**LC-1114 Communicating Technology**  
**Exercise 10-1**

**Identify the following elements in the presentation about ‘Botnets’ below.**

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| **INTRODUCTION** | | **Sentence(s)** |
| Gains attention by describing  a problem relevant to audience: | | ............. |
| Establishes Credibility: | | ............. |
| States Purpose: | | ............. |
| Overviewing Structure: | | ............. |
| Previewing first main point: | | ............. |
| **CONCLUSION** | |  | |
| Signaling the Close: | | ............. | |
| Recommends a solution: | | ............. | |
| Summarizes main arguments: | | ............. | |
| Encourages audience to take action: | | ............. | |
| Returns to problem from introduction: | | ............. | |
| Invites questions: | | ............. | |
|  | | **1**Did you know that your home computer could be attacking the government of United States right now? **2**Or sending spam to thousands of people? **3**Did you also know that you could be held accountable for it, even if you didn’t know about it? **4**Well, this all could be happening if your computer was part of a botnet. **5**Botnets have become a major threat to companies like your own. | | | |
|  | **6**My name is Mikko Meikäläinen, and I’m a consultant with TurvaNet Security Consulting. **7**Today, we’re going to look at some of the **options** available to help you avoid becoming a victim of botnets. **8**And then we’ll evaluate these **options** to find the best **solution** to protect your company. | | | |
|  | | **9**I have divided my talk into three main areas. **10**First, we’ll see what botnets are and the motivation behind them. **11**Then, we’ll examine some potential methods to avoid the threats posed by botnets. **12**We’ll then evaluate these options. **13**And finally, we will see which of these methods would be most suitable for your company. **14**So, what are botnets? | | | |

BODY (sentences 15-85)

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|  | **86**So, in conclusion, **what we have learned today is that** botnets are used for malicious purposes and pose four real threats to companies like your own. **87We looked at** three measures that you could use against these threats and evaluated the effectiveness of those measures on the basis of five criteria: *cost, encryption capability, system performance* and *export control*. **88Based on what you’ve seen today, I’m sure you would agree that** the best solution for your company is turboware. **89**Turboware not only offers superior encryption and export control features, but also provides adequate performance for dealing with the volume experienced by your company at a cost that you can afford. | |
|  | **90**What you can do is to adopt this new technology within the next two weeks, so that your computer system doesn’t become a part of a botnet and… | |
|  | … so that some government doesn’t come knocking on your door and asking difficult questions. | |
|  | **91**Now, I’m sure you all have lots of questions, so let’s open the floor for discussion. |