
Academic and Scientific Writing in English

Trainer: Mark Edwards

Duration: 3 x 3-hour videoconferences

Language: English



Achieving higher levels of written English

This course examines how to develop powerful focus in your writing – an infallible guide to developing the best structure, and effectively communicating your ideas to your target audience. We look at how to systematically improve the impact, clarity and accuracy of your chosen words. You will receive a toolbox of methods including a range of easily-applied ‘quick tips’ that will improve how seriously your ideas are taken.

You will receive a clear process to follow when approaching an important piece of writing. How to start, develop and express your ideas plus a checklist of conceptual and practical filters to apply to your work to edit and improve your earlier drafts - shaping your writing from ‘good enough’ to ‘exactly fitted to its purpose’.

In this tip-filled seminar, we will examine:

- Appropriate levels of formality
- Tips for writing productivity
- Nailing the problem of structure
- Achieving a good ‘flow’ of ideas and expression
- Achieving impact by careful word choice
- Describing problems, solutions and outcomes
- Clarity, brevity and style of English
- Presenting data and data commentary
- Understanding the most common mistakes
- Hated words to avoid in your text

All of these writing skills are examined in the context of a variety of writing and editing tasks. The online presentation includes individual exercises with feedback, group discussion and small group work, as well as inspiring input from an established native-speaking communications expert. The result is a lively and varied learning experience for all.

In this course, the participants also work on examining and editing a short piece of their own writing (500-600 words – for example, an abstract or an extract from the introduction, a key passage or conclusion). This will require the participants to be sent a pre-course briefing during the week preceding the course. Feedback is also provided on an individual basis by the course leader.

'Plug-in' Module: Focus on the abstract

Trainer: Mark Edwards

Duration: 1 x 3-hour 'add-in' videoconference

Language: English



This module can be added in to the 3-module writing course, to make a 4-module course:

This extra 'plug-in' module focusses on the skills needed to create a powerful abstract:
Precision, accuracy and brevity.

We explore the ideal structure for an abstract and practice the essential skills

- Editing for clarity
- Achieving the correct level of brevity
- Understanding the art of Précis
- The 'essential structure' checklist
- Abstract examples with analysis

Other webinars in this topic area follow...

Planning the Completion of your Dissertation

Trainer: Mark Edwards

Duration: 2 x 3-hour videoconferences

Language: English



A concentrated and well-structured finish to achieve your goal

Towards the end of your doctoral study many questions arise, which are discussed in this module. The course addresses the many factors affecting the effective structuring of the final phase of your doctorate, and focusses on proven methods that will form the framework of clear future perspectives for the period after the successful dissertation.

Content

- Effective use of your time: How to focus your efforts
- Daily, weekly, monthly and whole-PhD Plans
- 7 methods of prioritisation
- Planning and focussing on the writing process and the correction phase
- Dismantling practical and psychological barriers to writing
- Techniques for productivity
- Problems in the End-phase of the PhD - with solutions
- Getting the best from your supervisor
- Staying motivated
- Developing clear goals for your PhD and beyond

Methods

The seminar comprises inspirational input, lively and challenging exercises, small group work and group discussion. An exciting learning atmosphere is created, and sustainable results obtained.

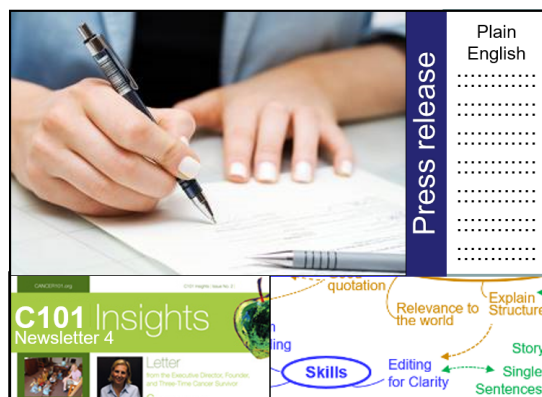
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Scientific Communication

Trainer: Mark Edwards

Duration: 2 x 3-hour videoconferences

Language: English



Writing Scientific Articles, Grant Applications, Newsletters and Websites

Audience-focussed and purpose-oriented communication techniques.

What matters is NOT what you want to say, what matters is what your target audience wants to hear – their interests, and not yours. Flex your style and your choice of words to speak in the language that your targets understand and feel comfortable with. Develop the clarity and natural-sounding flow of your writing in a style that suits its purpose - and the preferences of the intended reader.

We also examine common mistakes in English and ‘bust’ a few myths about the rules of English – for example - Finishing a sentence with a preposition? What are you thinking of? And as for starting a sentence with the word ‘and’... And what about split infinitives? – is it necessary to be so absolutely compliant with the ‘rules’?

In conclusion, we explore the special approaches needed for a variety of communication needs including writing grant proposals, preparing effective press releases and writing newsletters.

Content

- Targeting your message and developing a good structure
- Editing skills – seeking clarity and brevity.
- Developing the flow of your text
- Proof-reading and final presentation
- Common mistakes in English
- Myths of grammar & style
- Using diversity-aware language
- Principles of plain English
- Top tips for writing press releases
- Writing newsletters that people actually want to read