

Communication

Storytelling, writing and oral presentations

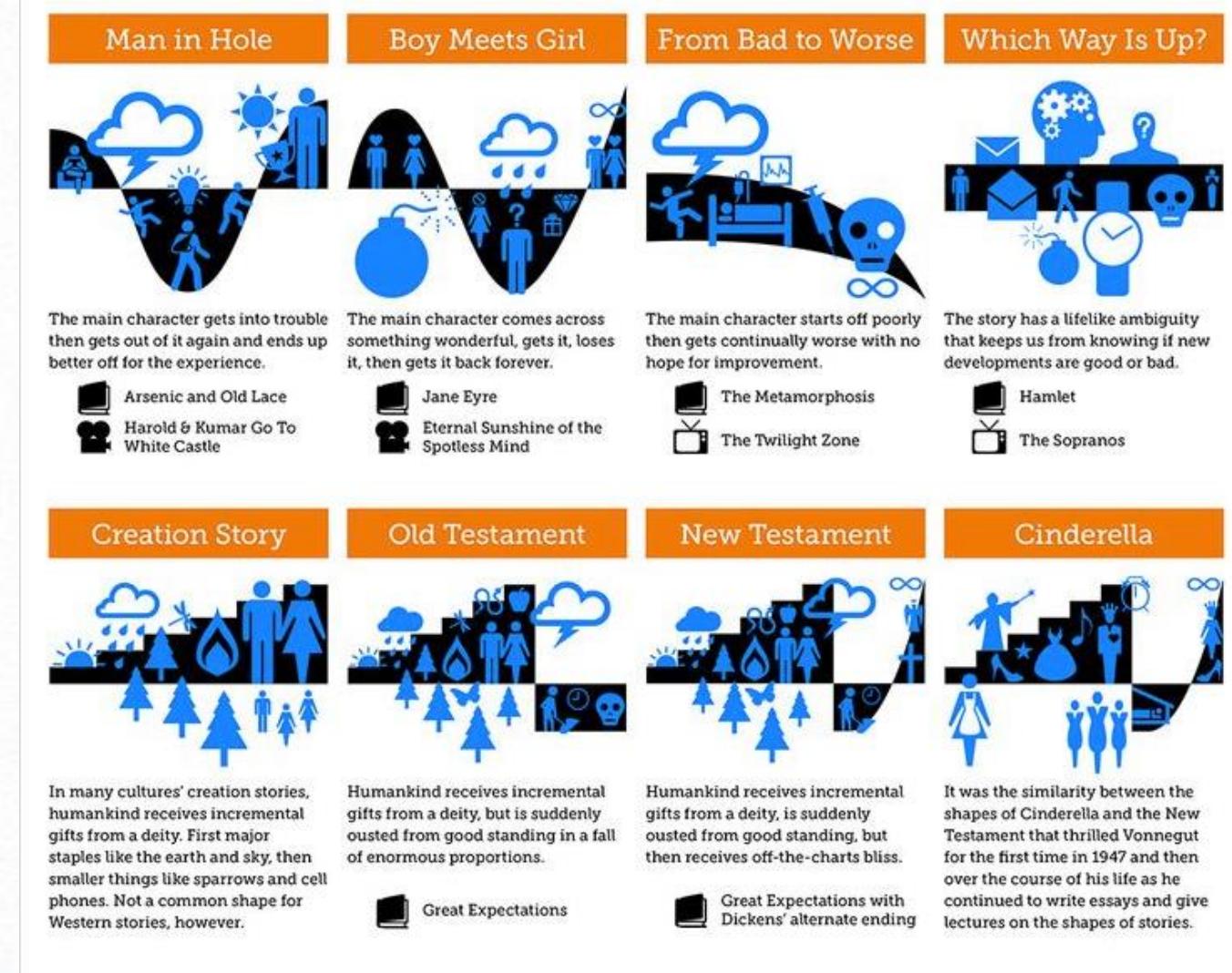
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January 29th, 2021



Storytelling

Kurt Vonnegut on the shapes of stories.
See video [here](#)



Featured in WIRED UK, October 2013



The first aquatic drone controlled by mobile devices that plays AR games and has autonomous behaviors.

The Ziphius story

<http://myziphius.com/>

<http://myziphius.wordpress.com/>

<https://www.facebook.com/myziphius>

<https://twitter.com/myziphius>

<http://www.youtube.com/user/MyZiphius/about>

<http://vimeo.com/channels/myziphius>

<https://www.pinterest.com/myziphius/>

<http://www.kickstarter.com/projects/ziphius/ziphius-the-aquatic-drone>

<http://www.kicktraq.com/projects/ziphius/ziphius-the-aquatic-drone/>

Fundamental elements

- Paragraphs
- Introduction
- Description
- Conclusion

Paragraphs should have more than 2 and less than 5 periods for legibility and transition



Fundamental elements

Periods should have less than 20 words and present one single inference

Figures and Tables should be structuring elements (i.e., Scientific American)

Technical writing

Sentences

Use nouns and verbs

Avoid adjectives

Use active voice

Avoid succession of loose sentences

Balance words with words, sentences with sentences

A kiss can be a comma, a question mark, or an exclamation point

In matters of principle, stand like a rock; in matters of taste, swim with the current

Use coordination (and, or) if you intend to provide the same relevance to different ideas in a sentence

Show subordination between sentences using words such as although, because, if, since, when, where, meanwhile

Sentences to be avoided

It is well known (I think)

There is no doubt (I am convinced)

It is probable (I am do not have enough proof)

As you know (superfluous)

As mentioned previously (superfluous)

Words

An average citizen uses 1500 words

A cultivated citizen uses 5000 words

Avoid uncommon words

Avoid ambiguity (i.e., etc)

Avoid unnecessary qualification (i.e., valid information vs information)

Use the minimum number of words



Punctuation

Commas

Use before a conjunction in the middle of a period, except in short sentences

Use after introductory words

i.e., Near a small stream at the bottom of the canyon, we discovered an abandoned shelter

Use to separate items in a series

Use to highlight names, the words yes and no

Use in dates, addresses and titles



Punctuation

Semicolon

To separate related but independent sentences

In matters of principle, stand like a rock; in matters of taste,
swim with the current

To separate items in a series without internal punctuation



Technical writing

Mechanics

Use capital letters in naming
Estuário do Tejo

Clarify acronyms
Association of Computing Machinery (ACM)

Write in full numbers that require one or two words
eight instead of 8

Use numbers that require more than two words
176 instead of one hundred seventy-six



References

See <https://www.scribbr.com/citing-sources/citation-styles/>

Each slide takes on average 2 minutes

Never write more than seven words per line

No more than six lines per slide

High quality images

Project your voice

Take care of logistics well in advance of the presentation



Source: Write Like an Amazonian

Published: November 2018

July 23

Tips for Amazon Writers

- Use less than 30 words per sentence

Due to the fact that → because

Totally lacked the ability to → could not

- Replace adjectives with data

we made the performance much faster →

we reduced server side fp90 latency
from 10 ms to 1 ms

- Eliminate weasel words

nearly all customers → 87% of Prime members

significantly better → +25 basis points (bps)

- Does your writing pass the "So what" test?

- If you get a question, reply with one of the four Amazon answers:

1. yes.

2. no.

3. A number.

4. I don't know (and will follow up when I do).

Ways to generate buzz for your product

1. Release a **remarkable video**
2. Create a **remarkable product demo**
3. Offer a **remarkable value prop**
4. Execute a **remarkable offline stunt**
5. Start a **remarkable controversy**
6. Offer a **remarkable giveaway**
7. Include a **remarkable viral mechanic**
8. Get a **remarkable hard-to-get product** to be shared by **influencers or press**
9. Carry out a **remarkable pre-launch tease**
10. Be **remarkably everywhere**

- <https://johnfilipe.com/>

Key reading

<https://medium.com/bbc-news-labs/beyond-800-words-new-digital-story-formats-for-news-ab9b2a2d0e0d>

http://www.nasaa-arts.org/My-NASAA/Peer-Groups/Arts-Education-Managers/Storytelling_Fundamentals.pdf

<http://socialmediatoday.com/neildavidson/1467556/basics-video-storytelling>

Additional readings

Media-relations

<http://storythings.com/>

<https://www.washingtonpost.com/graphics/business/mars-journey/>

<http://www.theatlantic.com/entertainment/archive/2015/06/nba-data-analytics/396776/>

<http://www.washingtonpost.com/pr/wp/2015/04/08/washington-post-executive-editor-martin-baron-on-journalisms-transition-from-print-to-digital/>

<http://nofilmschool.com/2013/07/neorealism-comparison-of-de-sica-selznick-terminal-station>



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FIBAA



AACSB
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