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The Cognitive Style of PowerPoint
Gerstner's idea, "Let's just talk about your business," means an exchange of information, an interplay between speaker and audience. Yet PowerPoint is entirely presenter-oriented, and not content-

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oriented, not audience-oriented. The claims of PP marketing are addressed to speakers: "A cure for the presentation jitters."

The Cognitive Style of PowerPoint

Buy The Cognitive Style of PowerPoint: Pitching Out Corrupts Within 2 by Tufte, Edward R. (ISBN: 9780961392161) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

The Cognitive Style of PowerPoint: Pitching Out Corrupts ...

"The Cognitive Style of PowerPoint" has, at its heart, a reasonable message: Presentation software is no replacement for more technical forms of documentation and prose when making decisions. However, it suffers from two great failings: Petty hubris on the part of the author, and a lack of acknowledgment of

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the proper role of presentation software.

Within

*The Cognitive Style of PowerPoint:
Pitching Out Corrupts ...*

The Cognitive Style of PowerPoint:
Pitching Out Corrupts Within In corporate
and government bureaucracies, the
standard method for making a presentation
is to talk about a list of points organized
onto slides projected up on the wall.

*Edward Tufte: Books - Essay: The
Cognitive Style of PowerPoint*

The Cognitive Style of PowerPoint: Slides
Are Not All Evil Jean-Luc Doumont
Technical Communication; Feb 2005; 52,
1; Humanities Module pg. 64. Reproduced
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Within

The Cognitive Style of PowerPoint: Slides Are Not All Evil ...

In a famous critique of the visual and cognitive style of PowerPoint, Edward Tufte (2003) convincingly argues that visual noise and clutter waste the modality. Literally, countless slides are...

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The cognitive style of PowerPoint, is thought-provoking and visually pleasing, with well designed layout and applicable illustrations and tables. The essay has 11 sections, each discussing a different aspect of PowerPoint.

The Cognitive Style of PowerPoint. - Free Online Library

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Gerstner's idea, "Let's just talk about your business," means an exchange of information, an interplay between speaker and audience. Yet PowerPoint is entirely presenter-oriented, and not content-oriented, not audience-oriented. The claims of PP marketing are addressed to speakers: "A cure for the

University of California, San Diego

The cognitive style of PowerPoint :
pitching out corrupts within (Book, 2006)
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Pitching Out Corrupts Within, Second Edition [Tuft, Edward R.] on Amazon.com. *FREE* shipping on qualifying offers. The Cognitive Style of PowerPoint: Pitching Out Corrupts Within, Second Edition

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Similar to the analysis of presentations

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about the Challenger o-rings in Visual Explanations, the centerpiece of The Cognitive Style of PowerPoint is an analysis of the horrible presentation of the problems with the shuttle Columbia before its disastrous return. Tufte uses this presentation, done with PowerPoint in the normal bullet outline format that such slide software encourages, as a compelling example of muddled thinking, confusing typography, false summaries, hidden information, and ...

Review: The Cognitive Style of PowerPoint by Edward R. Tufte

The cognitive style of PowerPoint. Cheshire, CT: Graphics Press. JEAN-LUC DOUMONT teaches and provides advice on professional speaking, writing, and graphing. He also trains trainers and facilitates any process that requires structuring and effective communication.

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For over 15 years, he has helped audiences of all ages, backgrounds, and ...

The cognitive style of PowerPoint: slides are not all evil ...

PowerPoint promotes a cognitive style that disrupts and trivialises evidence. (p. 30)

Preparing a technical report requires deeper intellectual work than simply compiling a list of bullets on slides.

Writing sentences forces presenters to be smarter. And presentations based on sentences makes consumers smarter as well. (p. 30)

Hiccups: Tufte: The Cognitive Style of PowerPoint

"The cognitive style characteristics of the standard default PP presentation: foreshortening of the evidence and thought, low spatial resolution, a deeply hierarchical single-path structure as the

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model for organising every type of content, breaking up of the narrative and data into slides and minimal fragments, rapid temporal sequencing of thin information rather than focussed spatial analysis, conspicuous decoration and Phluff, a preoccupation with format not content, and an attitude of ...

Amazon.co.uk:Customer reviews: The Cognitive Style of ...

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Edward R.: 9780961392161: Books -
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In his essay "The Cognitive Style of PowerPoint", Tufte criticizes many aspects of the software: Its use to guide and reassure a presenter, rather than to

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enlighten the audience; Its unhelpfully simplistic tables and charts, resulting from the low resolution of early computer displays; The outliner ...

Edward Tufte - Wikipedia

The Cognitive Style of PowerPoint:

Pitching Out Corrupts Within: Author:

Edward R. Tufte: Edition: 2, illustrated:

Publisher: Graphics Press, 2006: ISBN:

0961392169, 9780961392161: Length:

31...

The Cognitive Style of PowerPoint:

Pitching Out Corrupts ...

Warning: Reading Cognitive Style is likely to increase your temptation to run screaming from the room when faced with corporate and military PowerPoint presentations. But if it helps you to prepare presentations that don't tempt your audiences to run screaming from the room

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(and it offers lots of good advice), the
sacrifice will be worth it.

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