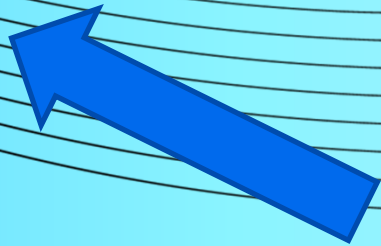


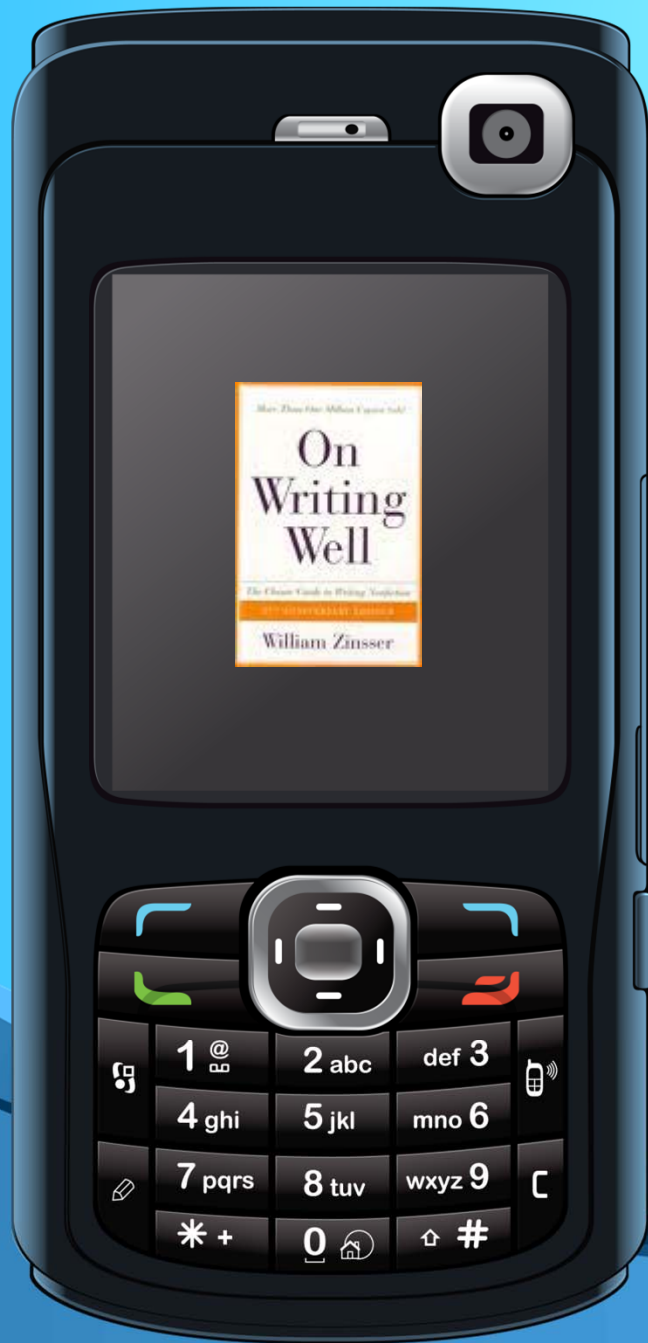
Use readable chat
txt in this msg box
as u would on a
real phone. Srch
the web 4 txt
messaging abbrev 2
learn how 2 write
in this style. :-)

A WRITING REVIEW...

...for budding science communicators



...the problem in question!



“Few people realize how badly they write.”

- William Zinsser, *On Writing Well*



What is “style”?

- “...what is correct, or acceptable, in the use of English.”
- Correct use of...
 - Grammar
 - Syntax
 - Punctuation
 - Word choice



Writing has a *purpose*...

- To provide information
- To induce to action
- To entertain



Avoiding Clutter (and improving clarity)

- “In an effort to streamline the booking of appointments in the outpatient clinic, staff members are to be advised that the prioritization of patients will be completed prior to providing the patient with the appointment time. This will necessitate telephoning patients and advising them of their appointment times rather than being able to provide such an appointment times during the initial telephone encounter.”



Let's explore...

- Grammatical errors on signs
- American Eagle, you should have known better!
- Five grammatical errors that make you look dumb
- Grammar Girl



LET'S EXPLORE APA STYLE