



# Science writing for popular publication

Publically funded science requires public excitement in science. This can be enabled if scientists can introduce the public to some of the complexities, uncertainties and possibilities of science using normal language and formats. For academic scientists, this is not always easy. Having spent years developing writing that conforms to academic styles and structures, communicating outside their immediate peer-group requires a rethink.

This course is built by people who work taking science to general audiences and helps people who work at the cutting edge see what is going on in public media.

This three-and-a-half hour course enables participants to:

- target different publications,
- develop their understanding of styles and structures for 'feature' material,
- get a fuller insight into both the traditional print media, such as the New Scientist and BBC Focus magazine, as well as the internet, and
- build the sorts of pieces that editors are likely to publish.

The course has benefited from extensive input from Dr Emma Weitkamp, who is developing a track record of successfully taking science to a wide range of non-science audiences.

## Who should attend?

This workshop is designed for researchers who are interested in writing about science for non-specialist readers. Participants should have an interest in popular science writing and may have had a few popular pieces published. The workshop is intended to develop existing writing skills and boost personal confidence in approaching editors with your ideas.

---

To book a course  
or ask questions  
contact Veronica Brown

+44 (0) 1454 853 772  
veronica@petemoore.biz  
www.thinkwrite.biz



# Science Writing for Popular Publication

Delivered at the

INSTITUTION

on

DATE

[www.petemoore.biz](http://www.petemoore.biz)

# Science writing for popular publication

## Session 1

Introduction.....and needs analysis

Step one.....Feature styles

BREAK

## Session 2

Step two.....Defining your message

Step three..... Writing a feature





# Why am I here?

1. Why do you want to write for popular publications? .....

.....  
.....

2. Have you written for popular publications before? If so, which?

.....

3. Which publications would you like to write for? Why?

.....  
.....  
.....  
.....

4. What do you hope to achieve from this course? Be as specific as possible.

.....  
.....  
.....  
.....

# Learning objectives

## Today's objectives are to:

- Identify popular publications (magazines, but also internet etc) that you could write for,
- Understand the difference between features and news,
- Explore feature article structures,
- Write a key message for YOUR article, and
- Write a draft or outline for YOUR article.



## Step 1—Feature styles

| Publication                | Readers | Frequency | Could I write for this publication? |
|----------------------------|---------|-----------|-------------------------------------|
| New Scientist              |         |           |                                     |
| Flipside                   |         |           |                                     |
| BBC Focus                  |         |           |                                     |
| Science and Public Affairs |         |           |                                     |
| Prima, Zest, etc.          |         |           |                                     |
| SciDev.net                 |         |           |                                     |
|                            |         |           |                                     |
|                            |         |           |                                     |
|                            |         |           |                                     |
|                            |         |           |                                     |
|                            |         |           |                                     |
|                            |         |           |                                     |
|                            |         |           |                                     |
|                            |         |           |                                     |
|                            |         |           |                                     |



# Analysing feature articles

