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WRITING & PRESENTATION TIPS

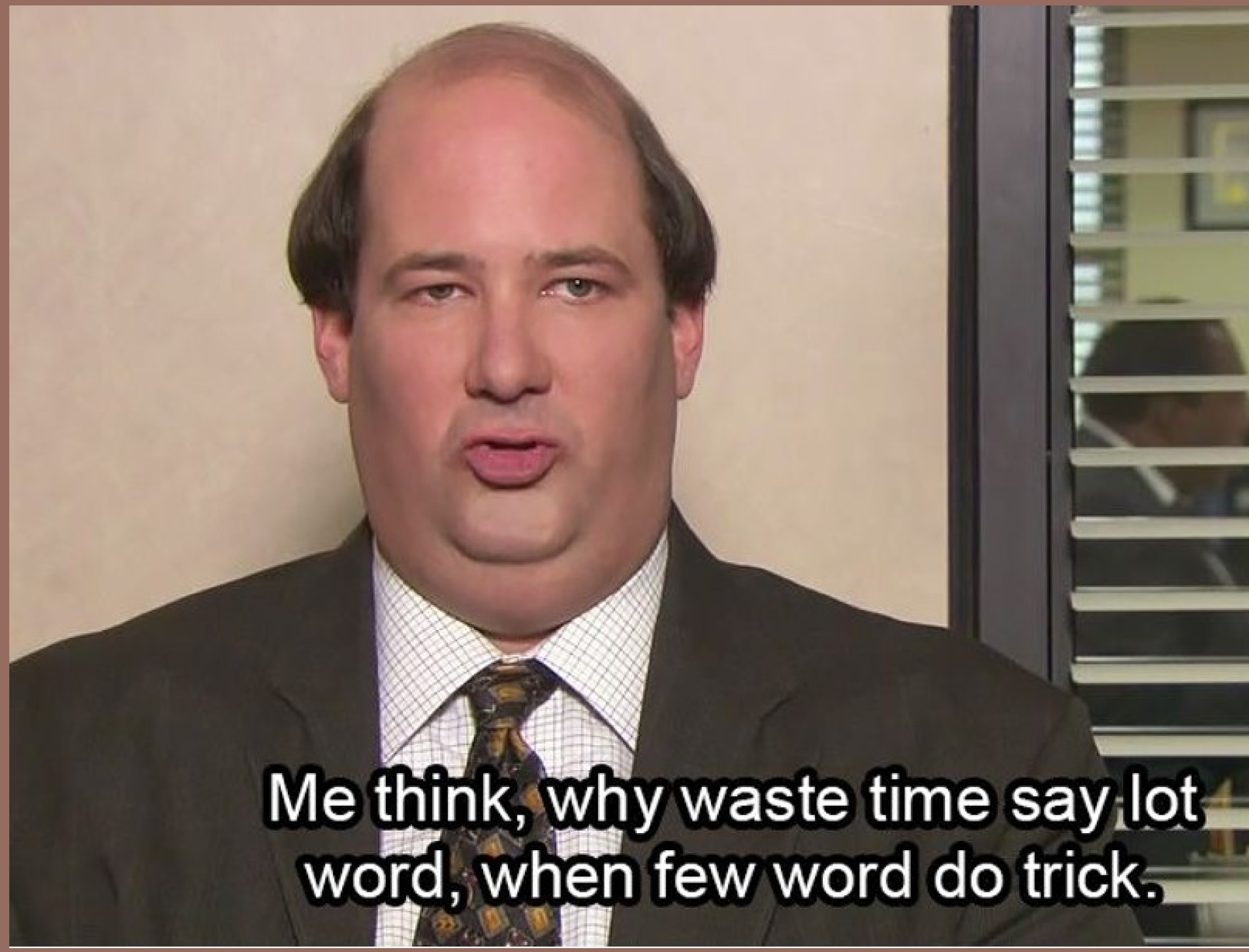
NOVEMBER 23RD 2021

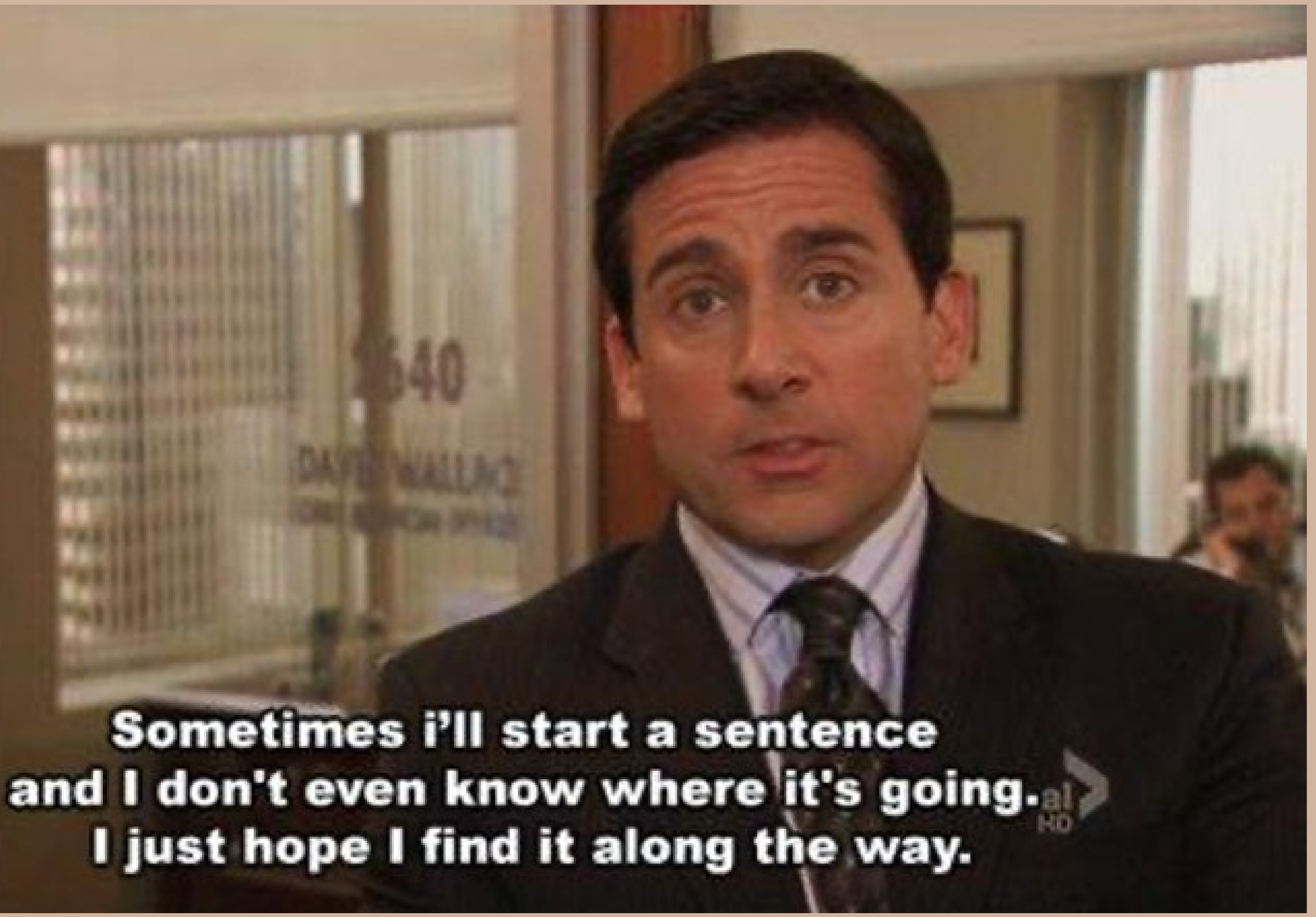
TIPS AND TOOLS FOR ACADEMIC WRITING

1. Be Concise

CLEAR INFORMATION

ONLY FEW WORDS





2. Organize Your Paper

WRITE A QUICK OUTLINE

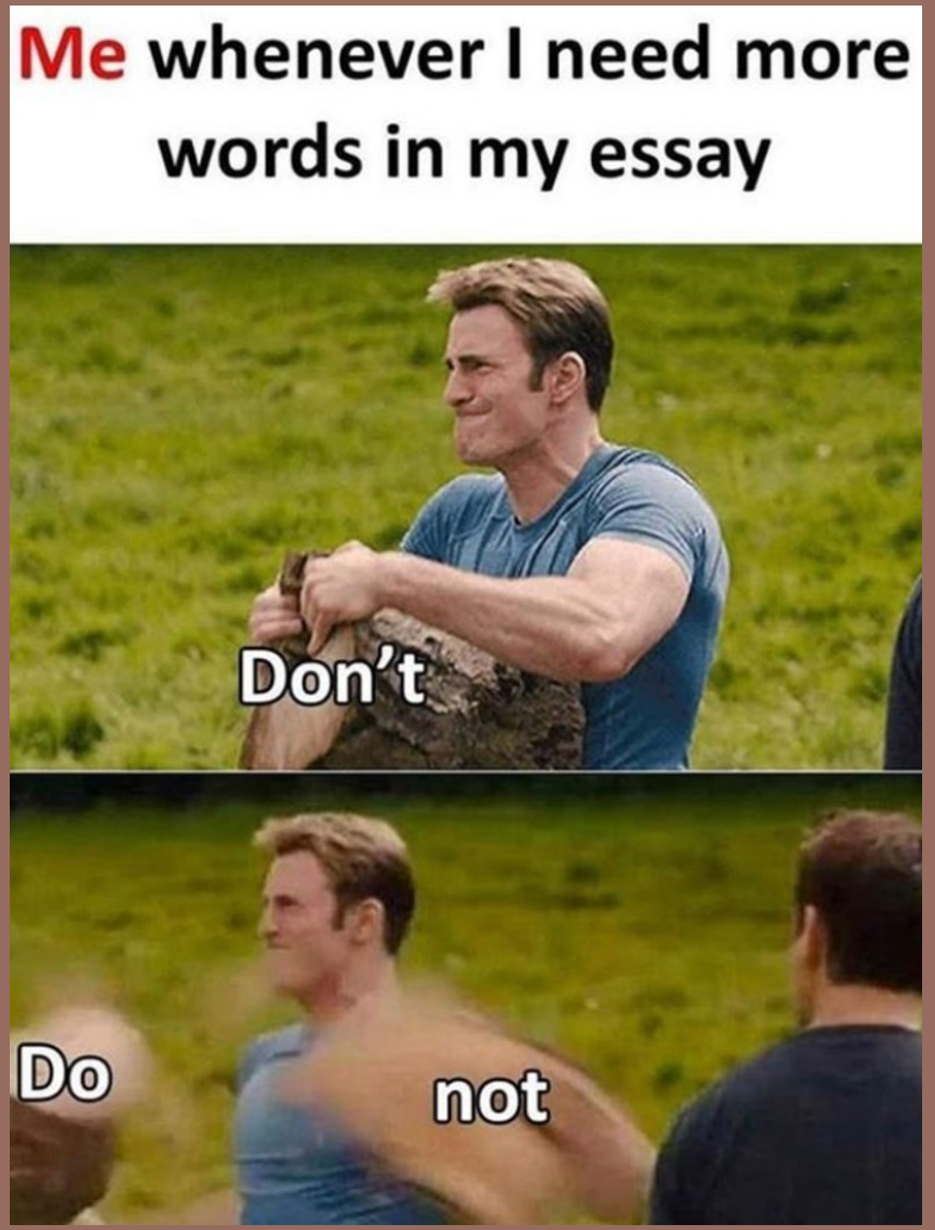
PROVIDE STRUCTURE

3. Avoid

CONTRACTIONS

IDIOMS

COLLOQUIAL EXPRESSIONS



4. Vary Your Sentence Structure

SIMPLE SENTENCES

I woke up late this morning.
I went to the kitchen.
I made myself a cup of coffee. I finished my coffee.
I got ready for work.
I looked at my watch.
I realized I was running late. I ran out of the door.
I jumped in my car.

4. Vary Your Sentence Structure

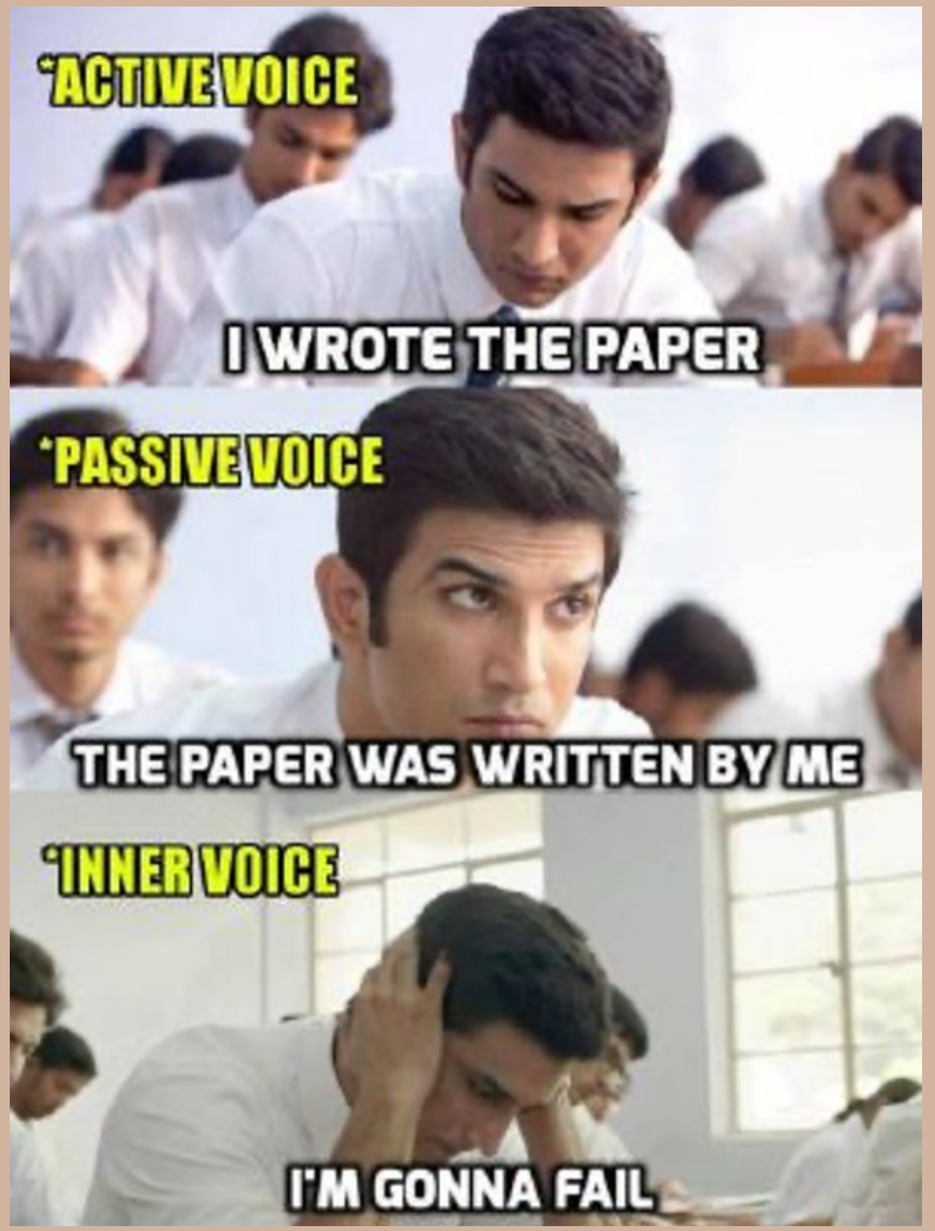
COMPOUND-COMPLEX SENTENCES

I woke up late this morning. I went to the kitchen and I made myself a cup of coffee. After I finished my coffee, I got ready for work. When I looked at my watch, I realized I was running late, so I ran out of the door and jumped in my car.

5. Use Active Voice

NOT FOR EVERY SENTENCE

SEE 1. BE CONCISE

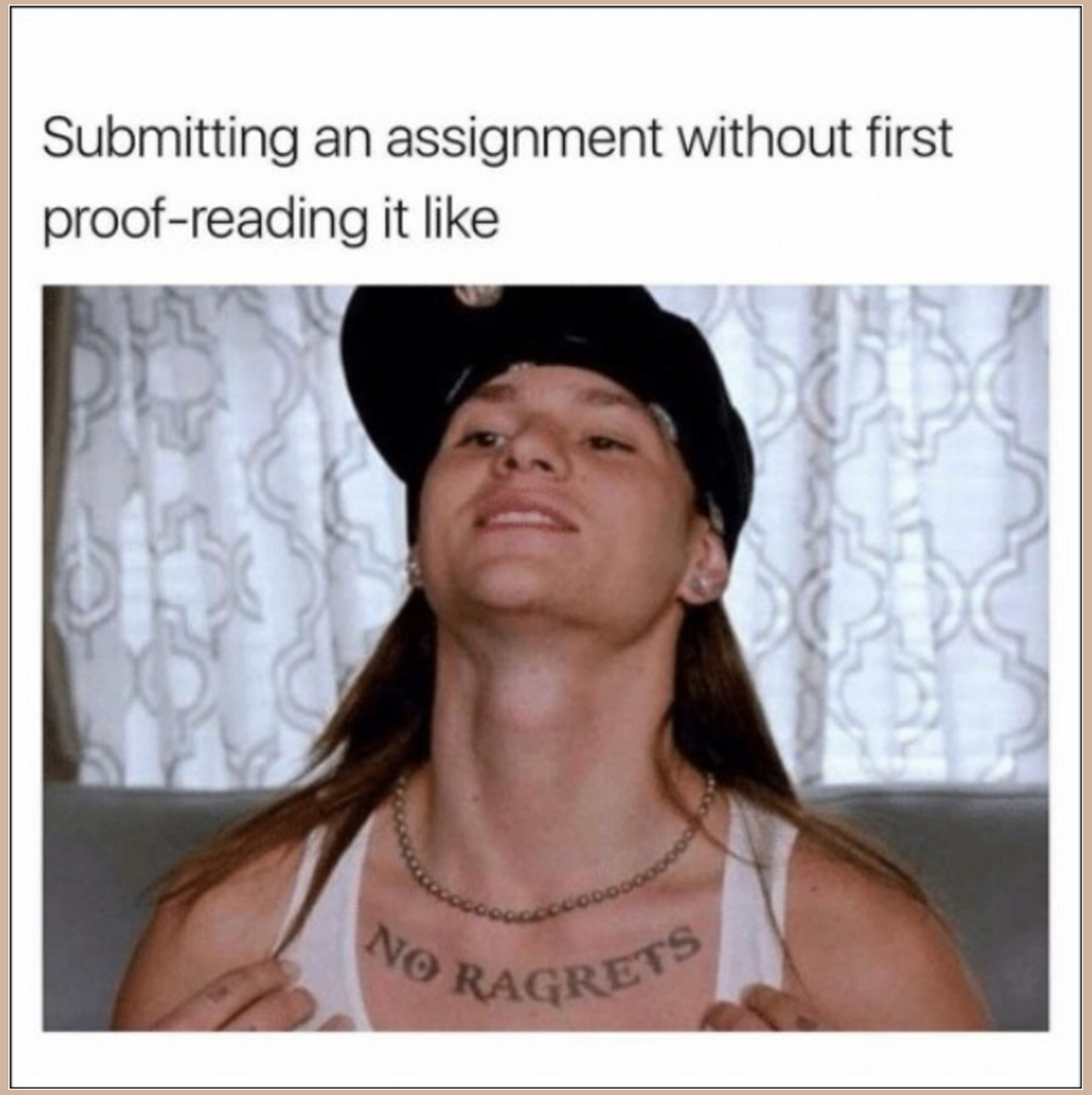


6. Avoid repetition

VARIETY OF WORDS

PRECISE LANGUAGE

TRANSITION WORDS



7. Proofread

SENTENCE STRUCTURE

CHECK FOR REPETITION

READ BACKWARDS

PRESENTATION TIPS

Only One Message Per Slide

John Sweller and Mayer-Theory

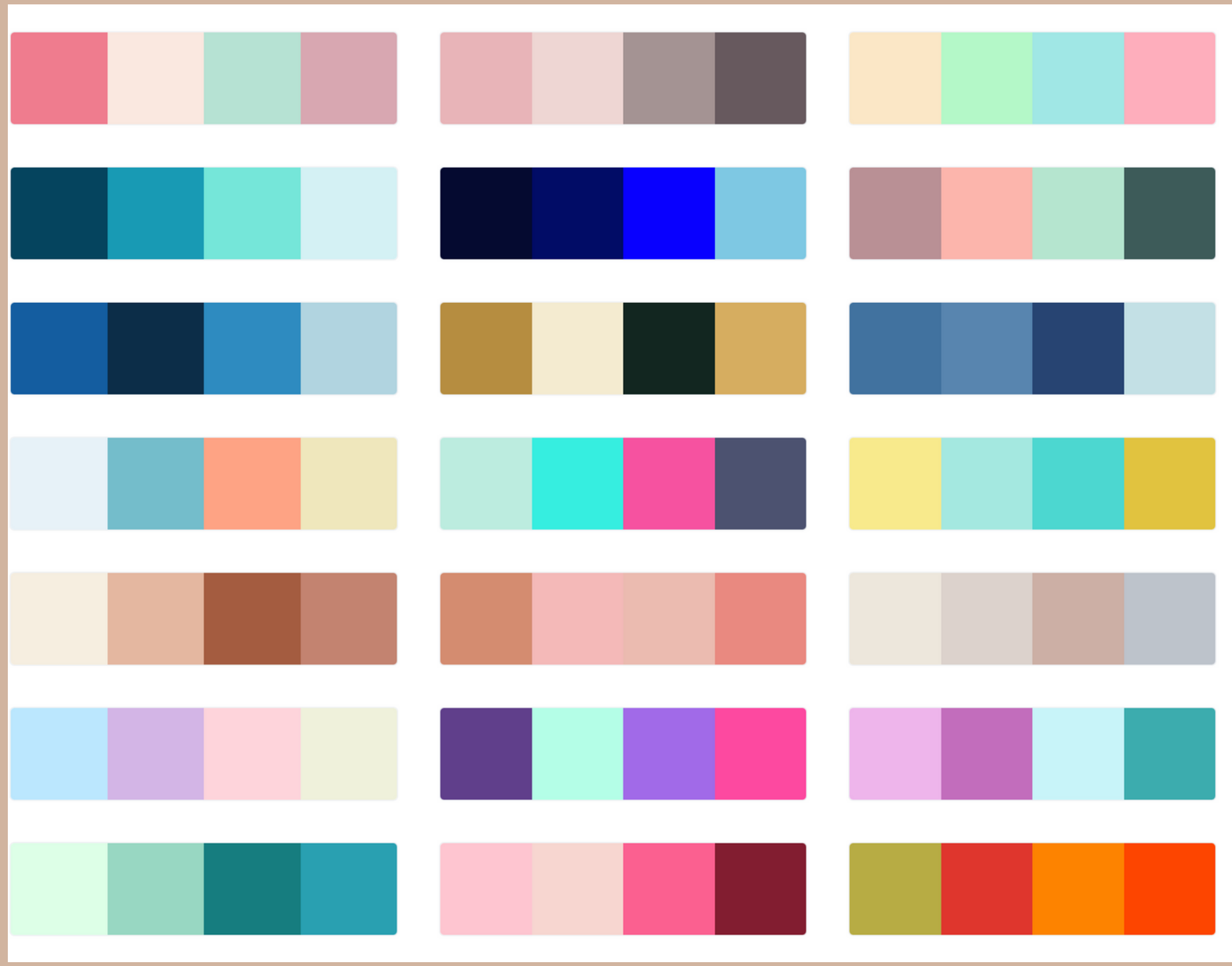
1+1=0

Contrast

DARK BACKGROUND

3 COLOURS

TITLE <-> KEY POINTS



Company	Apple	Microsoft	BMW	VW
Revenue	$ 365.82 billion	$ 168.09 billion	€ 98.99 billion	€ 129.7 billion
Profit	$ 94.7 billion	$ 44.3 billion	€ 3.9 billion	€ 11.4 billion
Increase	$ 74.52 billion	$ 18 billion	- € 6 billion	8,8%
Employees	154.000	103.000	120.700	6662.575

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Disadvantages of a Bright Background

BLINDING

TIRING

LOSS OF FOCUS

Advantages of Dark Background

FOCUS

VISUAL AID

RELAXING

Objects

British Authors

JANE AUSTIN

J. K. ROWLING

GEORGE ORWELL

WILLIAM SHAKESPEARE

EMILY BRONTE

THOMAS HARDY

VIRGINIA WOLF

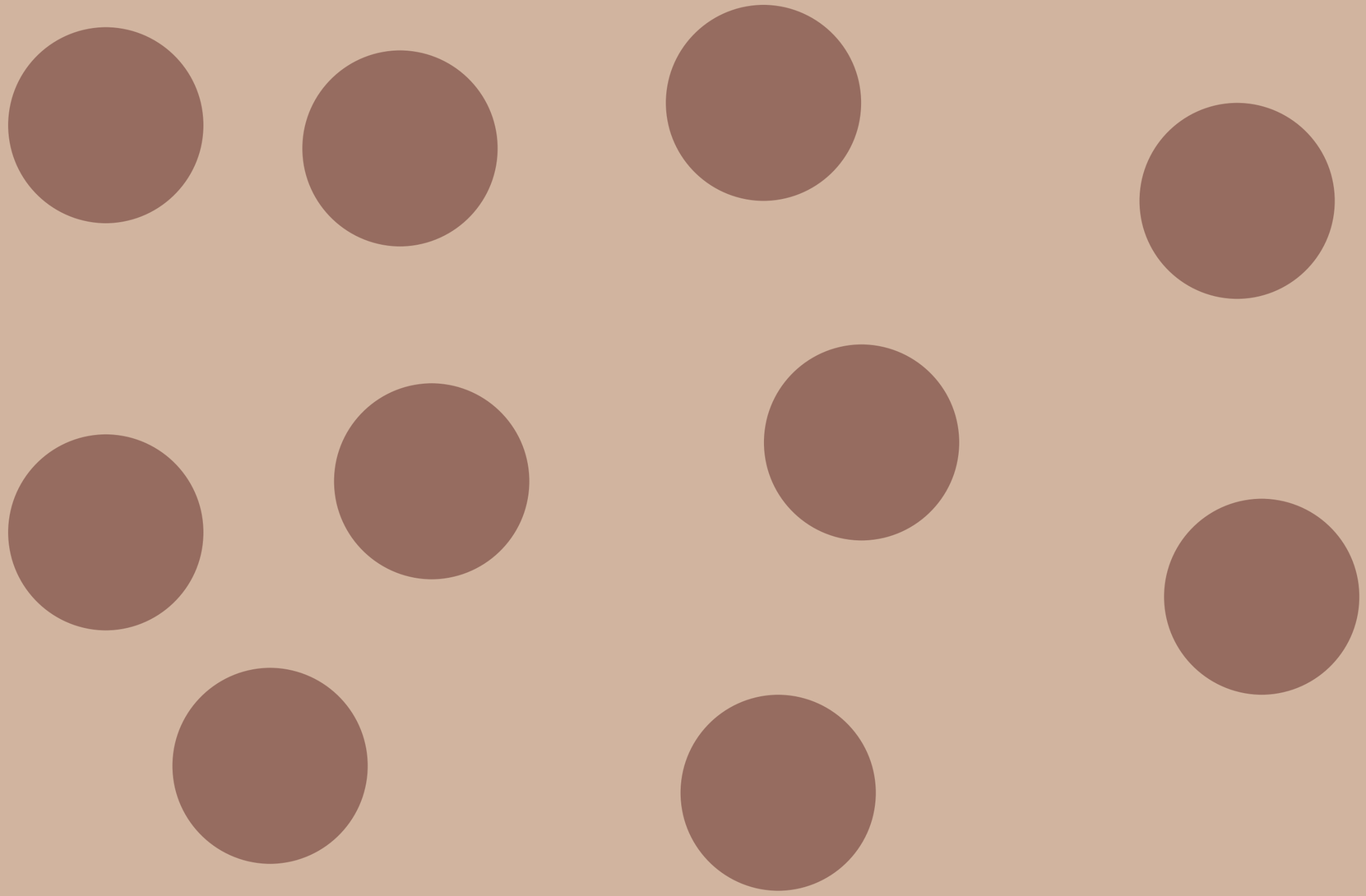
ARTHUR CONAN DOYLE

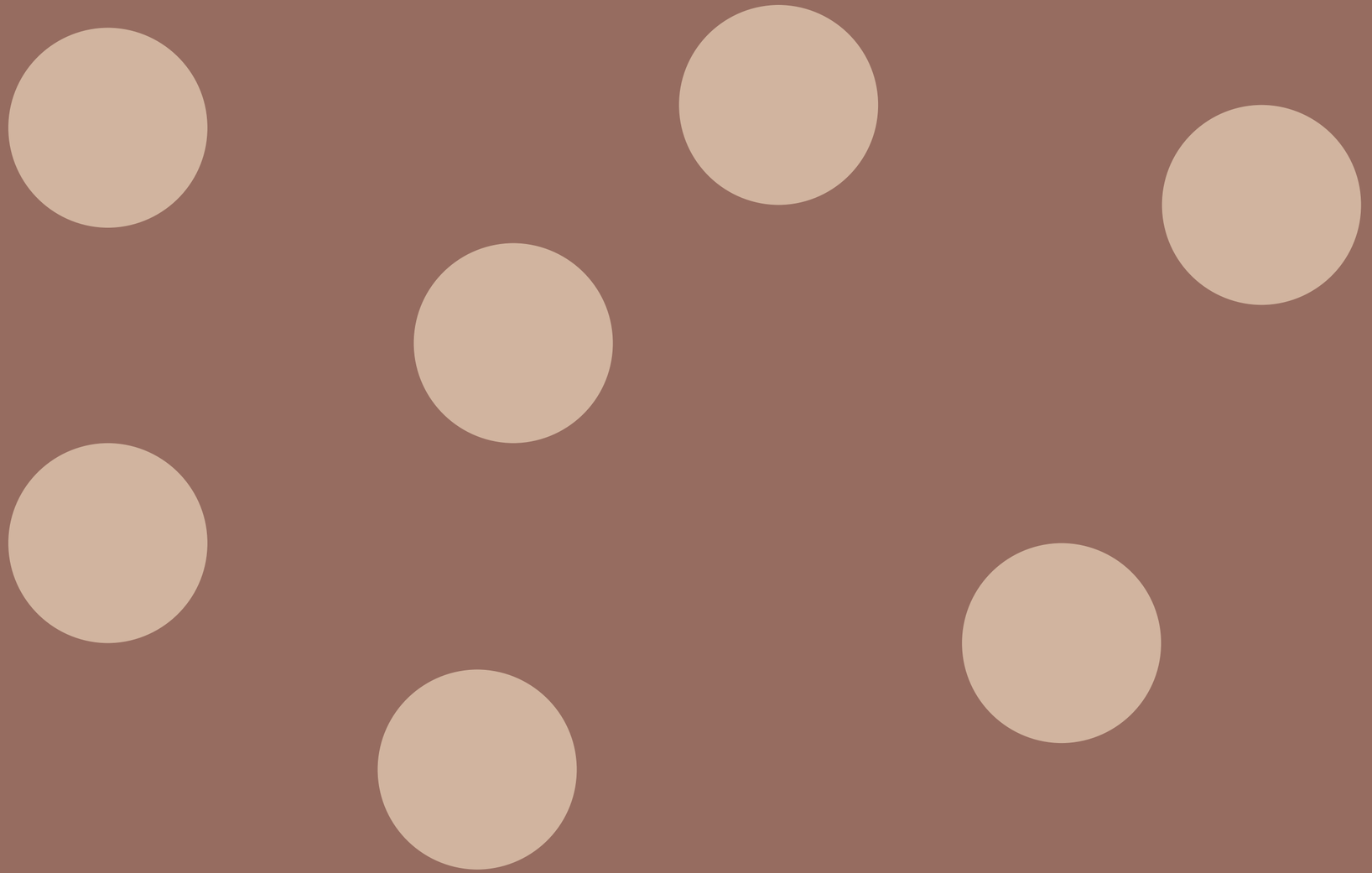
H.G. WELLS

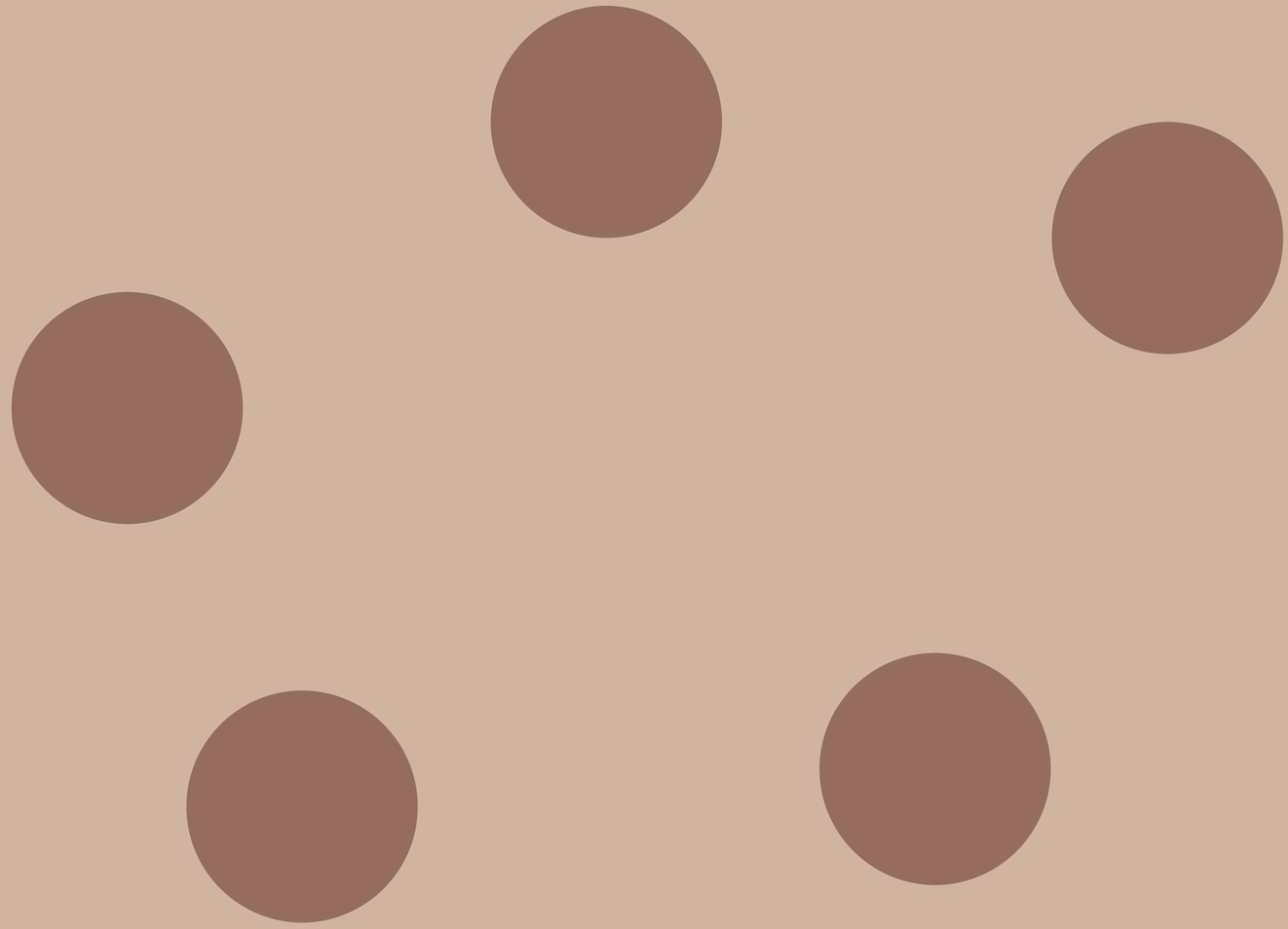
WILLIAM BLAKE

CHARLES DICKENS

DAVID WILLIAMS







WORK SMARTER NOT HARDER