

SFB 656 MoBil Academic Writing Workshop (2-day workshop)

Presenter: Celeste Brennecka, scientific editor, *Science Writing Support Service, Sprachenzentrum*

Title: Using Reader Expectations to Structure Your Writing

When: October 5 & 6, 2016

Oct. 5: 10:00 am - 5:00 pm (Lunch on your own, 12:00 – 1:30 pm)

Oct. 6: By appointment (participants can book 30-min time slots): 9:00 am - 6:00 pm

Description: When we write about our science, one of the main things we're concerned with is if we've conveyed our message clearly. We tend to wonder, "Will the reader know what I'm trying to say?" This workshop aims to shed some light on this question by first describing what readers actually do when they read. Once we know more about how readers read and where they expect to find certain information, we can craft our writing so it meets our readers' needs, thereby giving us a better chance of conveying the message we intended.

On the first day of the workshop, we will discuss the key expectations readers have for sentences and paragraphs, and we'll look at what happens when we violate these expectations. By the end of the day, you will have a practical approach for checking and revising text so that it meets these reader expectations. During the second day of the workshop (optional), I invite you to attend a 30-minute one-on-one meeting to examine a piece of your writing. We will analyze your writing through the lens of reader expectations, and we will determine which expectations you tend to violate most. Then, we will practice revising your text so it meets the key reader expectations. By the end of the meeting, you will know which expectations to focus on when revising, and you will have practiced applying these ideas to your own text.

Overall, this workshop presents a systematic way to approach revising text so that it conveys your message effectively; it also offers specific tools to accomplish this. With practice, these tools will benefit your writing throughout your career.