

# CMNS 3420 – 02 – Advanced Professional Communication – March 30, 2026



Illustration by [Art Attack](#) on [Unsplash](#)



Territorial Acknowledgement

# Where we're going today

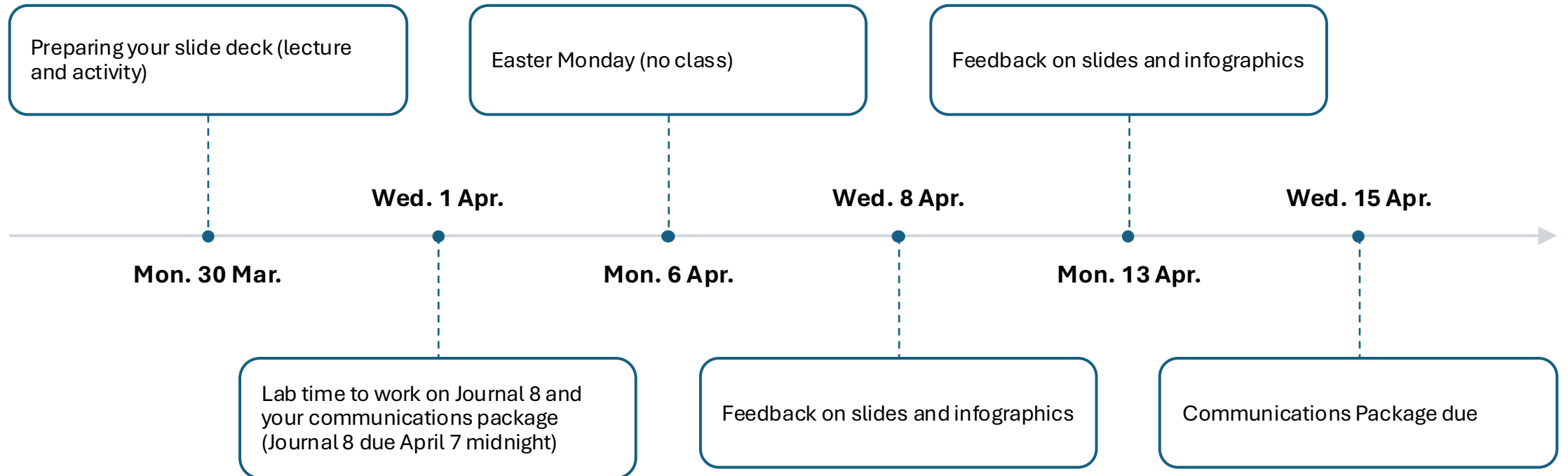


Review of communications  
package components



Powerpoint with audio design

# Remaining classes



# Revised components of Communications Package (30% of course grade)



Communications  
Planning Document  
(10%)



Infographic (10%)



3-slide deck with voice-  
over - no more than 3  
minutes long (10%)



~~Editorial / blog post~~  
No longer required



# Take-aways



ONE  
MESSAGE



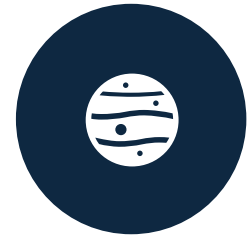
REDUNDANCY  
EFFECT



SIZE



CONTRAST



OBJECTS



# How to approach your three-slide deck



**Slides come last.**

**Create a consistent look and feel.**

# Course Overview

01

12

Weeks

4

Modules

3

Assessments

# Core Communication Skills

02



## Active Listening

Reflect & ask questions



## Empathy

Acknowledge emotions



## Clarity

Match tone to context

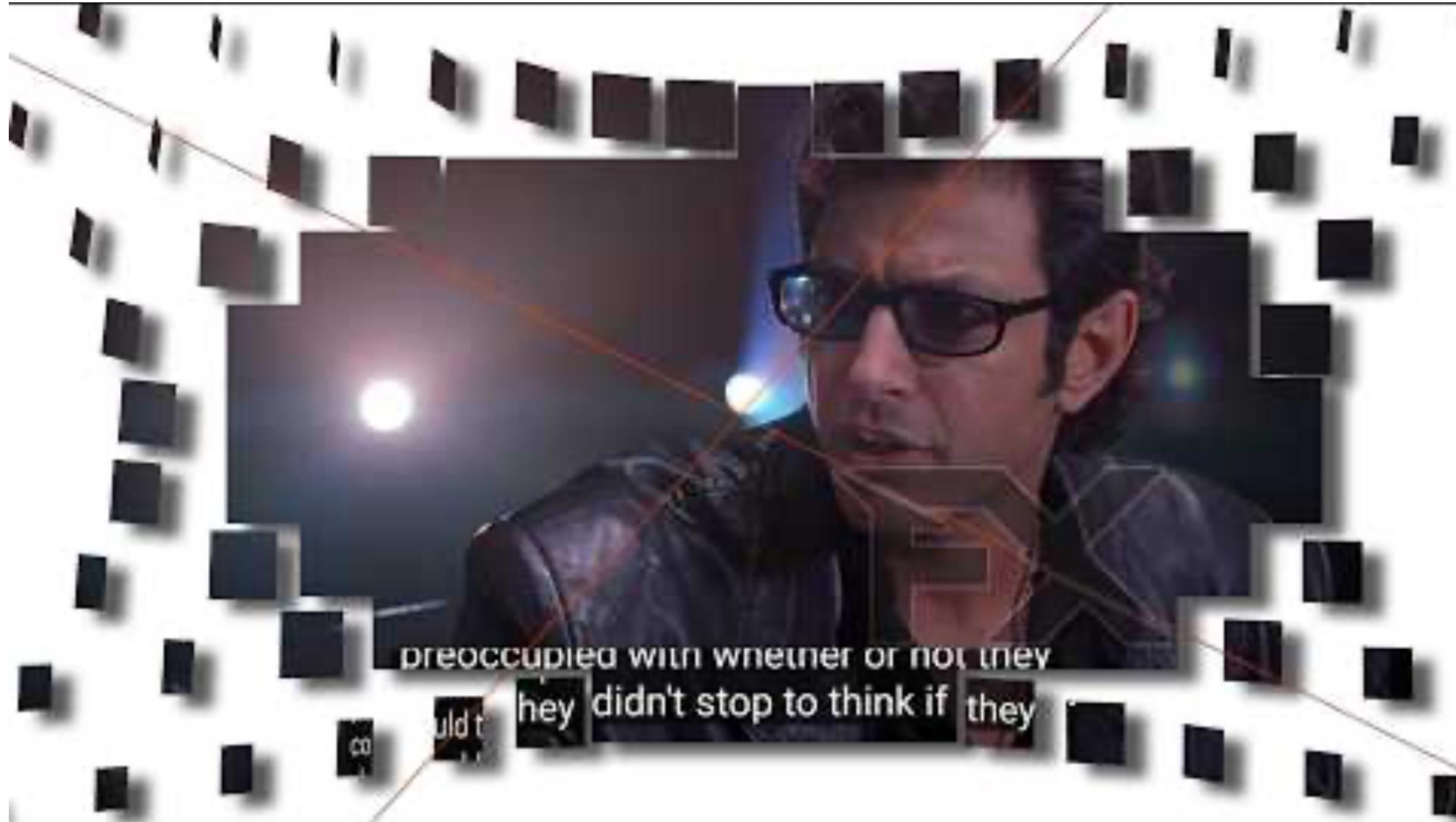
**Use minimal text.**

**Choose photos that enhance meaning.**



It's just the beginning

# Go easy on effects and transitions.



# Use masking to direct attention in images.

**TED** Watch Read Attend Participate About

Search...

Keren Elazari:

## Hackers: the Internet's immune system

TED2014 - 16:39 - Filmed Mar 2014  
Subtitles available in 8 languages

View interactive transcript

Watch later Favorite Download Rate

Share this idea 680,026 Total views 4 Views that came from you

The beauty of hackers, says cybersecurity expert Keren Elazari, is that they force us to evolve and improve. Yes, some hackers are bad guys, but many are working to fight government corruption and advocate for our rights. By exposing vulnerabilities, they push the Internet to become stronger and healthier, wielding their power to create a better world.

This talk was presented at an official TED conference, and was featured by our editors on the home page.

Interactive transcript

**Keren Elazari**  
Cybersecurity expert  
Keren Elazari charts the transformation of hackers from cyberpunk protagonists to powerful hacktivists, lone rangers and digital robin hoods who are the unsung heroes of the digital frontier. [Full bio](#)

Internet Activism Crime Hack Terrorism

### Related playlists & talks

- Playlist: Who are the hackers?
- Playlist: Alexis Ohanian: 9 talks about the internet
- Playlist: Bill Gates: My 13 favorite talks
- Mina Ghemly: Hire the hackers!
- Roger Maktame: 6 ways to save the internet
- Mikko Hypponen: Three types of online attack

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### Learn more

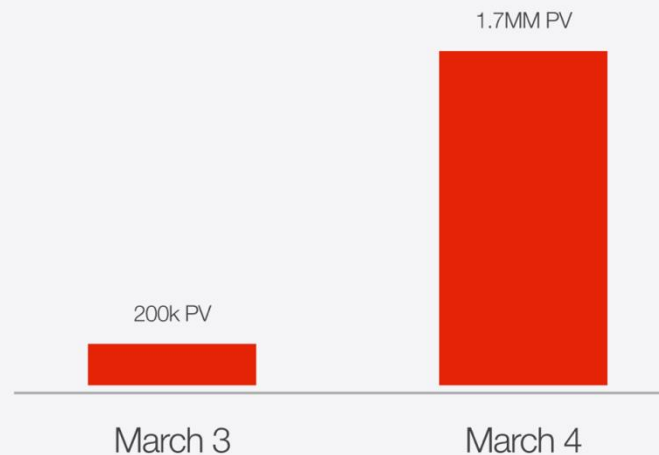
- Turkey's struggle for online freedom  
In the same week that Keren Elazari spoke at TED2014, Turkey
- Keren Elazari recommends  
The cybersecurity analyst shares reading resources and games for aspiring hackers.

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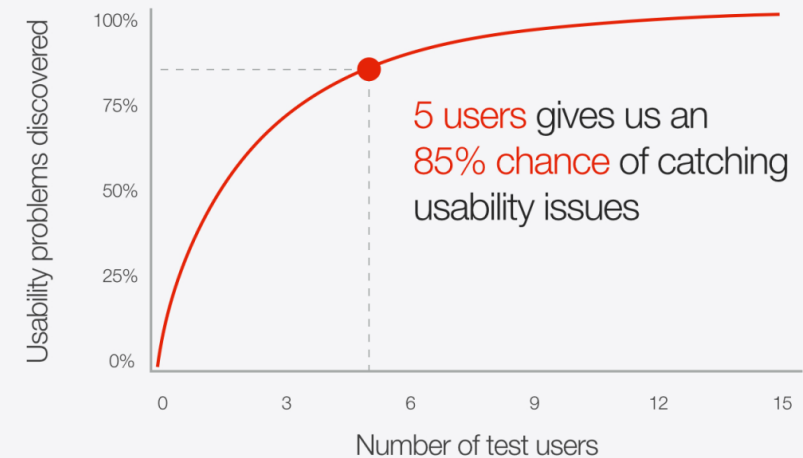
# Redraw simple charts from scratch.

Traffic to new site



How many users do I need?

(Usability problem frequency: 30%)





## Preparing for the next few weeks

- Submit Journal 8 by Tuesday, April 7 at midnight
- Sign up for a rehearsal on either April 8 or April 13
- Submit Communications Package by April 15 at midnight.