Not: bu ödev sadece dersi daha önce alıp başarısız olmuş, dolayısıyla devamdan muaf öğrenciler içindir. Başka amaçlarla kullanılamaz.

MEM 214 English for Business Life

Due by: Friday, 13.06.2025 17:00

Please read the following carefully, before preparing your presentation.

On October 21st, 2016 a distributed denial of service attack on an internet service provider named Dyn caused disruptions to large portions of the Internet. This attack was unique in the sense that it was believed to have been carried out by a large number of ınternet-connected devices such as IP cameras, baby monitors and printers, all of which implement Internet of Things (IOT) functionality to some degree.

Imagine that you are managing the public relations office at Dyn. People (including the media) are calling you, wanting to find out what is going on. Prepare a PowerPoint presentation (no more than 15 slides) to brief the media on what caused the attack, and what your company is doing about it.

You may wish to look at this article to get a general idea of the topic: https://en.wikipedia.org/wiki/2016_Dyn_cyberattack . However, you are expected to do more research on your own, and come up with more material.

There are two deliverables you need to prepare for this assignment (*you need to submit BOTH BY Friday, 13.06.2025 before your assignment can be considered complete; otherwise you will get ZERO points from this assignment):*

1. *Presentation (prepared in PowerPoint and saved as PDF) -* Once you have completed preparing your presentation in PowerPoint, please save it as a PDF file with the following format:

    <student_number>_MUAF.pdf

    So if your student number is 1031110000, for example, your file should be named 1031110000_MUAF.pdf.

    Upload your assignment to the assignment folder on the ERÜ Depo system via the following link:

    https://depo.erciyes.edu.tr/index.php/s/x2xAXTFr4fpfR3M

    The password to access the link is **mem214muaf2025!**

2. *A video (with a maximum length of 5 minutes) of you delivering your presentation:* I should be able to see both you and your slides in the video. I would like to see the video uploaded to

YouTube *(please share the link with me by emailing it to mkders38@gmail.com by 17:00 13.06.2025; links sent to other email addresses will not be accepted).*

PLEASE NOTE:

1. Use of other sources besides those given above for background research is encouraged, as long as you explicitly mention your sources. However, **please DO NOT copy-paste from other sources into your presentation, as it will not get you any credit. Use your OWN words!!**

2. If you put any material in your slides, I will assume that you understand it. So, *PLEASE only include material in your presentation that you truly understand.*

3. Please DO NOT use internet-based translation services like Google Translate. They will not give you meaningful translations in a lot of cases, and may even make your presentation more difficult to understand.

4. **Before preparing your presentation, first put yourself in the position of your audience. Think about the following points. What would you want to hear from the presentation? What kinds of questions would you ask? Then prepare a presentation to address those points.**