Popular scientific writing

An introduction

Elina Melteig

Genre

Neutral and objective

Subjective and political

Report/scientific article

Feature article

Book review/ commentary

Propaganda/publicity

News article
interview

Essay

Opinion

Typical signs of popular science?

Report

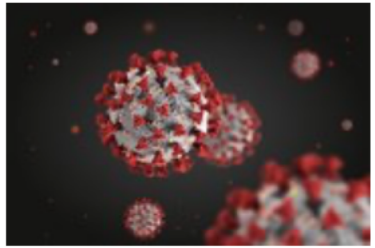
- Neutral
- Discussion and conclusion
- Shows the results
- Little room for jokes and story telling
- Unpersonal
- Vocabulary directed towards the expert

Popular science

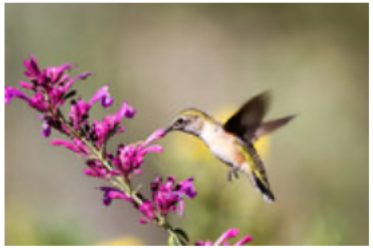
- Can be personal
- Rhetorical tool box
- Not necessarily including results
- Not necessarily neutral
- Jokes allowed
- Does not need to have a conclusion
- More use of spoken language and non academic phrasing

Top Science News

June 16, 2020



Potent Antibodies Protect Against COVID-19



Hummingbirds See Many More Colors Than Humans



Is There Anybody out There? Likely, Yes



Oldest Bow and Arrow Technology in Eurasia

June 15, 2020 — Is there anyone out there? This is an age-old question that researchers have now shed new light on with a study that calculates there could be more than 30 intelligent civilizations throughout our ...

- Galaxies
- Astronomy
- Astrophysics

Latest Top Headlines

updated 3:30am EDT

Overview of article/essay

- Headline
- Ingress på 1-3 sentences
- Text
- Sublines
- Pictures, facts and figures

A headline that boosts your curiosity

The headline is followed by an ingress that puts the headline in a context.



Fun is the most important driver for scientific discoveries, according to new research.
Photo: Elina Melteig

The most important information comes first, even if that is you concluding remarks.

- *This explains why researchers find it hard to do outreach,* says Communications adviser Elina Melteig, at the University of Oslo.

According to her, scientists mostly put the important information at the last page. Changing this habit may give a tremendeous effect on outreach.

The click baits

- Secrets: The Forgotten King – The viking ships may reveal who ruled Viken
- Lists: 10 excersices that boosts your memory according to scientists
- Predictions: Your economy in 2019 – experts guide!
- Questions: When is your brain most active? Take the test to find out!
- Quick fix: The vegetable that solves all your troubles
- Avoid: Avoid gaining weight by following these three advice
- Provocations: Sensorship should be increased in social media

- **NEW TREND: LONG HEADLINES**

BUT: The click baits are not necessarily the best headline

- The Word of interest first
  - Vikings
  - Memory
  - Health...
- **Use full sentences**, such as: Director of XX quits after four days because of disputes with the board **(Who, What, When, Why)**
- **Avoid saying what´s on the picture!**

Teaching Students to Write for Standardized Tests Only Teaches Them to Write for Standardized Tests.

Rhetoric, Composition, and Pedagogy, University of Houston

Teaching in the Aftermath of the Test: Understanding and Addressing Student Conceptions of Writing in the Era of High-Stakes Testing

Text body

- Tip: Write the full text before you divide it into paragraphs.
- The titles should be related to the content, but also tempting the reader to continue
- The text body is telling a story
- Use the rhetorical tool box to make the text come alive

- Avoid technical language
- Vary the length of the sentences.

- Use examples
- Put your research in context

The tool box

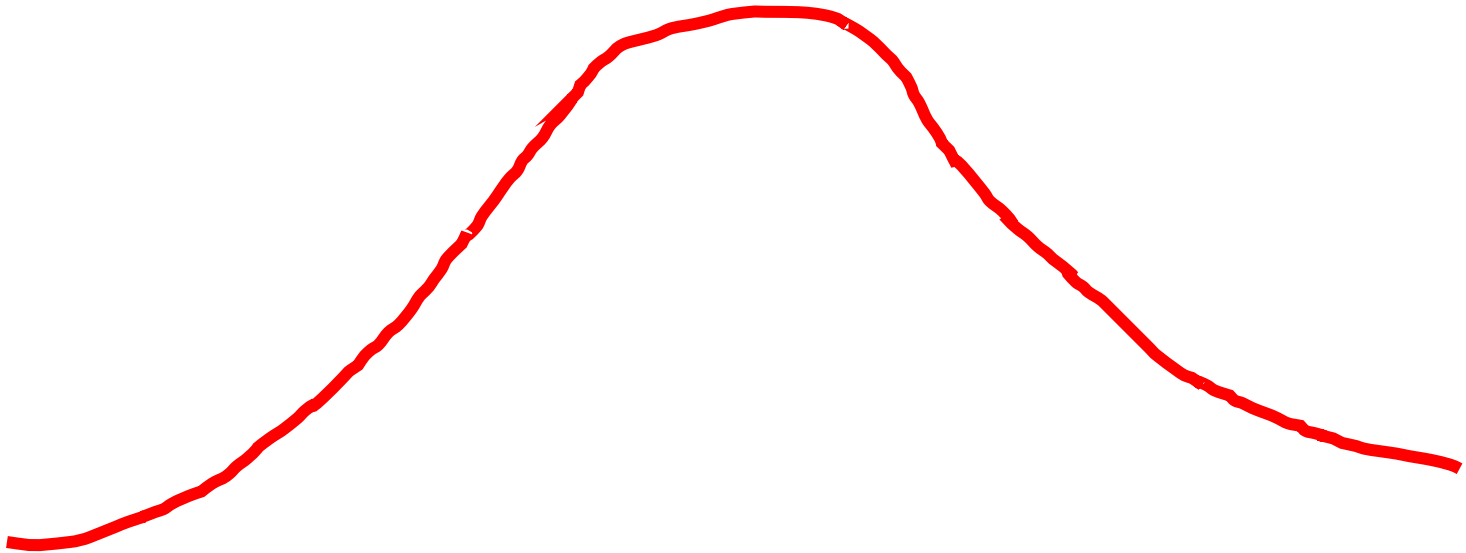
- Patos: Feelings
- Ethos: Legitimacy and trustworthiness
- Logos: Facts

- Contrasts (I have a dream)
- The Devils Lawyer
- Anecdotes (personal stories works)
- Comparisons
- Make images – tempt the reader to imagine or use their senses

By Florian Mueck

LOGOS	ETHOS	PATHOS
FACTS	REPUTATION	VISION & DREAMS
DATA	EXPERTISE	METAPHORS
FIGURES	AUTHORITY	HUMOR
SURVEYS	SIMILARITIES	STORIES
TEST RESULTS	QUOTATIONS	VULNERABILITY
STATISTICS	INTERACTION	
RESEARCH		
EXPERT TESTIMONIES		
EXAMPLES		
DEMONSTRATION		

AND BUT THEREFORE



start midle end

how to

Be a Great Storyteller

by Anna Vital



"Remember Mark who lived in our garage last year?"

frontload
your story with who, when, where



"You know how Mark makes money?"

Setup a
question



(meanwhile show emotion)

delay
the answer



"None of Mark friends knew this until yesterday..."

mask
the questions you ask



"He sells his ideas."

now give the
answer



"If you saw his empty office, you might guess."

giva a faint
clue



(is Mark hiding something?)

let people make wild
assumptions



"Yesterday at his surprise party Dick asked Mark how he makes money."

keep the **mystery**
ball rolling



(What was the surprise party about?)

let every answer
produce more
curiosity



(people remember stories that made them feel something)

leave the ends
loose



"Then Mark gave me one million bucks cash to hold in my hands. I felt like a rockstar."

tell them how it
felt



"Mark showed him a list of ideas he sold to Foogle. He made 2 million on that alone."

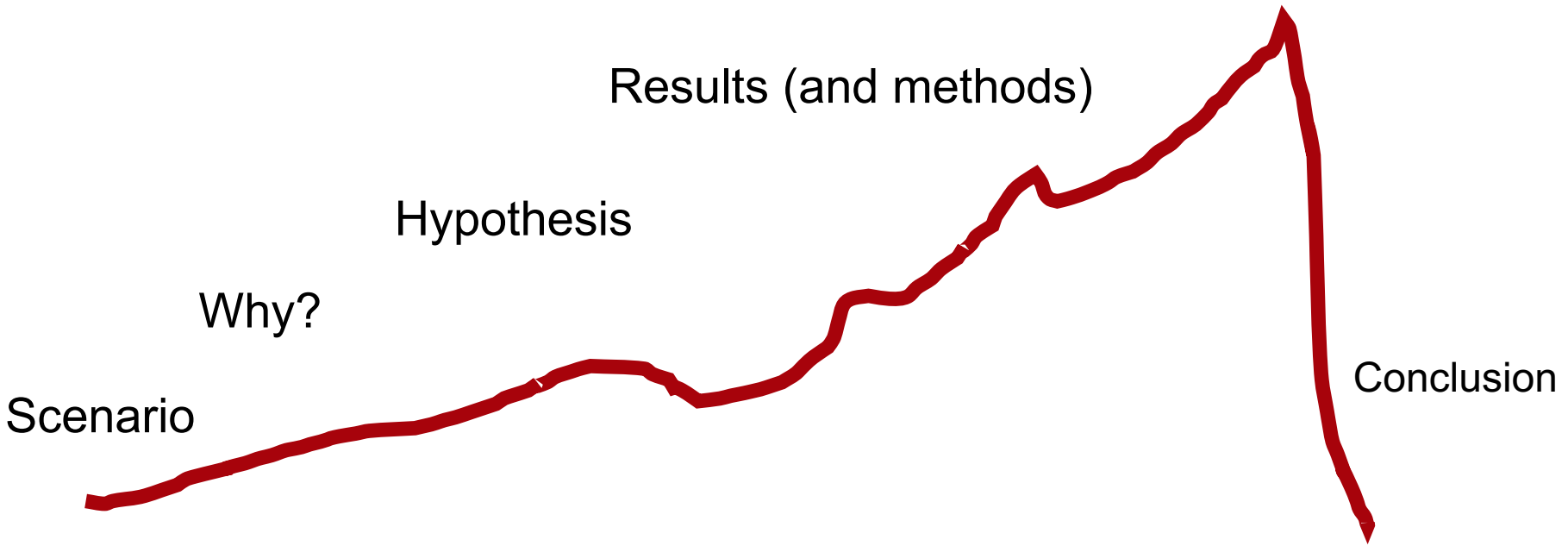
fill all necessary
details

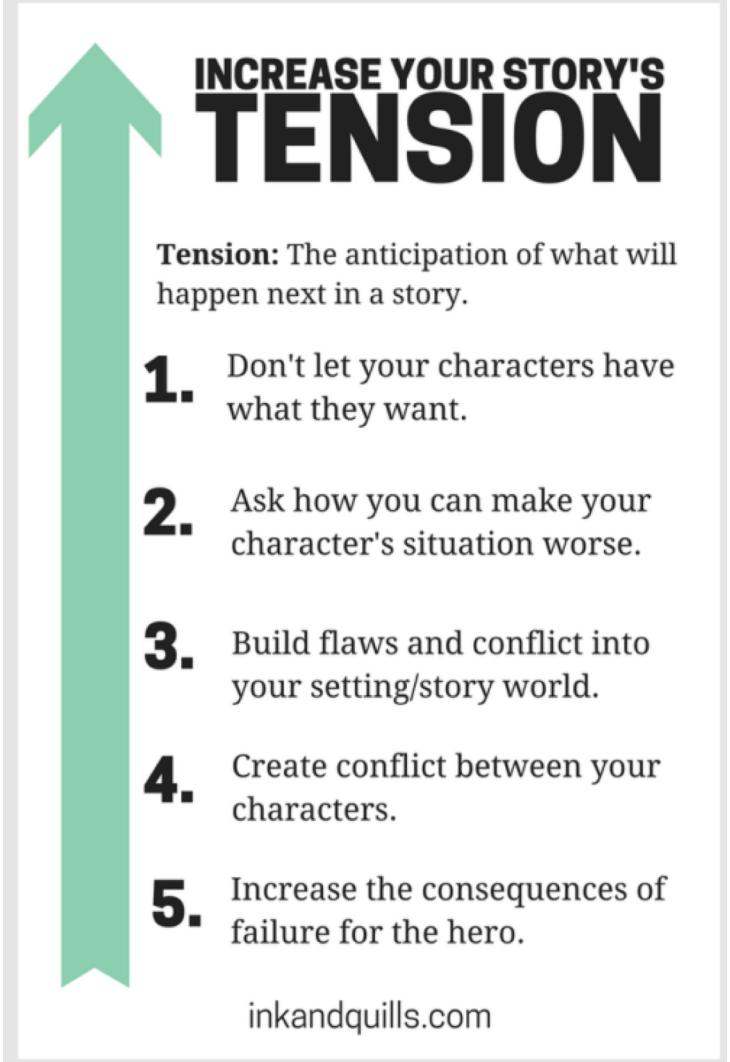
Isn't holding another person's million pointless?

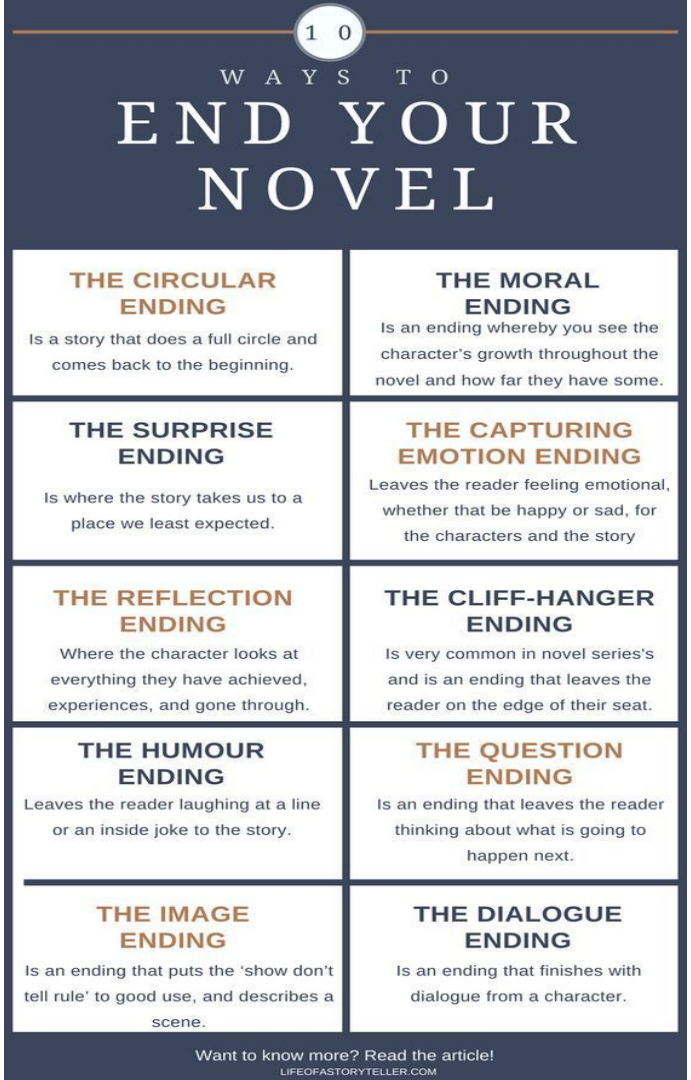
How can you sell ideas?

Funders and Founders

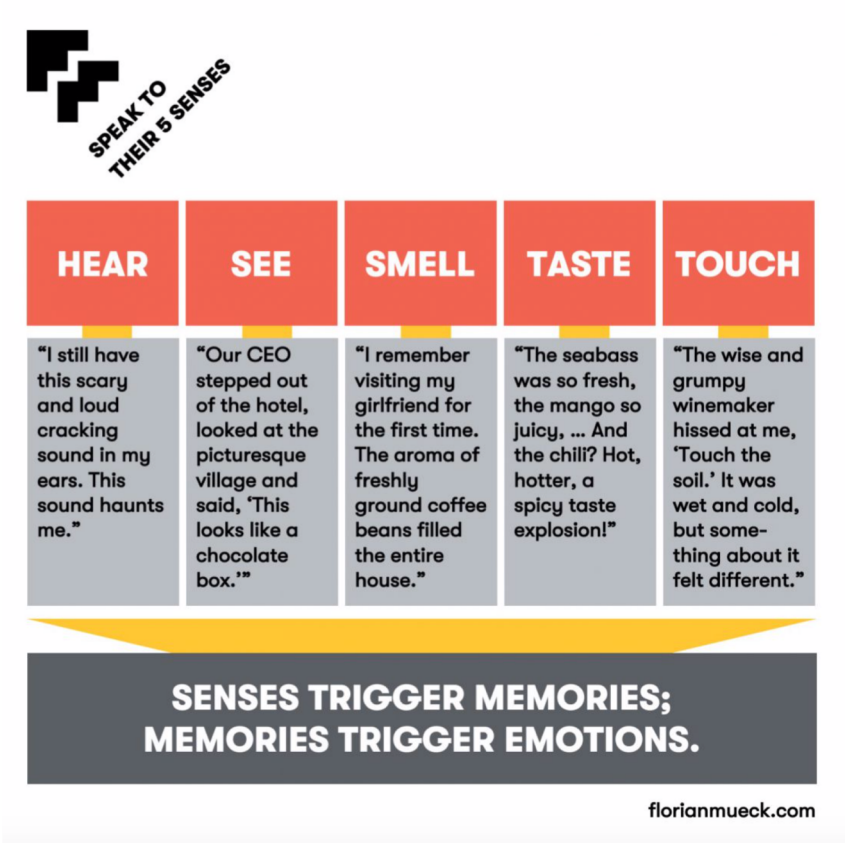
Storyline



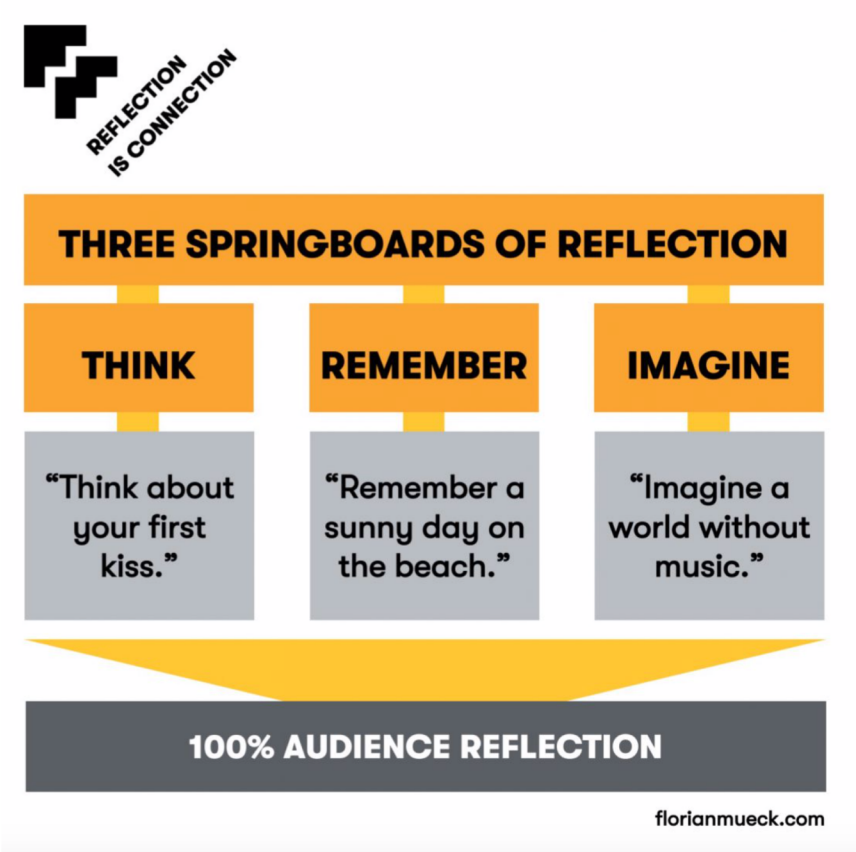

INCREASE YOUR STORY'S
TENSION
Tension: The anticipation of what will happen next in a story.
1. Don't let your characters have what they want.
2. Ask how you can make your character's situation worse.
3. Build flaws and conflict into your setting/story world.
4. Create conflict between your characters.
5. Increase the consequences of failure for the hero.
inkandquills.com


10
WAYS TO
END YOUR
NOVEL
THE CIRCULAR ENDING
Is a story that does a full circle and comes back to the beginning.
THE MORAL ENDING
Is an ending whereby you see the character's growth throughout the novel and how far they have some.
THE SURPRISE ENDING
Is where the story takes us to a place we least expected.
THE CAPTURING EMOTION ENDING
Leaves the reader feeling emotional, whether that be happy or sad, for the characters and the story
THE REFLECTION ENDING
Where the character looks at everything they have achieved, experiences, and gone through.
THE CLIFF-HANGER ENDING
Is very common in novel series's and is an ending that leaves the reader on the edge of their seat.
THE HUMOUR ENDING
Leaves the reader laughing at a line or an inside joke to the story.
THE QUESTION ENDING
Is an ending that leaves the reader thinking about what is going to happen next.
THE IMAGE ENDING
Is an ending that puts the 'show don't tell rule' to good use, and describes a scene.
THE DIALOGUE ENDING
Is an ending that finishes with dialogue from a character.
Want to know more? Read the article!
LIFEOFASTORYTELLER.COM

Make your text come alive



Make your text come alive



Ways to make the text come alive!

- Variation: length of the sentence, words, content
- Is anything surprising or unexpected? Why?
- Use quotes
- What would the mars rover say if it could talk? Or the electron?
- Point of view?
- Create pictures or situations that people can relate to and imagine

People belive what they understand...



- Keep it **short**
- Keep it **relevant**
- Keep it **understandable**

George Orwell´s six rules for writing

"(i) Never use a metaphor, simile, or other figure of speech which you are used to seeing in print.

(ii) Never use a long word where a short one will do.

(iii) If it is possible to cut a word out, always cut it out.

(iv) Never use the passive where you can use the active.

(v) Never use a foreign phrase, a scientific word, or a jargon word if you can think of an everyday English equivalent.

(vi) Break any of these rules sooner than say anything outright barbarous."

Dog came back after four days on the run!



GPS shows that «Becky» ran 400 km and found her way home!



Use the picture for what it´s worth!



asapscience



NORMAL VISION



DEUTERANOPIA
(green-weak)



PROTANOPIA
(red-green weak)



TRITANOPIA
(blue-yellow weak)

This is why we study history...



Del | Lagre

Åpne

Prøvd denne Pin-nen?

Vær den første som forteller hvordan det gikk

Legg til et bilde eller en kommentar

Tara Collins lagret noe på **true life**

This is maybe one of the most powerful pictures. The numbers on the arms are from prisoners of Nazi concentration camps. The numbers replaced their names while at the camps and they were tattooed on so that they could be easily tracked by the Germans. This is why we study history. So this never happens again.

Kommentarer

Thank you for listening!

Elina.melteig@kjemi.uio.no