

## Writing About Your Research: asynchronous course

This asynchronous section of the course comes in two parts: the first delivered before the live Zoom meeting, and the second afterwards.

Part 1 consists of short videos, slide presentations, case studies, quizzes and text lessons that will take between three and four hours to complete. Trainers will be available to answer questions and share ideas in the discussion sections accompanying each lesson. This section culminates in an exercise where delegates write a 300-word popular-style article about their work, based on the learning they have just completed.

Following the live Zoom event that forms Part 2 of the course, Part 3 consists of a further chapter to complete the training, with additional reading and resources.

### Writing About Your Research: part 1

Chapter	Description
Chapter 1: Getting started	<ul style="list-style-type: none"> <li>• Introduction and defining aims</li> <li>• Finding and understanding your audience</li> <li>• Pitching at the right level of scientific knowledge</li> </ul>
Chapter 2: Structuring articles	<ul style="list-style-type: none"> <li>• Differences between academic and popular-style writing</li> <li>• How to structure a short popular-style article</li> <li>• Connecting with your reader</li> <li>• How to clarify your science without “dumbing down”</li> </ul>
Chapter 3: Effective use of language	<ul style="list-style-type: none"> <li>• How to deal with jargon</li> <li>• Avoiding misunderstandings</li> <li>• Writing lively, engaging prose</li> <li>• Exercise: draft a 300-word popular-style article</li> </ul>

### Writing About Your Research: part 3

Chapter	Description
Chapter 4: Taking it further	<ul style="list-style-type: none"> <li>• How to get your work published</li> <li>• Best practice</li> <li>• Science communication in the age of misinformation</li> <li>• Resources and further reading</li> </ul>

## Writing About Your Research: live Zoom session

In this live Zoom meeting, delegates will further develop their writing skills with the expert trainers, who will give tailored feedback to each delegate. There will be opportunities to work with fellow delegates and participate in group discussion.

### Writing About Your Research: part 2

Time	Description
14:00 -15:00	<ul style="list-style-type: none"> <li>• Developing your writing: Q&amp;A session</li> <li>• Exercise: delegates edit their 300-word articles, with individual feedback from trainers</li> </ul>
15:00-15:15	Break
15:15–16:00	<ul style="list-style-type: none"> <li>• Long-form writing: features and the power of narrative</li> <li>• Exercise: delegates develop the start of their short articles for a long format piece</li> </ul>
16:00-16:15	Break
16:15-16:45	<ul style="list-style-type: none"> <li>• Writing for blogs</li> <li>• Twitter and other social media: use in academia and outreach</li> <li>• Tools and strategies to manage social media</li> <li>• Exercise: delegates develop their short articles for online format</li> </ul>
16:45 - 17:00	Recap of the day, discussion of any questions
17:00	END