

Core Skills For Scientists

Workshop on Clear Scientific Writing

Course Synopsis

This course is based on the book *Think Reader: Reader-Based techniques to Improve your writing*. It helps identify and articulate the differences between efficient and deficient scientific writing. Through many in-class exercises, and the use of several affordable or open-source assessment tools, the course promotes clarity, conciseness, fluidity, and organization in writing. Since writing must also gently persuade the reader who is to use or make decisions on what is written, the course reviews the multiple ways to be credible, authoritative, and influential. All writing principles are grounded on a deep understanding of the reader.

Career Opportunities

Clear writing is always reader-centered. A writer who writes clearly is better understood, better appreciated, and more impactful. Enhanced communication skills lead to faster career advancement. It considerably enhances publication chances, in the case of Research papers.

Target Participants

Medical writers, people who write reports for decision makers, grant applicants, researchers who wish to improve their chances of being published

Course structure

Module 1: Discovering the problems of the scientific writing style and identifying the common causes behind its lack of clarity.

Module 2: Writing to persuade: using sentence length, fact placement in a sentence, verb tense, and other credibility builders

Module 3: Rewriting techniques to achieve maximum text fluidity and avoid reader misunderstandings.

Mode of Assessment

The participants bring to the course a paper or report they have written, or are familiar with. The document should have informative headings & subheadings. Participants will rewrite a whole paragraph from that document with SWAN and other tools.



THINK
READER



Reader-based techniques
to improve your writing

JEAN-LUC
LEBRUN

Duration

One day

Minimum Entry Requirements

Student, Graduate, Postgraduate, Researcher with
correct written English

Class Size

From 15 to 35 participants

Your Trainer

Justin Lebrun has a master's degree in the communication of science, and 8 years of experience in communications for the creative industries, social media marketing, and scientific writing.

Along with Jean-Luc Lebrun, his partner in the company they co-founded, Scientific Reach, they teach classes which help expand the influence of scientists through better papers, better presentations, and better grants. Their clients include numerous A*STAR research institutes, local universities (SMU, NUS, NTU, SIT, SUTD), as well as research centers, E.E.C organisations, and doctoral schools in France, Poland, Austria, Italy, and Finland.