

Popularization of science : writing worth reading

Length :	3 days
Venue :	Your facilities/Online
Calendar :	TBA
Group size :	5 to 15 persons
Public :	Ph.D students, researchers
Trainer :	Laurence Moss, Georges Pillegand-Le Rider, Marine Pansu

The goal of this workshop is to help participants from scientific fields improve their written communication when addressing non-specialized audiences in English.

Prerequisite

English language competency (speaking and understanding)

Overall pedagogical objective

Understanding the principals of bringing science to the general public through written communication

Specific pedagogical objectives

- Defining objective: why write?
- Getting to know the audience
- Adapting to the audience
- Learning to connect with an audience through words
- Delivering a clear and pertinent message easily understood by a non-specialized audience
- Enjoying writing

Pedagogical method

Interactive workshop with individual and group exercises

Programme

- Analysis of published texts
- The fundamentals of written communication
- Objective
- Types of writings
- Choosing a project to work on during the workshop
- Plan, spelling...
- Exercises for fluency.
- Practice
- Writing festival

