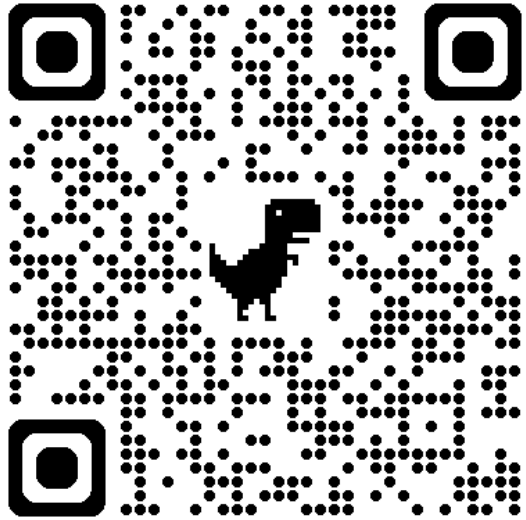


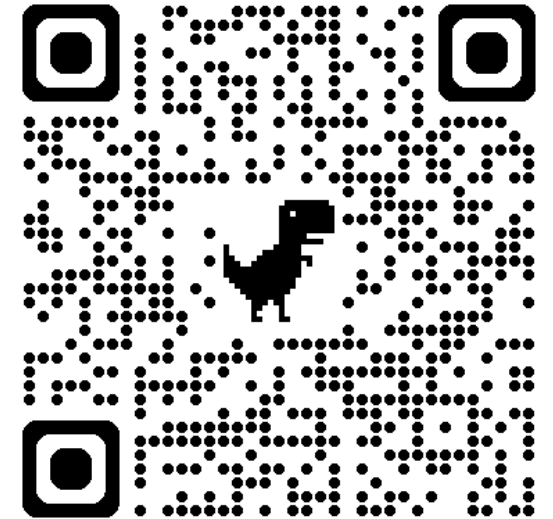
# Advanced Professional Communication

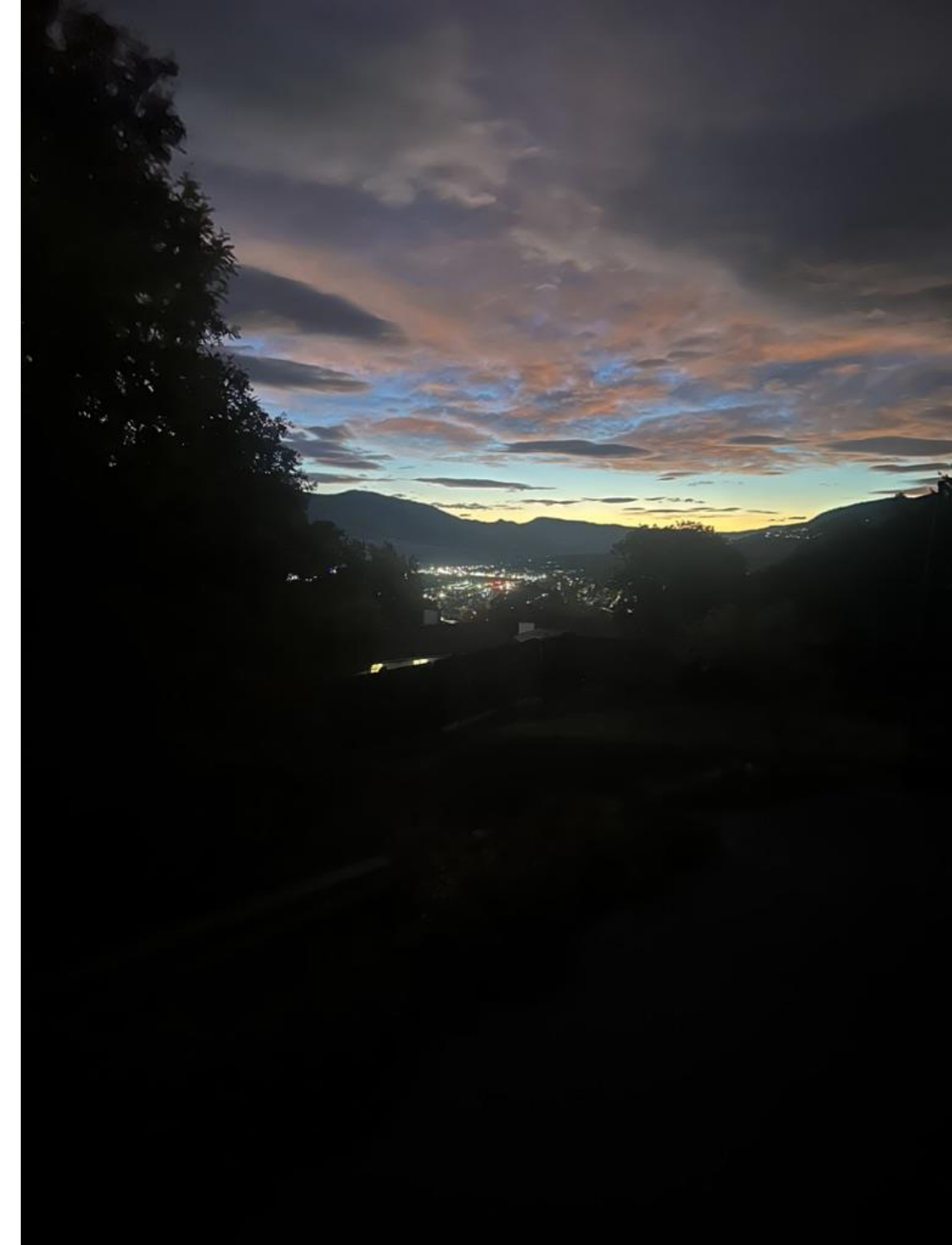
## CMNS 3420-02

Course Website



Course Moodle Site



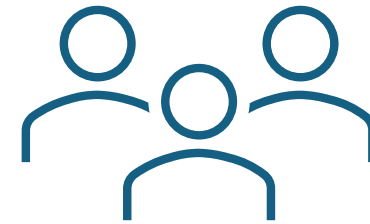


# Territorial Acknowledgement

# Where we're going today



Search Strategies – Prep for  
Journal 4

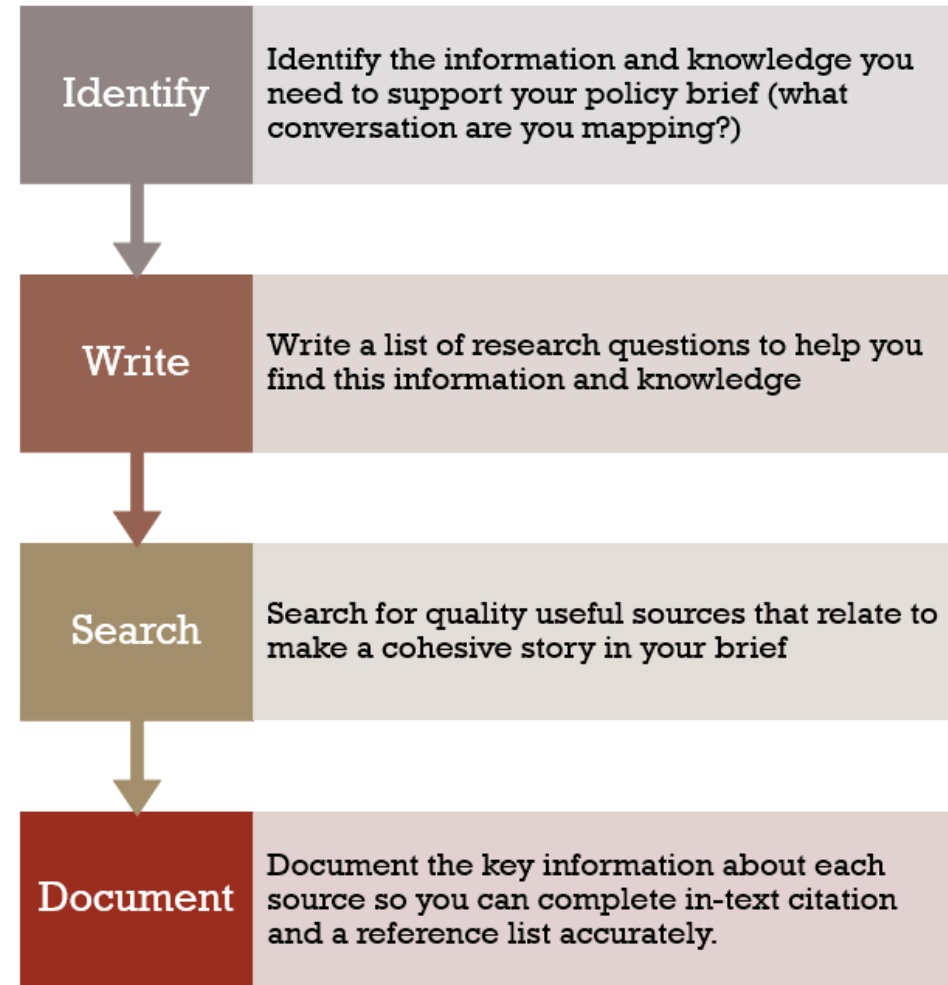


Synthesizing information

# Search strategies

## – Journal 4

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# Playing with your food

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- The logic of synthesis is to come to a larger conclusion or set of recommendations based on the cumulative knowledge and information from multiple voices.



# How we might categorize the information

- What kinds of information could you identify about these candy bars?
- What different categories of information do you think are most relevant?
- Why would you choose those particular categories of information over others?

# Synthesis Writing

## Use of Nuts

In some candy bars nuts are used in whole or chunky form (Snickers, 2012), while in others they are ground into the chocolate (Toblerone, 2014).

## Use of Caramel

Two approaches dominate in the use of caramel. Mars (2011) and Twix (2014) both use it as a layer; Caramilk (2016) fills segments with caramel instead.

## Segmented Candy

Approaches to segmented candy show very little variation. Candy is either segmented into “finger” shapes (Kitkat, 2010; Twix, 2017) or “squares” (Carmilk, 2016).

- A research synthesis draws together information from a variety of sources into *significant categories* of discussion, defined by the information needs of the project.
- Synthesis writing smoothly interweaves the information from multiple sources to build an understanding of the conversation around a particular topic or category of information.

# Coming up...

Journal 4 – submit by Sunday night

Next week - Read Unit 2, Section 3  
(Journal 5 due Thursday, October 30)

Policy brief due Monday, November 3