

TECHNIQUES OF TECHNICAL WRITING

postgraduate course | june 11-13, 2015

Life and Health Sciences Research Institute (ICVS)
School of Health Sciences, University of Minho
Braga, Portugal

Welcome to the postgraduate course

TECHNIQUES OF TECHNICAL WRITING

Do you need to write about your work and/or your research? If you do, your message must be accessible to a diverse audience. Typically, you must communicate with experts in your field of specialization, colleagues in fields closely related to yours, and lay people in totally unrelated fields. In this course, you will learn how to attract diverse audiences by being able to provide an accessible message, deliver valuable insights, and even links to distant fields. You will gain tools to become a better communicator, understanding when it is appropriate to use jargon and when you must explain everything in the most basic terms.

ORGANIZING COMMITTEE

Bruno M. Costa

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INSTRUCTOR

Joana Rosário

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PROGRAMME

Participants in this course will be asked to volunteer, in advance, written projects they are working in or will be working on in the near future. As possible, some of the submitted projects will be used as class exercises. Instructor will also provide exercise material.

June 11th 2015 - 9:30 AM to 4:00 PM with 30' working lunch

- Written communication: objectives, formats, and deliveries
- Written concepts and their relationships to visual and/or auditory companions
- Writing when you cannot communicate
- Communicating to experts
- Background section in a grant application
- Letter to the editor

June 12th 2015 - 9:30 AM to 4:00 PM with 30' working lunch

- Writing to mixed and lay audiences
- Poster in a scientific meeting
- Soliciting funding: Research agencies
- Themed foundations
- Professional associations
- Private equity
- News Media

June 13th 2015 - 9:30 AM to 12:30 PM

- Writing in the era of the internet
- Email: a two-edge sword
- Facebook content as a funding tool
- Twitter as a thinking exercise