

- tenets of bad speaking
- an art form
- guarantee

I. THOU SHALT NOT BE NEAT.

- spelling grammar legibility
- listen to talk, not read it
- only 50 people anyway

II. THOU SHALT NOT WASTE SPACE.

- use up all of the space
- slides cost 35 cents each
- cut 10 slides to 5, give 4 talks = \$7.00

III. THOU SHALT NOT COVET BREVITY.

- stereotype of scientists
- complete sentences, not just keywords
- paragraphs or even the whole paper
- why spend time making more slides for the same material

IV. THOU SHALT COVER THY NAKED SLIDES.

- nothing like suspense; want audience to hang on every word
- can't let audience read ahead
- keep their attention focused
- after perfecting, add another on top
- fall behind → might as well leave

V. THOU SHALT NOT WRITE LARGE.

- only conceited people use large
- be humble
- important people in front, ignore riffraff

VI. THOU SHALT NOT USE COLOR.

- flagrant color indicates uncareful research
- unfair to emphasize some words over others

VII. THOU SHALT NOT ILLUSTRATE.

- introduce Dijkstra
- Confucius vs. Dijkstra
- wisdom from the ages vs. the person who first counted goto's
- overlays cost 35 cents each

VIII. THOU SHALT NOT MAKE EYE CONTACT.

- avert eyes to show respect
- doesn't help to make points
- makes audience uneasy
- not polite to stare

IX. THOU SHALT NOT SKIP SLIDES IN A LONG TALK.

- audience came a long way
- want to hear the *whole* talk
- speak faster (blurb about front and riffraff)
- if necessary, skip summary and conclusions—repetitive
- still can't understand? their problem

X. THOU SHALT SPEAK NEITHER LOUDLY NOR CLEARLY.

- important people are in front
- don't use a mic
- let the back read the slides

* loss of other Eleventh Commandment

XI. THOU SHALT NOT PRACTICE.

- waste of valuable research time
- argue over every point
- go overtime