Guidelines for the posters in M. Huber's courses

1. Introduction

A poster is a way of presenting a research or education paper by posting text, images, and graphics on a flat surface such as a corkboard. It is an increasingly common way of giving a paper at a scientific meeting and I have been using this method in the classroom in addition to, or sometimes instead of, the traditional student presentation. The poster paper has some advantages over the oral paper presentation: The audience can view the poster at leisure (as long as adequate time has been allocated for this purpose), and the presenter can discuss it in detail with the audience. There is thus more interaction between presenters and the audience, which makes it more interesting for the viewers but at the same time demands more flexibility and in-depth preparation from the presenters.

A poster on Early Modern English Dialects,
HS Early Modern English and Beyond, WS 06/07

2. The physical poster

2.1 Layout

Make the poster attractive - there are other posters in "competition" with yours.

- size: A1 – A0
- Use primary colours (NOT shocking pinks and yellows).
- Use complementary colours (yellow and purple, red and green, orange and blue) as a background to text and art work.
- Use lots of "white space" around your work – light and empty space attracts the eye (and the reader).
- Use simple fonts (sans serif, e.g. Arial)
- Use only a one or a small number of font types (mixed fonts have an unprofessional look).
- Avoid using too many style changes (i.e., shadow, bold, italics, underscoring, etc.).
- Consider using right-ragged text (easier to read).
- Use LARGE FONTS for the title and for "news caption" phrases ("news caption" phrases are excerpts from the written text that capture the essence of some of the central ideas).
- Use at least 72 point font for the title of your poster, and 36 point font for the section titles.
- The actual text blocks of your poster should be readable from a distance of about 1.5 to 2 metres,

  so for Arial, use at least 20 point font for the text.
- Don't make a font so large that there are only five or six words on a line – then it's hard to read.
- Use small blocks for the text – a wall of text is not attractive! Make sure that the small blocks of text can stand alone. That way, if someone comes up to your poster and reads only a small portion of it, it will still make sense.
- Use photographs, charts and/or graphs.
- Your diagrams and captions should also be clear, and easy to read. Avoid small, faint type; use a good laser printer if possible. Make sure that graph symbols are large and clear Some computer-generated graphs are very poorly formatted. Colour can add clarity, as well as getting viewers' attention.
- Run your spell check (twice!) and have a friend read the poster text in draft form
- Bring various types of adhesive materials (tape, pins) to mount the poster.

English In the 19th Century

Linguistics

Language as a mirror of progress

Imperialism "helped" to spread the English language and culture

Various colonies began to gain independence

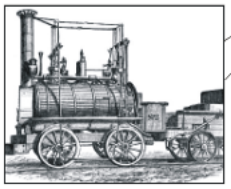
Growing importance of certain forms of English

Beginning decrease of dialects

You was => you were (Singular)

The standard speech
English speech no longer considered the only standard, growth of countries like USA, Canada with millions of people and a high culture wanted their language to be 'standard' like the London one

railway, *locomotive* and *turntable* appeared first with the coming in of steam railways



Science, in general, affected the language by bombarding it with new words, expanding the vocabulary with words mostly used only by specialists

The influx of words is especially apparent in the fields of medicine - describing ailments, conditions, and body parts that were previously unknown or had no specific or standard name, e.g. *pancreas, cancer, arthritis*

Terms for electricity since 1870, *dynamo*, *arc light*

The words *cinema* and *moving picture* and later the alternative *motion picture* develop

Words were being added to the English language at the rate of about 1.000 a year

By 1900 English was celebrated as a world language

4,5 volumes of the OED were finished

English had grown explosively in vocabulary and number of speakers

Year

1800
1801
1805
1816
1820
1828
1835
1837
1838
1839
1841
1844
1857
1859
1861
1866
1869
1870
1876
1879
1880
1884
1885
1895
1897
1899
1900
1901

History

English speaking countries experienced much change, but innovations in the language were much more slight

Population: GB: 11,9 million; USA (estimated) 5 million

Nelson's victory at Trafalgar
The British Empire - a world power

First cheap newspaper and postage

National and regional dialects were a source of humour

An American Dictionary of the English Language by Noah Webster (1758-1843) *published*

Morse invents the telegraph

1837-1901 Victorian Britain

London-Birmingham line opens and the **railway boom** starts

First appearence of "O.K." on March 23, Boston Morning Post

Photograph and photography

Refrigerator

1st edition of "*An American Dictionary*" by Merriam-Webster

The laying of the first Atlantic cable is a few years after the occurrence of the word cable

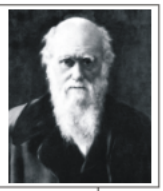
From 1850 on inadequacy of existing dictionaries obvious-
Commitee appointed to collect words for the later
"*The Oxford English Dictionary*" (OED)
Main goals: collect every word and its history
Original name: "*A New English Dictionary on Historical Principles*" (NED)

Phillip Reis invents the telephone

Abolition of Slavery

American Civil War

Charles Darwin's "*On the Origin of Species*" is published



The first transcontinental railroad is finished in the USA

Elementary Education Act: schooling compulsory in England and Wales. Statistics say that 40% of the population was illiterate. In literacy women were 15-20% behind men at the beginning of the century, and equal at its end.

England's colonies include 22,5 m. sq.km of land and 251,9 m. Inhabitants

Edison invents the electric bulb

Scramble for Africa starts

The NED publishes a part of letter A

Karl Benz und Gottlieb Daimler invent the first automobile

The first cinematic shows are presented by the Lumiére brothers

The name NED is changed to OED

Guglielmo Marconi - patent for radio communication

Mother-tongue speakers had increased over the century from 26-126 million people

Population: GB: 38,2 million, USA 76 million

Poster from the HS Early Modern English and Beyond, WS 06/07

2.2 Contents

- The poster should tell us WHAT, WHEN, WHERE, HOW, WHY as well as SO WHAT? and NOW WHAT? You should be able to "answer" each of these questions in a sentence or two, using language that the "intelligent layperson" can understand.
- Cut the text down to the absolute minimum and make the key results stand out. Avoid the temptation to include too much material in the body of your poster. Two or three pages of text, plus a few images and diagrams, are usually adequate. The captions for the images, diagrams, and tables should be self-contained. Often, they can take the place of some of the text. Ideally, each image or diagram should illustrate a single point, and should be contained on a single sheet. Avoid long tables of data. Often, these are better replaced by graphs. One of the advantages of a poster presentation is that you can have more detailed information on hand for those who want it (handout).
- Organizing your Material. It helps to lay out and organize your material ahead of time. Find an arrangement which is both clear and aesthetically pleasing. Arrange the text and diagrams in logical order. This can be done, if necessary, with page numbers or with arrows to guide the viewers' eyes.
- Even though listing your method (when, where, how) is very important, most people are more interested in the "why" (what was it that led you to the action research or professional development opportunity your poster describes) and the "so what" (what are the implications of your work for you as a teacher, and for the students you teach) and the "now what" (what follow-up is intended). Consequently, your poster should emphasize these aspects of your work over the method.
- Provide information about where/how you can be contacted, both on the poster and the handout.

3. Handout

- A handout accompanies the poster session. This can be a reproduction of the text displayed (5 or 6 pages) or it might be an abstract, providing a summary of the work (1 page).
- Important: integrate your handout in your talk, don't just hand it out at the end without ever referring to it. You can, for example, direct your listeners to the handout for illustrating examples (for which there is no space on your poster, for definitions, etc.).

4. Preparing to Present

Making the physical poster is only part of preparing for a poster session. You MUST practice to give concise explanations of the various sections of your poster.

- Practice 2, 5, and 10-minute versions of your poster presentation.
- Make sure you can sum up your poster's key points and conclusions in 2-3 sentences.
- Practice starting your spiel from different sections of your poster.
- Think about which parts of your poster will be the most challenging to explain.
- Anticipate people's questions and how you will answer them.

Presenting Your Talk

- **Do not stand in front of your poster** where you might block people's view. Stand to the side or turn sideways at the side of the poster without blocking the adjacent poster.
- **Maintain eye contact with people as you present your poster.** Do not read directly from your poster or from a prepared script. Reading signals "lack of knowledge" to the audience.
- **Use hand gestures to illustrate and reinforce key concepts and relationships.** As you talk through your poster, use a pointer or your hands to refer to particular parts of the poster so that people can follow your talk.
- **Spend extra time explaining the figures and tables** on your poster.
- **Summarize each section of the poster** before moving on to the next section.
- If people approach your poster after you have begun your spiel, **pause to welcome them** and identify where you are in the spiel.
- **Check your audience's understanding** of the more complex concepts presented in your poster by paying attention to non-verbal cues or by asking them whether YOU have been clear or should go into a little more detail. DO NOT ask whether THEY understand what you've said.

5. Some useful links

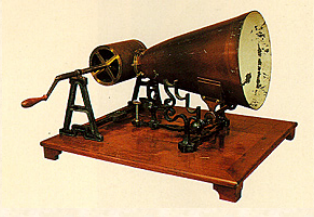
http://www.owlnet.rice.edu/~cainproj/presenting.html
http://educ.queensu.ca/~ar/poster.htm
http://www.aavso.org/aavso/meetings/howposter.shtml
http://www.ssc.uwo.ca/Jody_web/Culham_Lab_Docs/Advice/how_to_give_a_conference_poster.htm
http://www.aug.edu/~chmsam/HowtoPresentaPoster_files/frame.htm
http://www.pjonline.com/pdf/cpd/pj_20030510_poster.pdf
http://www.physpharm.fmd.uwo.ca/undergrad/survivalwebv3/frame.htm

JUSTUS-LIEBIG-UNIVERSITÄT GIESSEN

„A History of Sound Recording and Storage“

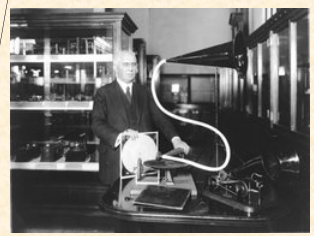
Daniel Zerner, Franziska Hegele, Tatjana Grohmann, Carina Schneider, Michaela Schmidt, Jennifer Möbius

PHONOAUTOGRAPH
- used a horn to collect sound but unable to immediately play back the recording
- used for scientific investigations of sound waves



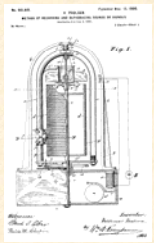
PHONOAUTOGRAPH
1857
Edouard-Leon Scott de Martinville

GRAMOPHONE
- used a disc instead of a cylinder
- record was made on a zinc disc coated with wax
- recording was carved into the wax, then the disc was dipped in an acid solution
- disc was turned into a stamper to produce the final sound



GRAMOPHONE
1894/95
Emile Berliner

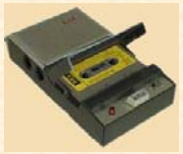
TELEGRAPHONE
- first magnetic wire recorder
- recording: an electrical signal, analogous to the sound heard, signal is converted into a pattern of magnetization
- playback: the changes in the magnetic are converted into an electrical signal again
- due to electronic amplification (Curt Stille, 1920s), the original *telegraphone* evolved into wire recorders
- reproduction quality of wire recorders was significantly lower than with phonograph disc recording technology
- quite popular for voice recording and dictation (1940s - 1950s)
- consumer magnetic tape recorders (~1948) replaced wire recorders



TELEGRAPHONE
1898/99
Valdemar Poulsen

IMPROVEMENT OF SOUND QUALITY
The AC biasing technique

MULTITRACK RECORDING
- 2-track recording
- 3-track recording
- 4-track recording



IMPROVEMENT OF SOUND QUALITY & MULTITRACK RECORDING
World War II and later

COMPACT AUDIO CASSETTE
1963
Philips

1850 **1900** **1950** **2000**

PHONOGRAPH
1877
Thomas Alva Edison

GRAPHOPHONE
1886
Alexander Graham Bell

RECORDING ON FILM
around 1900 until today

BLATTNERPHONE
1929
Ludwig Blattner Picture Cooperation

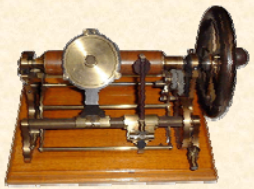
MAGNETOPHONE
1934/35
AEG

STAHLTONBANDMASCHINE
1936
Carl Lorenz Company

DIGITATL RECORDING / MULTITRACK RECORDERS / MP3
~ 1980

PHONOGRAPH
- an expansion of the phonoautograph
- a device for recording and replaying sounds
- could not go in mass production

GRAPHOPHONE
- an improved form of the phonograph
- wax was used as the recording medium
- recording was cut or chiseled into the wax



BLATTNERPHONE
- wire → steel tape
- advantages for shortwave services
- suitable only for uninterrupted recordings of long programs

STAHLTONBANDMASCHINE
- new steel tape recorder

MAGNETOPHONE
- Light in weight, suitable for record making outside the studio
- replaced Stahltonbandmaschine in 1940
- ‘K1’, the world's first practical magnetic tape recorder
- 1947: modified magnetophones invented by Mullin

DIGITAL AUDIO TAPE
- the first digital audio recorders were reel-to-reel decks
- they used a digital technology known as PCM
- consumer format: DAT used the rotating heads on a narrow tape contained in a cassette
- DAT was a failure in the consumer audio field
- DAT popular in studios (particularly home studios) and radio stations

RECORDING ON FILM
- around 1900 first attempts to record sound to an optical medium
- 1920s introduction of sound recording systems onto photographic film
- in 1926, Warner Brothers released “Don Juan” with music & sound effects
- in 1927, the sound film “The Jazz Singer” was released
- two different types of synchronised film soundtrack: optical & magnetic
- the dominant technologies (1930s through 1960s & still in use today) are those which recorded a sound track directly onto the side of the strip of motion picture film
- in the 1950s, the cinema industry introduced wide-screen processes
- in the 1990s, digital systems were introduced

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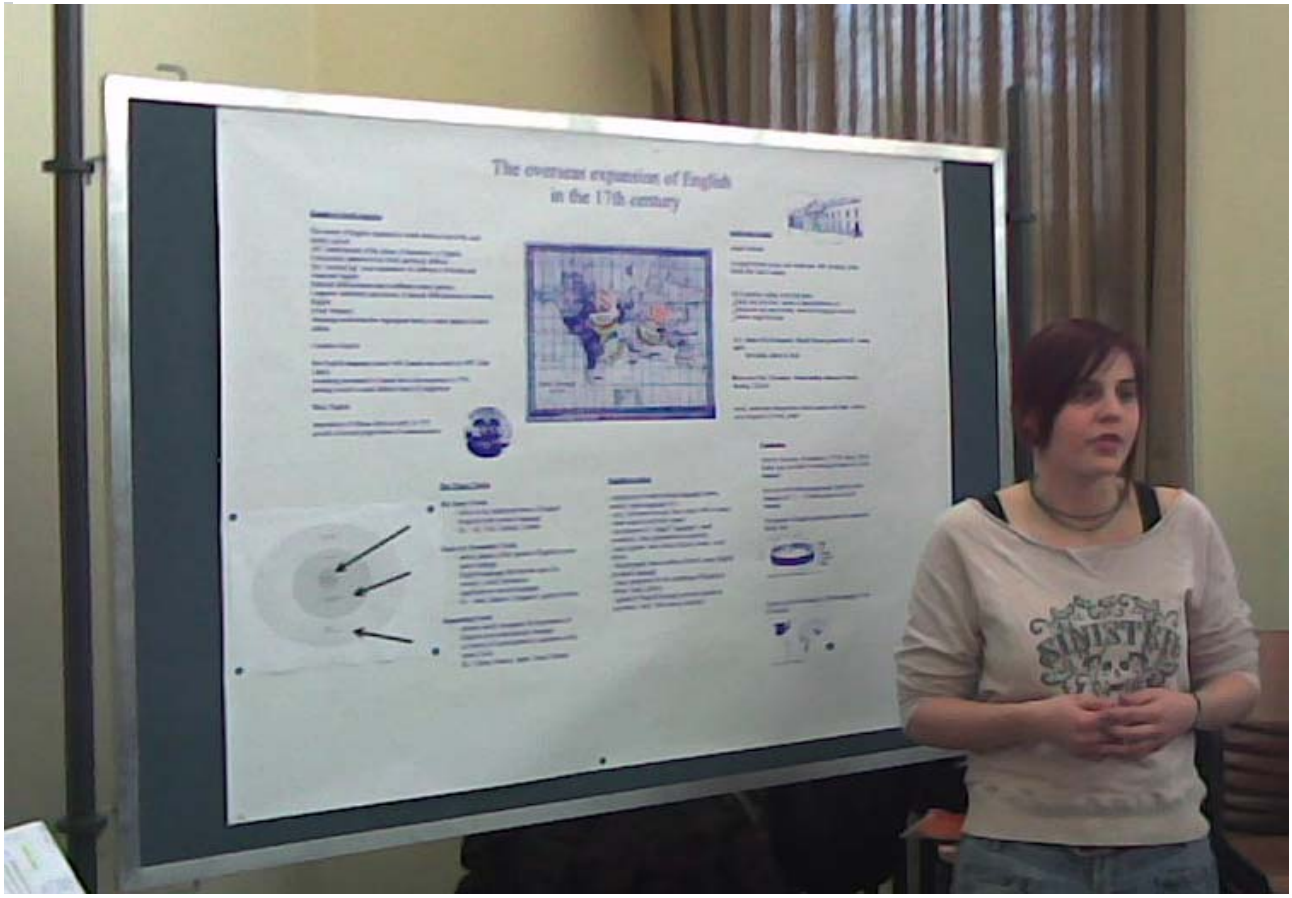
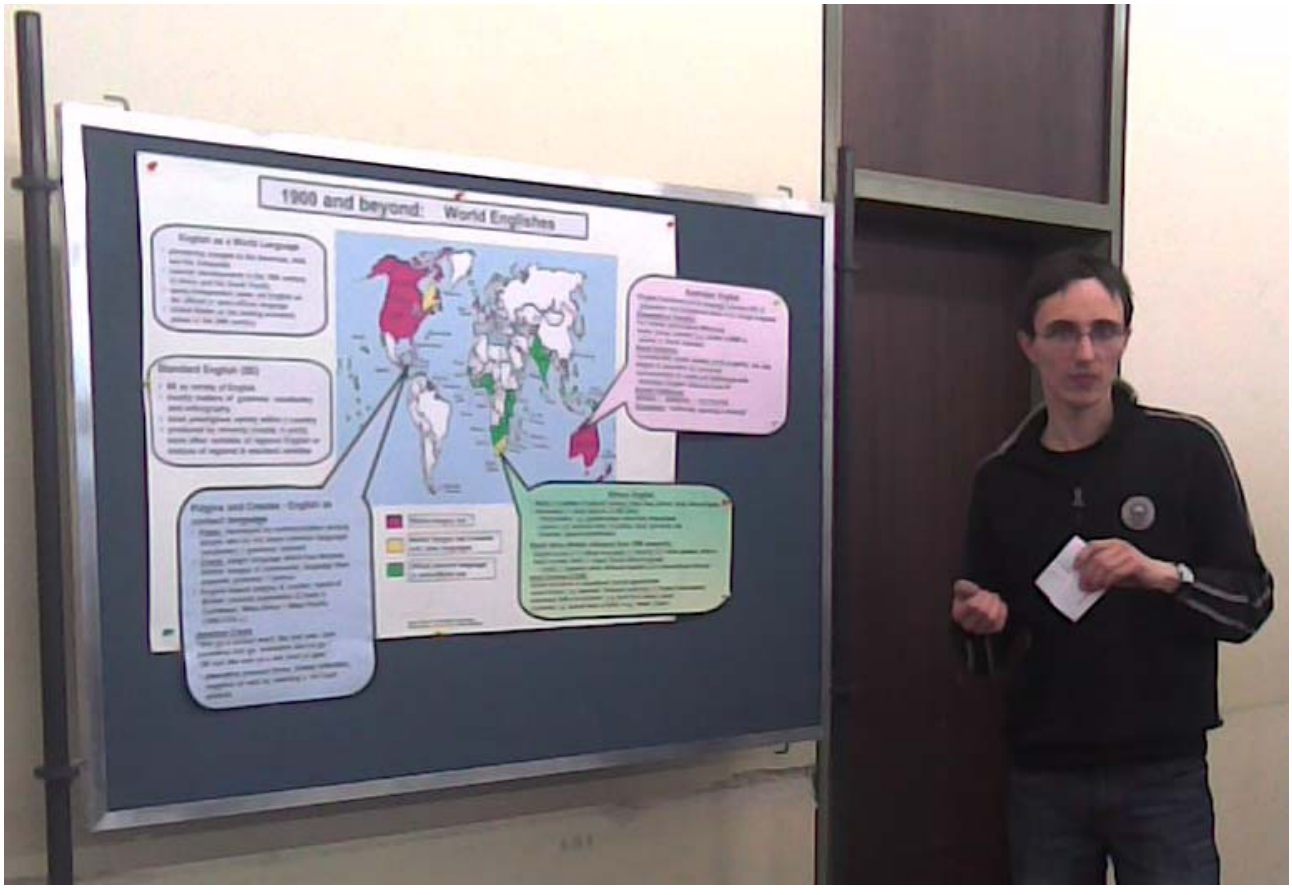
Poster from the HS "Phonetic and phonological analysis: theories and methods" SS 2007.

Some pictures from poster sessions, WS 06/07