

Core Skills For Scientists

Captivating and Convincing The Reading Scientist: a Writer's Global Challenge

Seminar Synopsis

When it comes to reading, readers of scientific works are worlds apart from readers of novels. They do not need to be entertained, yet they need to be convinced in the shortest amount of reading time possible that what they read is correct and of use. Everything is stacked against the writing scientist: the reader's small attention span when it comes to hard science, and the reader's diminished understanding when it comes to words or techniques outside his or her current knowledge. This one day seminar identifies the causes of reading accidents and reveals how to prevent them. It also lists out and illustrates the many ways a writer can sustain the attention level of a reader. Finally, it shows how to maintain authoritativeness and how to convince the reading scientist through the use of powerful and precise sentences in which key information is strategically and logically placed.

Career opportunities

Good scientific writing goes beyond writing correct English. Keeping the reader interested and convinced of the value of the scientific contribution is equally important. Scientists need to convince sponsors and peers. Better funded research and better research partnerships depend on how convinced the reader is. Efficient writing bears witness to the quality of a researcher; it influences career promotion.

Target participants

Graduates & postgraduates writing a thesis, dissertation, scientific paper, or grant proposal. Students and engineers writing scientific reports or project proposals. Researchers wishing to improve the efficiency of their scientific writing.

Course structure

Introduction: The Scientific reader - a universal profile

Module 1: Reading accidents: causes and remedies

Module 2: Attention getters: Why are they needed, what are they, their use and abuse.

Module 3: Reader conviction: the fruit of the writer's authority and clarity, but also the result of specific sentence syntax.

Mode of assessment

Participants bring their own writing sample. At the end of the seminar, after analysis, reasons for any dullness or lack of authority in the text are clearly understood.

Duration

One day

Requirements

None

Class size

From ballroom to amphitheatre



Your trainer

Jean-Luc Lebrun has managed research programs while working at Apple Computer in its Advanced Technology Research group for over ten years. He subsequently invested his energy in commercialization of award winning research to investors from multinational companies, and venture capital firms. He teaches scientific writing and scientific presentation skills at the following A-Star research Institutes: I2R, IHPC, DSI, BII, IMRE, Simtech, IME, SBIC, CMM, GIS, ICES, SSSC, as well as other health research centres.*

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