STELLAR
Communications

Driving ideas in Academia, Science & Business.

PROGRAMME: Scientific Writing and Presenting

Aim of course: To share with, and engage participants in, strategies of how to communicate effectively in English, in keeping with accepted international practices and conventions, in formal writing and when presenting, for a scientific & academic audience and for the purposes of: sharing research data or findings, requesting or applying for funding, and publishing.

Focus of course: How to communicate with concision, persuasion, and precision* when writing formal artifacts and when presenting formally to an audience.

Delivery method: Presential or online.

Number of hours: 10 (or on demand)

WRITING

1) **Structuring your writing;** Sentence, paragraph, and report-level structure. How to introduce and transition between your ideas; how to maintain an effective line of reasoning/argument throughout your text; Structuring an abstract, introduction, main body and conclusion.
2) **Persuasion** – How to write persuasively: Strategies and language to defend your ideas and persuade your audience.
3) **Writing concisely**: Principles and practice of how to keep your writing to the point, succinct and easy-to-read.
4) **Precision & grammatical conventions:** Using or avoiding grammatical structures to enhance your writing, keeping it precise and easy to understand; Conventions surrounding the use of "I/We" versus use of *passive voice*.

5) **Flow & Continuity:** Strategies to maintain a uniform and consistent position or argument, within a paragraph and entire report. Establishing and consolidating a line of argument.

PRESENTING

1) **Structuring a presentation:** Strategies and language to create a consistent, concise and effective presentation.
2) **Transitioning:** Strategies and language to move from one section to another, keeping your presentation logical and easy-to-follow.
3) **Slides and visuals:** adding value to the spoken word through succinctness and judicious use of visuals and slides; making each slide and word count; introducing and sign-posting new slides and visuals to keep presentation easy-to-follow.
4) **Engaging your audience:** Strategies to captivate and maintain interest and while respecting formality
5) **Persuading your audience:** Strategies and language to effectively communicate your ideas and findings in a way that conveys confidence and strength.

Please contact me for a programme specifically tailored to your needs.