

# LC-1310 Academic Communication for MSc Students

—  
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2024



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# Today

Review article

**Peer review your work**

Visualise your work

Metalanguage

# A review article:

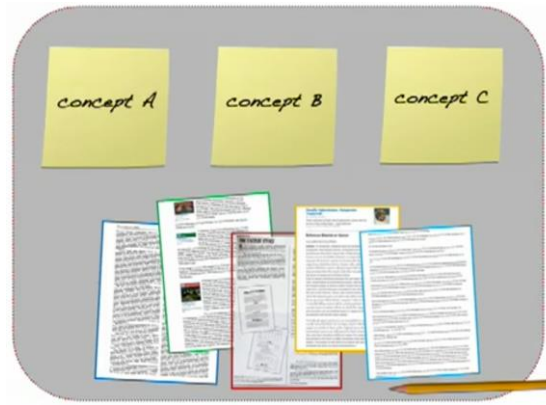
- **Is based on other published articles**
- **Does not report your own original research**
- **Summarises the existing literature on a topic in an attempt to explain the current state of understanding on the topic**

# Purpose of review article

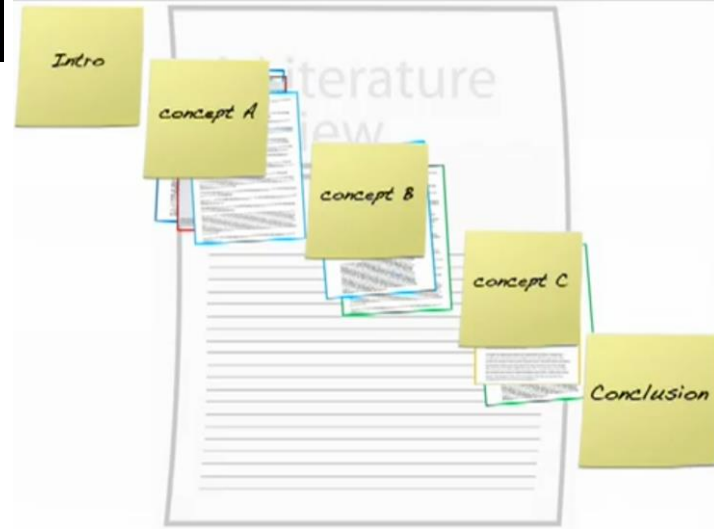
- To provide a valuable, solid, informative, critical summary of a well-defined topic or area to the reader
- To form valuable scientific literature
- To summarise the findings of existing literature
- To help readers to form an idea about the existing knowledge on a topic without having to read all the published works in the field.

# Watch the video on MyCourses

You want to start with



And create a review article like this:



# Peer review

## Questions to consider

1. What is the topic? After reading the outline, can you summarise the key points in your own words?
2. What are the key concepts?
3. How are the ideas organized and progressed?
4. Can you see any arguments built?
5. What are the evidence used?
6. Give one positive comment.
7. Give one constructive feedback on what can be done better.

# Referencing systems

Be consistent

## IEEE

<https://journals.ieeeauthorcenter.ieee.org/your-role-in-article-production/ieee-editorial-style-manual/>

[https://owl.purdue.edu/owl/research\\_and\\_citation/ieee\\_style/ieee\\_overview.html](https://owl.purdue.edu/owl/research_and_citation/ieee_style/ieee_overview.html)

## APA

<https://apastyle.apa.org>

[https://owl.purdue.edu/owl/research\\_and\\_citation/apa\\_style/apa\\_style\\_introduction.html](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_style_introduction.html)

## Harvard

<https://www.scribbr.co.uk/referencing/harvard-style/>

# Visualise your work

- Why use **visuals** in presentations?

It has been said that people retain

20% of what they **hear**

30% of what they **see**

50-85% of what they **see** and **hear**



**How do you help  
your audience get  
from Point A to  
Point B to Point C in  
your talk?**



# Metalinguage

- Using metalinguage is another aspect of keeping our audience on the map
- The larger pattern (the overall structure) should be predictable (outline/ overview)
- But what happens during the presentation, as you move from part to part, must also be signaled
- Metalinguage is essential to help our audience ‘keep up’ with you

# What is metalanguage?

- Also known as **transitions**, **sign-posting** and **signalling**
- Words, phrases, or sentences that connect the speech ideas together
- Act as “verbal bridges” between ideas
- Alert the audience that a new point will be made
  
- Examples:

*Let's now...*

*In conclusion, ...*

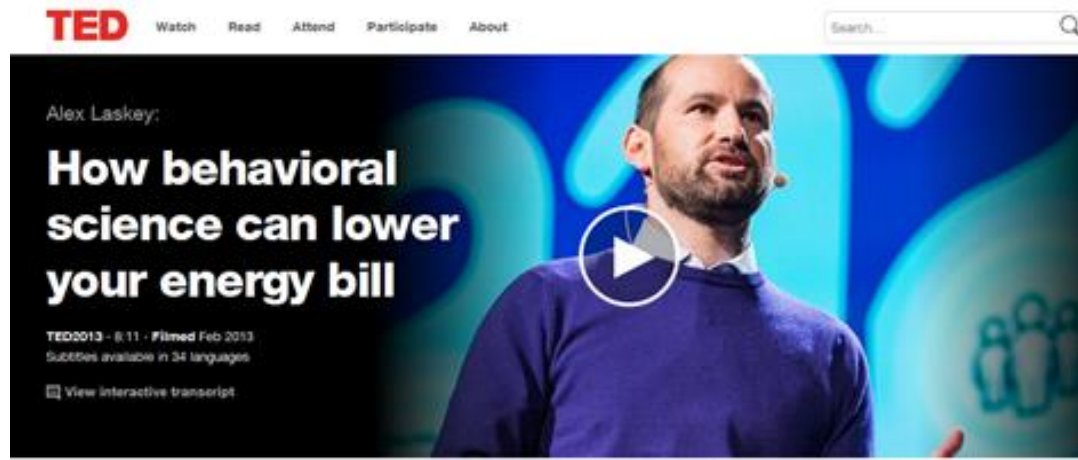
*To sum up,...*

*However,...*

*Another reason is...*

*I'd now like to...*

# Group task:



- How is the talk organized and structured?
- Can you write down the metalanguage used in his talk?

# Important meta-stages to plan for:

- Presenting the **purpose**
  - Previewing the **organization**
  - Summarizing the **main idea**
  - Introducing a new point (with a full-sentence transition)
  - Summarizing the main points
- > **Ensuring that the central & previous message 'trails' are referred to even as we branch off**

# Singal

- When moving from one main point to another, **full-sentence transitions** are especially effective

*Next, let's look at exactly what sales contests can do for us.*

## SALES CONTESTS

- I. Top management should sponsor sales contests to halt the decline in sales over the past two years
- II. Sales contests will lead to better sales presentations

# Transitions between main points can be done in the following ways:

1. Rhetorical questions
2. Topic sentences
3. Restate-forecast

# 1. Rhetorical questions

Audience wants to see if you agree with their answer

***Will contests be too expensive?*** [pause...]

*Well, actually they won't because...*

***How do the costs of contests stack up against the expense of training new people?*** [pause...]

*Well, if you take a look at the following graph...*



## 2. Topic sentences

Introduce the topic by **summarizing** the content/main message or **making a claim**

*There are three reasons for using contests.  
**First**, contests are... **A second reason** for using contests is that...*

*The costs of contests are significantly lower than the expense of training new people. This can be seen in the following graph...*

### 3. Restate - forecast

**Restates** the point just covered and **preview**s the point to be covered next

*Now that we've established a need for sales contests (**restatement**), let's now take a look at what sales contests can do for us (**forecast**).*

*Now that I've shown you that "junk" is the appropriate word to describe junk bonds, let's turn to an analysis of three secure financial instruments: bank certificates of deposit, Treasury bonds, and high quality corporate paper.*

# Metalanguage must also be used as you move from one sub-point to another

1. **Adjectives**, like '*another*' and '*other*'
2. **enumeration**, such as *First*, *Second*, *Third*,
3. **superordinate terms** in guiding your audience between points.

***Another way*** that sales competitions will benefit us is by their relative cost effectiveness.

## SALES CONTESTS

- I. Top management should sponsor sales contests to halt the decline in sales over the past two years
  - A. Sales personnel will be motivated by competition
  - B. Contests are relatively inexpensive
- II. Sales contests will lead to better sales presentations

***In addition to** costing less than a loss in revenues, **sales contests** are less expensive than **training new people.***

## **SALES CONTESTS**

- I. Top management should sponsor sales contests to halt the decline in sales over the past two years
  - A. Sales personnel will be motivated by competition
  - B. Contests are relatively inexpensive
    - 1. Contests cost less than losses in sales revenues**
    - 2. Contests cost less than training new sales staff**
- II. Sales contests will lead to better sales presentations



Don't forget to use **superordinate** terms to remind your audience of the **type of point** you are explaining

**'Umbrella' terms** that can stand for an entire **class** or **category** of things.

# VEHICLES

(superordinate)



**lorries cars bicycles trams ships**

## Typical superordinate terms:

<i>Option</i>	<i>Benefit</i>	<i>Technique</i>	<i>Reason</i>	<i>Phase</i>
<i>Alternative</i>	<i>Advantage</i>	<i>Method</i>	<i>Rationale</i>	<i>Stage</i>
<i>Example</i>	<i>Drawback</i>	<i>Strategy</i>	<i>Consequence</i>	<i>Step</i>
<i>Criterion</i>	<i>Problem</i>	<i>Approach</i>	<i>Effect</i>	<i>Effect</i>
<i>Feature</i>	<i>Issue</i>	<i>Solution</i>	<i>Motivation</i>	<i>Procedure</i>
<i>Aspect</i>				

# How they are used in practice

So, let's now take a look at the **three advantages** that our company can gain by sponsoring sales contests.

The **first advantage** is that competition will motivate...

## SALES CONTESTS

1. Sales personnel will be motivated by competition
2. Contests are relatively inexpensive
  - a. Contests cost less than losses in sales revenues
  - b. Contests cost less than training new sales staff
3. Sales contests will lead to better sales presentations

The **most important reason** is that...

The **second advantage** of choosing a contest instead of ... is that..

**Another reason** is that...

In addition to being cheaper than the other options, a **third advantage** of sales contests is that...

# Summaries are especially useful to clarify or emphasise what you have just said

*In short, the Finnish family today is not what it was sixty years ago. As we have seen, with the majority of women working outside the home and with divorce and remarriage bringing stepchildren into the family picture, the traditional family—made up of a working father, a non-working mother, and 2.3 kids—is definitely a thing of the past.*



# Use **transitions** to organize info, create flow and remind your audience

1. Do you include **enough transitions** to adequately guide your listeners through your speech ?
2. Do you include **full-sentence transitions** that will alert listeners to shifts from one main point to the next ?
3. Do you make appropriate use of
  - the **restate-forecast** technique?
  - **Topical sentences**
  - **Rhetorical questions?**
  - **Summaries?**
4. Do you use a transition word or phrase to alert listeners to the **conclusion** of the speech?
5. Do you use **superordinate terms** to help your listeners see the connection between separate points in a **bulleted list** within a single slide?

# Your own presentation

- A formal oral presentation of your review article
- Length: 10 minutes + 2 minutes for Q&A
- Q&A is also a very important skill in academic contexts

# **HOMWORK**

- 1. Outline of your presentation (we will discuss with your draft on the feedback sessions)**
- 2. Start writing the full draft of your review paper**
- 3. Online modules**
- 4. Assignment 7 peer feedback**