Pop Science: Writing about Science for the Public

Are you interested in telling others about your research? Do you want to share your passion for science with the public?

There are many instances when scientists and engineers need to communicate to “the public”, but it is not always obvious how to do this effectively. Ineffective communication can result in missed opportunities to engage the public, or even worse, a misinformed public. Combine your enthusiasm with your training in clarity, observation and knowledge to engage, inform and excite readers. This hands-on series will introduce you to the methods used to engage a lay audience and guide you step-by-step through writing an article for publication. Articles produced by participants will be selected for publication in Convergence and The Independent. This is a great opportunity!

**Participants are encouraged to attend the entire series to be prepared to submit a piece for publication.**

*RSVP* at: https://csep.cnsi.ucsb.edu/forms/PDS/Registration.php

Session A: “Crafting News for the Public —The Inverted Pyramid” - Janet Mizrahi (Writing Program) - Tuesday, April 14th, 3-4:30PM, Elings Hall 1601
Communicating complex ideas to people with less knowledge than you takes skill and careful crafting. This workshop will examine the elements of news articles that “translate” complex scientific ideas into language non scientists can digest.

Session B: “The Opening: Using a Narrative Structure to Engage Readers” - Craig Cotich (Writing Program) - Tuesday, April 22nd, 1:30-3PM, Elings Hall1605
This session will focus on the openings of science articles from a range of sources. We'll look at strategies for engaging your reader in the first paragraph, crafting themes that will be developed throughout the article, and thinking of ways to come full circle in the conclusion. To get the most out of this session, consider bringing in a “working” first paragraph of your own article. We will have time at the end to peer review others' work.

Sessions C and D: “Wrapping Up and Sending Off: Small Group Reviews” - Karen Lunsford (Writing Program) - Wednesday, May 20th AND June 3rd, 11AM-12:30PM, Elings Hall 3001
The series concludes with small group sessions where you will have your article reviewed, make edits and prepare the piece for submission.