



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.

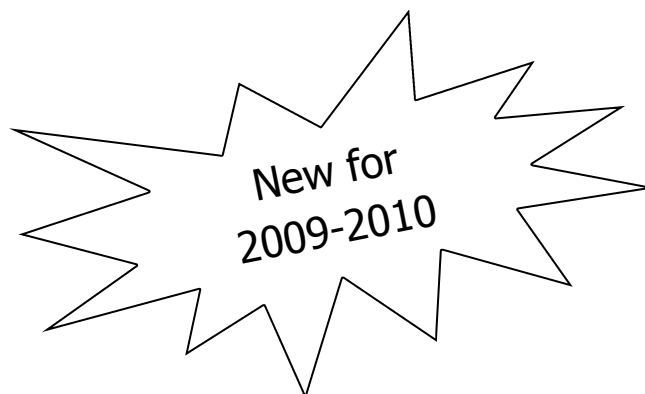
This three-and-a-half hour course enables participants to:

- 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

0117 370 6320
veronica@petemoore.biz
www.thinkwrite.biz