- tenets of bad speaking
- an art form
- guarantee

I. THOU SHALT NOT BE NEAT.
   - spelling grammar legibility
   - listen to talk, not read it
   - only 50 people anyway

II. THOU SHALT NOT WASTE SPACE.
   - use up all of the space
   - slides cost 35 cents each
   - cut 10 slides to 5, give 4 talks = $7.00

III. THOU SHALT NOT COVET BREVITY.
   - stereotype of scientists
   - complete sentences, not just keywords
   - paragraphs or even the whole paper
   - why spend time making more slides for the same material

IV. THOU SHALT COVER THY NAKED SLIDES.
   - nothing like suspense; want audience to hang on every word
   - can't let audience read ahead
   - keep their attention focused
   - after perfecting, add another on top
   - fall behind $\rightarrow$ might as well leave

V. THOU SHALT NOT WRITE LARGE.
   - only conceited people use large
   - be humble
   - important people in front, ignore riffraff

VI. THOU SHALT NOT USE COLOR.
   - flagrant color indicates uncareful research
   - unfair to emphasize some words over others

VII. THOU SHALT NOT ILLUSTRATE.
   - introduce Dijkstra
   - Confucius vs. Dijkstra
   - wisdom from the ages vs. the person who first counted goto's
   - overlays cost 35 cents each

VIII. THOU SHALT NOT MAKE EYE CONTACT.

- avert eyes to show respect
- doesn't help to make points
- makes audience uneasy
- not polite to stare

IX. THOU SHALT NOT SKIP SLIDES IN A LONG TALK.

- audience came a long way
- want to hear the *whole* talk
- speak faster (blurb about front and riffraff)
- if necessary, skip summary and conclusions–repetitive
- still can't understand? their problem

X. THOU SHALT SPEAK NEITHER LOUDLY NOR CLEARLY.

- important people are in front
- don't use a mic
- let the back read the slides

* loss of other Eleventh Commandment

XI. THOU SHALT NOT PRACTICE.

- waste of valuable research time
- argue over every point
- go overtime