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Altri autori (Persone)	ParkSarang BagniewskaJoanna
Disciplina	570
Soggetti	Biology Communication in science Rhetoric Technology Science Science in popular culture Career education Biological Sciences Science Communication Rhetoric of Science and Technology Public Understanding of Science Career Skills
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Conveying the observations insights and wonders of science -- Communication the lifeblood of Homo sapiens -- Some handy theoretical models for practical communication -- Understanding the Universal Usefulness of Rhetoric -- Some notes on the psychology of human communication -- Finding the right starting point for any communication activity -- Planning preparing and performing persuasive presentations -- A note to the human writer considering the robot writer -- Designing effective visuals -- Instructions for speaking in different settings -- Instructions for different writing tasks -- Some

tips for visual communication -- Two-way communication in various contexts -- Setting up and executing a plan for your online presence.

Sommario/riassunto

Are you a researcher, science professional, or student looking to communicate more clearly and effectively in academia and beyond? The Communicating Scientist has got you covered! This essential guide consists of three easy-to-navigate sections: 1. Theoretical Framework: Plant your feet into a robust foundation that draws on areas from ancient rhetoric to modern psychology, while incorporating insights from marketing, social media, and journalism. This section equips you with the "why" behind effective communication. 2. Core Skills and Techniques: Build a central toolkit for communication activities of science and tech professionals, along with practical tips and suggestions. 3. A Practical Recipe Book: Get step-by-step instructions and hands-on tips from experts for 24 specific communication scenarios, as diverse as writing a grant proposal, developing an elevator pitch, doing a media interview, or curating an online presence. This handbook isn't just another academic communication guide. The Communicating Scientist draws on the knowledge, experience, and tricks of the trade from professional communicators, while remaining strongly rooted in a scientific context. It will help you with scientific peer-to-peer communication, disseminating research to the general public, and collaborating with external partners. Written in a conversational and approachable style, The Communicating Scientist is accessible and appropriate for Communicating Scientists at all stages of their professional journey.