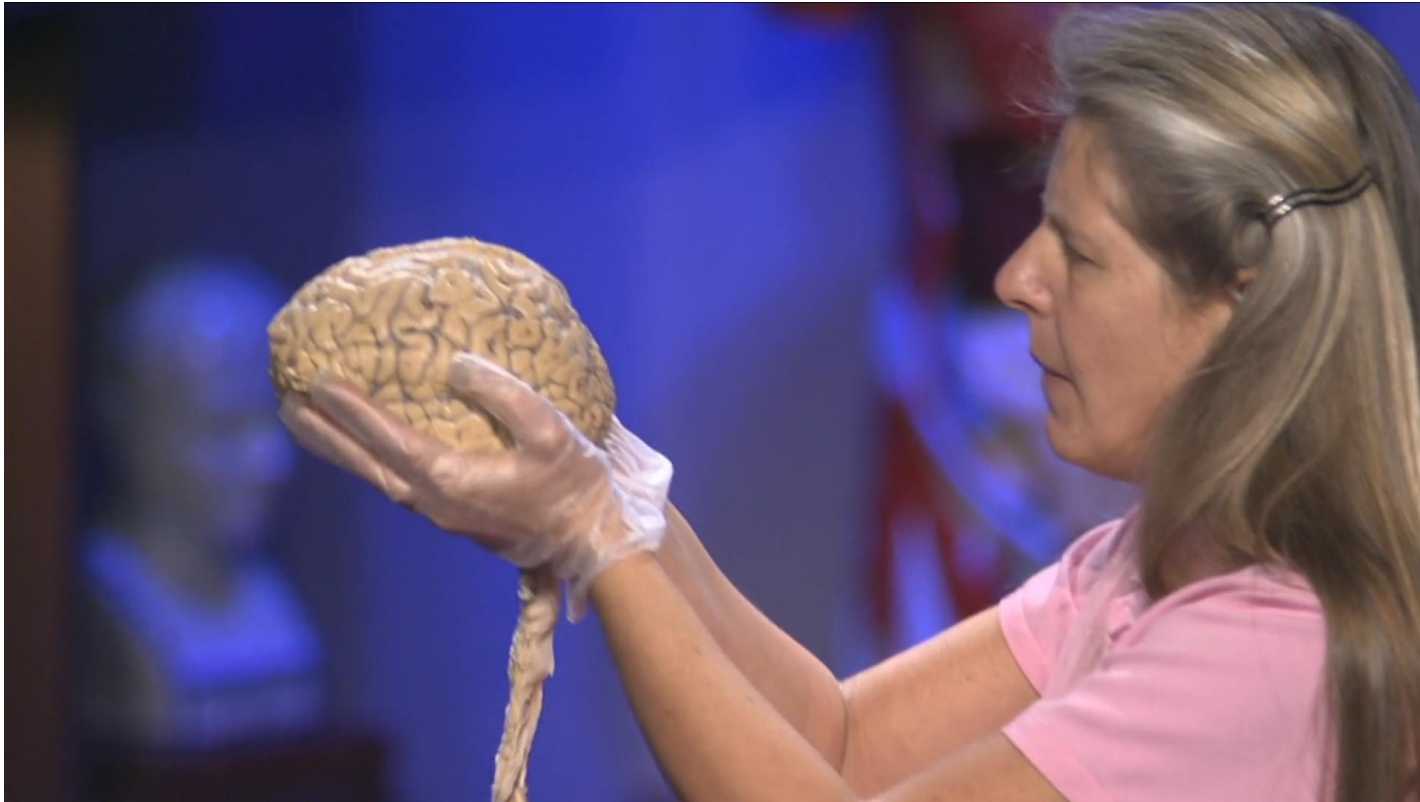
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4. Delivery

Give a score out of 10. Be prepared to defend your score.

Video 2 – Jill Bolte Taylor



Videoraati!

Group work

After each video, analyse the performance.

1. Structure
 - a) *Introduction / Body / Conclusion*
 - b) *Cohesion of ideas / narrative*
2. Main message
3. Visuals
 - a) *Integration with speech*
 - b) *Appropriateness*
4. Delivery

Give a score out of 10. Be prepared to defend your score.

Video 3 – Dick Hardt



Videoraati!

Group work

After each video, analyse the performance.

1. Structure
 - a) *Introduction / Body / Conclusion*
 - b) *Cohesion of ideas / narrative*
2. Main message
3. Visuals
 - a) *Integration with speech*
 - b) *Appropriateness*
4. Delivery

Give a score out of 10. Be prepared to defend your score.

Communication Genres

P

E

N

D

Persuasive

Expository

Narrative

Descriptive

A photograph of Steve Jobs, co-founder of Apple, standing on a stage. He is wearing his signature black turtleneck and blue jeans, with his hands clasped in front of him. The background is a dark stage with a blue light wash.

Persuade!

A close-up, black and white portrait of actor Neil Patrick Harris. He has a slight smile and is looking directly at the camera. The background is plain white.

Explain!

A woman with long blonde hair, wearing a pink polo shirt and a hair clip, is shown in profile. She is wearing a white glove on her right hand and holding a realistic model of a human brain. The background is a blurred blue and red stage setting.

Narrate!

A solid, bright blue rectangular background with no other visual elements.

Describe!

Persuasive

The Toulmin-Zappen model (Problem-solution pattern)

Arguably, the most important pattern of organization in academic communication.

This model and its variants are commonly found in:

- argumentative and evaluative critical thinking
- Bachelor, Master's and Doctoral thesis introductions and abstracts
- research articles
- elevator pitches, job applications

The Problem-Solution Pattern

Four rhetorical moves



1. Situation

What is relevant or important about the topic?



2. Problem

What is wrong with the current situation?
What is needed or lacking?



3. Solution

What is the solution?

4. Evaluation

Is this a good solution?



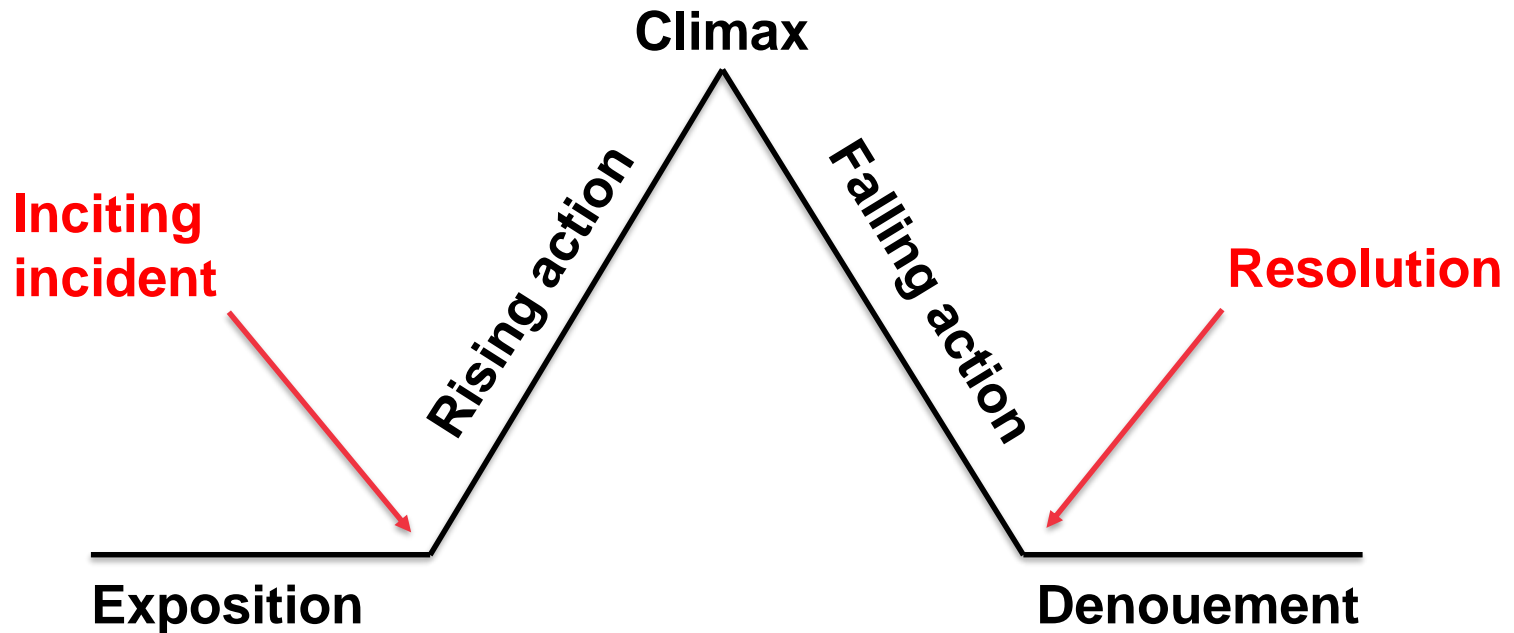
If not, repeat move 3 & 4.

Persuade

How did Steve Jobs use the Problem-Solution pattern?

Narrative

Freytag's Pyramid



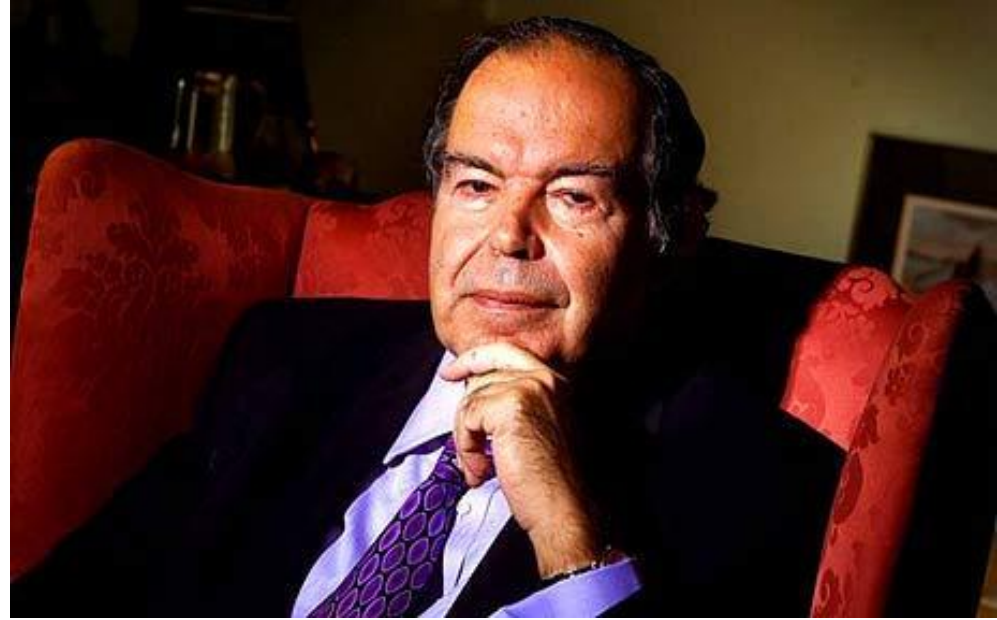
Narrative

How did Jill Bolte Taylor follow Freytag's pyramid?

Part 3

Six Thinking Hats

Six Thinking Hats



Edward de Bono

- **Creativity guru**
- **70 books including**
 - Six Thinking Hats (1985)
 - The Use of Lateral Thinking (1967)

Six Thinking Hats

Who uses it?

MARS



P&G
Procter & Gamble



SIEMENS

DuPont®



AIR PRODUCTS



LAFARGE

Morgan Stanley

Dow AgroSciences

ORACLE®



LinkedIn



Nestlé

BLUE HAT

OVERVIEW, DECISION-MAKING

- **Facilitator, chairperson, session leader (or as a group deciding on the goals of the meeting)**
- **Actions**
 - Defines the problem
 - Leads the discussion
 - Decides when to change hats
 - Considers the group's thinking process and social dynamic.
 - Provides comments and conclusions about the discussion
 - Organizes votes on issues

WHITE HAT



WIKIPEDIA

English
 The Free Encyclopedia
 4 441 000+ articles

Español
 La enciclopedia libre
 1 078 000+ artículos

日本語
 フリー百科事典
 893 000+記事

Deutsch
 Die freie Enzyklopädie
 1 094 000+ Artikel

Português
 A enciclopédia livre
 818 000+ artigos

Polski
 Wolna encyklopedia
 1 027 000+ hasła

Русский
 Свободная энциклопедия
 1 098 000+ статей

Français
 L'encyclopédie libre
 1 473 000+ articles

Italiano
 L'enciclopedia libera
 1 090 000+ voci

中文
 自由的百科全书
 749 000+ 條目

English

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1 000 000+

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100 000+

ti • Esperanto • Euskara • العربية • Galego • 한국어 • Հայերեն • हिन्दी • Hrvatski • Bahasa Indonesia • עברית • Latina • Lietuvių • Magyar • Bahasa Melayu • Baso Minangkabai • ગુજરાતી • Română • Simple English • Sinugboanon • Slovenčina • Slovenščina • Српски / Srpski • Srpskohrvatski / Српскохрватски • Suomi • Türkçe • Українська • Tiếng

10 000+

DOLLAR WEAKNESS

One Euro buys



wordy *adj* (wordier, wordiest) using or containing too many words. **>>>** **wordily** *adv*, **wordiness** *noun*.

wore /waw/ *verb* past tense of WEAR¹.

work¹ /wuhk/ *noun* **1a** activity in which one exerts strength or mental faculties to do or produce something. *I like work.* **1b** sustained physical or mental effort to achieve a result. *He worked hard to finish the project.* **2** any of the activities that provide one's accustomed means of livelihood. **2a** something produced in a specified way or by a specified person, thing, etc. *the work of a craftsman; clever camera work.* **2b** (often used in combinations) something made from a specified material: *ironwork.* **2c** (usu in pl) artistic production or creation: *the works of Shakespeare.* **3a** a fortified structure, e.g. a fort, earthen barricade, or trench. **3b** a structure in engineering, e.g. docks, bridges, or embankments, or in mining, e.g. shafts or tunnels. **4** (in pl, but treated as sing. or pl, often used in combinations) a place where industrial activity is carried out; a factory: *the brickworks.* **5** (in pl) the works of parts of a mechanism: *the works of a watch.*

WHITE HAT

FACTS, KNOWLEDGE

- **Information – write it all down (even if contradictory)**
- **Questions to ask:**
 - What information do we need?
 - What information do we have?
 - What questions need to be asked?
 - How do we get this information?

RED HAT



RED HAT

EMOTIONS, INTUITIONS

- **Questions to ask:**
 - How do you feel about this?
 - What are the emotions involved in this?
- **Allows open discussion of feelings**
- **No need to justify the emotions**

GREEN HAT



GREEN HAT

CREATIVITY

- **Questions to ask:**
 - Do we have any new ideas?
 - How can we do this differently?
 - What are some alternatives?
- **Generates new ideas without criticism. Any brainstorming techniques are okay.**

YELLOW HAT

YELLOW HAT

OPTIMISM

- **Questions to ask:**
 - What are the positive attributes?
 - What is the value of this?
 - How will this help us?
- **Identify the benefits of an idea**

BLACK HAT



BLACK HAT

CRITICISM

- **Questions to ask:**
 - How will people react?
 - Why might this not work?
 - What are the difficulties and problems?
 - Are we staying within the rules?
 - Are we keeping to our values & ethics?
- **Critique ideas through logical arguments**

Plan of attack

Use your **BLUE HATS** to decide on a logical order for conducting the meeting, e.g.

- Should we collect ideas (WHITE HAT) first?
- When should we find out how everyone is feeling about this? (RED HAT)
- When do we brainstorm ideas? (GREEN HAT)
- Do we share optimism (YELLOW HAT) or criticism (BLACK HAT) about the ideas first?

Appoint a chair (**BLUE HAT**) to ensure everyone is wearing the correct hat.

Put it into practice

Discuss and plan your presentation.

You should use the SIX THINKING HATS for at least the first 30 minutes.

Reflection

- What went well with the Learning Café?
- What could be better?

- What went well with the Six Thinking Hats?
- What could be better?

- What did you think of your own contribution in each?
- Any other thoughts?