

Communicating Your Scholarly Work

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Who am I?

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BS in Biology, MA in Communications –
Interested in how folks communicate
technical work to broader audiences



steps to a successful presentation

- Assess purpose & needs
- Outline | Draft | Edit
- Create visual aid
- Practice verbal presentation
- Present at DEGS!

assess purpose & needs

- Presentation Requirements
- Audience
- Message

assess purpose & needs

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- Audience
- Message

What is your format? What's the deadline?

What are your constraints (time, size, etc.)?

What elements of your presentation will be assessed?

assess purpose & needs

What elements of your presentation will be assessed?

- **Quality** - Effective use of visual and organization of presentation materials
- **Objective** - Clear summary of the project, methods, results and conclusions
- **Accessibility** - Presentation was engaging, easy to follow, understood by a broad audience
- **Significance** - Addresses the broader impact and/or significance of the work
- **Novelty** - Evidence of novel ideas, creative thinking and/or collaboration

verbal presentation



assess purpose & needs

- Presentation Requirements
- Audience
- Message

*Who is your audience,
and what do they already know?*

assess purpose & needs

- Assignment Requirements
- Audience
- Message

What is the one thing you want your audience to walk away from your presentation knowing?

narrative

- ease of comprehension
- more engaging
- easier to recall/remember content
- useful across disciplines and audiences

AAA

(And, And, And)
Non-narrative

ABT

(And, But, Therefore)
Narrative

DHY

(Despite, However, Yet)
Overly-narrative

and, but, therefore

AND – Agreement, set up, or background

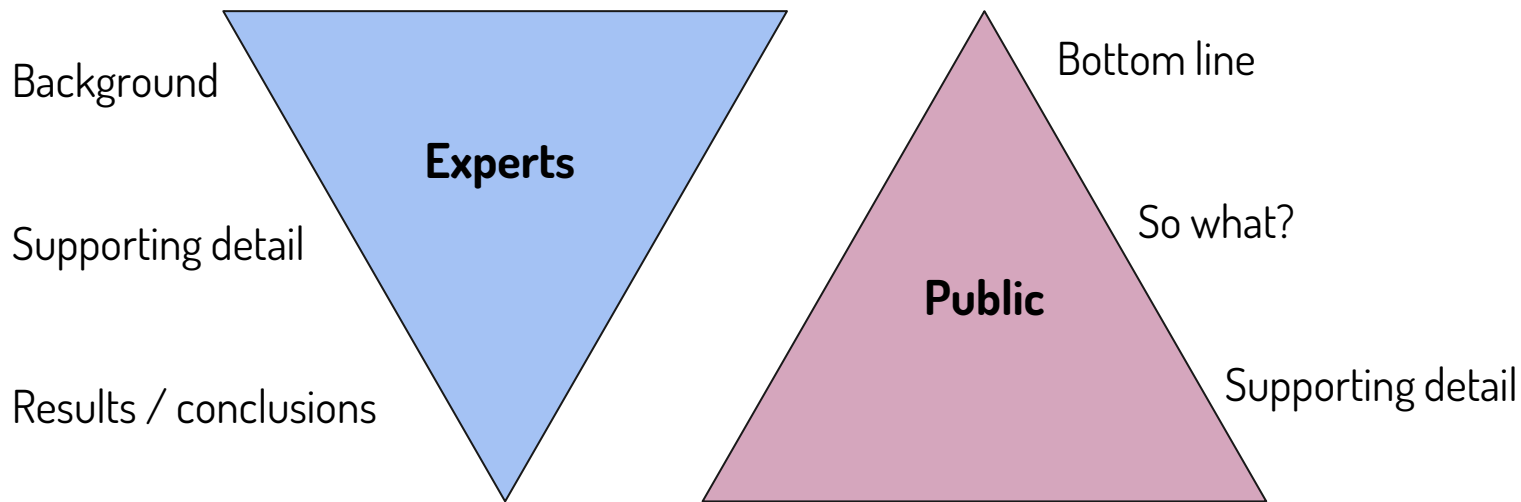
BUT – Contradiction or problem

THEREFORE – Consequence or solution

EXAMPLE: Communicating your research helps complete the research cycle **AND** it is a useful skill to practice, **BUT** it can be difficult to communicate your work across broad audiences in a memorable way. **THEREFORE**, this workshop hopes to give you the tools to be successful in that endeavor.

Using ABT Across Audiences

Same structure, different words.



Using ABT Across Audiences

EXPERT:

Dinosaurs are categorized into two distinct clades, Ornithischia and Saurischia, **AND** this phylogenetic division has remained relatively unchanged for over 130 years. **BUT**, this classification does not account for morphological similarities between Ornithischia and Therapoda. **THEREFORE**, this study examined over 400 diagnostic anatomical features and proposed a new tree that united Ornithischia and Theropoda under a new clade, Ornithoscelida.

PUBLIC:

Phylogenetics tells us how animals relate to one another **AND** it can help us understand the history of life on earth. **BUT**, the way in which scientists draw these family trees can change as we learn and discover more about certain groups of animals. **THEREFORE**, this study looked at fossils a lot of different types of dinosaurs and suggests that there may be a better way to draw their family tree.

Writing an elevator pitch

Take a few minutes to write a 3-5 sentence description of your work using ABT.

Check – Does it use the ABT structure?

- If yes – identify your and, but, and therefore sections
- If no – what's missing? What changes can you make to your pitch to fit the ABT structure?

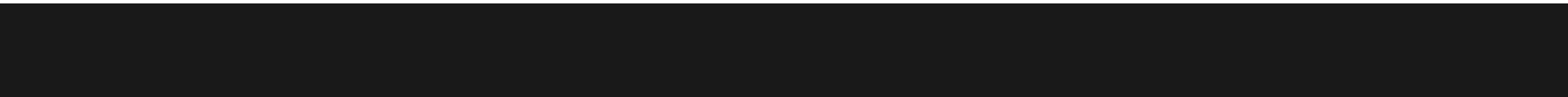
Expanding your elevator pitch

Expand your elevator pitch to write the "story" of your work.

Consider:

- AND: What is the significance of your larger field of work? What background knowledge is important for the audience to understand?
- BUT: What problem do your work hopes to address? What is your research question?
- THEREFORE: How do you hope to address this problem? What were your methods and results? Your future directions?

visual presentation



effective visuals

Focused	One single message Emphasize significance
Graphic	Graphs and images tell the story Limited text
Ordered	Obvious sequence Simple flow paths with cues

Hess, G., Tosney, K., & Liegel, L. (n.d.) An Effective Poster :: Creative Effective Poster Presentations. Creating effective poster presentations. Retrieved July 17, 2014, from <http://www.ncsu.edu/project/posters>

visual grammar

This point is **very important.**

Whereas this point is less so.



You can also use color for emphasis:

Try to make aesthetic choices that look good and convey meaning.

visual unity

**Few
colors**

**Not too
bright**

Contrast

Consistency

Text Elements

Title	Attention-grabbing Short - 5 words or fewer
Fonts	Big 2-3 styles (headings, body text) Serif v. san serif
Sizes	Titles: 150+ (pt size font) Headings: 48+ Subheadings / body: 32+

Bringing it all together

- Presenter engagement, broader impact, significance of the work
 - Use ABT to craft the spoken portion of your presentation, focus on the So What?
- Effective, easy to follow visual aide
 - Ensure your visual is focused, graphic, and ordered

questions?

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