

## COMMUNICATIONS FOR ENGINEERING LEADERS

### SECTIONS 3, 4, and 8 TOPIC: Beyond the Buzzwords - Communicating “State of the Art”

WHEN: ENGIN 295 SECTION 3: Tues 3-4pm, SECTION 4: Tues 4-5pm, SECTION 8: Wed 5-6pm

#### WHAT is this class?

Investors, experts, and users have grown increasingly skeptical when faced with promises of disruption, breakthroughs, and “radical innovation.” How do we get beyond the buzzwords and demonstrate the potential for our technical projects? “Beyond the Buzzwords” will focus on the information and communication techniques we need to convince current and potential stakeholders that our technical work is indeed novel, impactful, and “state of the art.” Students will learn to frame trends, paradigms, and open problems in industry and academia to support effective arguments for the value of new technologies.

#### Who takes this class:

Successful students will be seeking more advanced experience with professional and academic writing, along with the opportunity to explain and discuss the fundamental aspects of their specialties to technical and non-technical audiences.

#### Who teaches this class?

Osita Udekwu holds a PhD from the Department of Rhetoric at Berkeley, and his research and teaching focus on interdisciplinary approaches to digital technology and social life.

**WHY take this class?** Sharpen your explanations of key trends in your specialty and develop the confidence to engage with conversations about the “next big thing” in disciplines beyond your own!