

SCIENTIFIC WRITING



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FOCUS OF PRESENTATION



1. Why do we conduct research?
2. Why worry about scientific writing?
3. Avenues for communication of science
4. Communicating with the Target audience
5. Good writing style and English

WHY CONDUCT RESEARCH?

- ✓ For academic achievements
- ✓ For career development
- ✓ To generate knowledge and innovation
- ✓ To promote community development
- ✓ Etc.

**Research solves problems and
moves society forward**

WHY WORRY ABOUT SCIENTIFIC WRITING?

- To satisfy academic requirements
- ✓ To satisfy career goals
- ✓ To generate and disseminate knowledge
- ✓ To promote innovation and development
- ✓ Etc.

Scientists MUST therefore worry about scientific writing!

MOTIVES FOR SCIENTIFIC WRITING AND COMMUNICATION

- Promote dissemination of research outputs
- Promote effective use of research outputs
- Share scientific knowledge to stimulate ideas

Effective writing and communication are essential in scientific endeavours

AVENUES FOR COMMUNICATION IN SCIENCE

- ✓ Research journals
- ✓ Books and book chapters
- ✓ Theses
- ✓ Conference papers and posters
- ✓ Annual reports and working papers
- ✓ Newsletters
- ✓ Project proposals and reports
- ✓ Websites, blogs and discussion groups.

IMPACTFUL COMMUNICATION IN DIFFERENT AVENUES

- Different research communications can present the same basic information, but in modified forms to different audiences.

Various levels of society SHOULD understand the same basic information

TARGET AUDIENCES FOR COMMUNICATION IN SCIENCE


- ✓ Researchers and research managers
- ✓ Extension agents and technicians
- ✓ University teachers and students
- ✓ Governments and policy-makers
- ✓ Donors
- ✓ General public and commercial interests
- ✓ Etc.

TARGET AUDIENCES FOR COMMUNICATION IN SCIENCE

- The technical content of any publication is crucial to the understanding of its intended audience.
- If the reader cannot understand the content, then the whole point of the work is lost.

Tremendous implications for the impact of research on society and benefits to writers

STYLE AND ENGLISH FOR COMMUNICATION IN SCIENCE



- Good writing style and how it can increase comprehension.
- Be aware of good and poor style in scientific writing.
- Correct the style and English to enhance readability.

SCIENTIFIC WRITING AND COMMUNICATION PATHWAYS



ENDURANCE IN SCIENCE

➤ **PUBLISH** or **PERISH**



THANK YOU FOR YOUR KIND ATTENTION

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