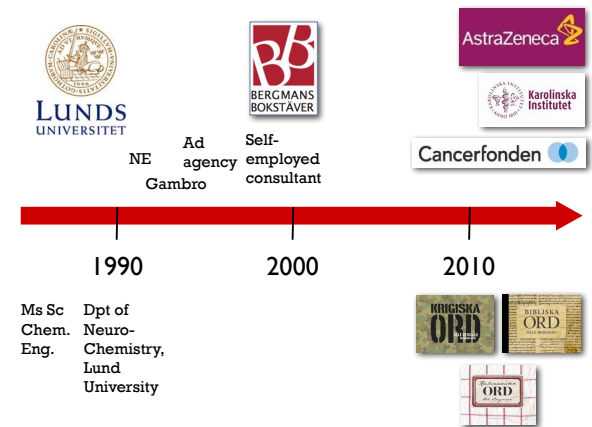


## Olle Bergman

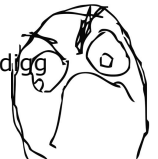
M.Sc. Chemical Engineering

“Communications Consultant,  
Public Speaker & Professional  
Writer devoted to people,  
science, language & history”



# The problem

- You do not convince me
- Weak logical flow and rhetoric
- Don't use adverbs
- Quantify
- What we know, what you think need to be clear
- Fluffy statements are common
- Choices not visible or explained
- Give the reader a chance to evaluate
- Low substance per page/word
- Limited use of made efforts
- Ask: Why? Why? Why? You need to dig deeper!



- Convince the reader.
- A logical flow and rhetoric.
- Don't use adverbs.
- Quantify.
- Clear distinction between what we know and what you think.
- Fluffy statements are forbidden.
- Choices should be visible and explained.
- Give the reader a chance to evaluate.
- High substance per page/word.
- Make use of analysis made.
- Ask: Why? Why? Why? You need to dig deeper!

# The solutions

# 0

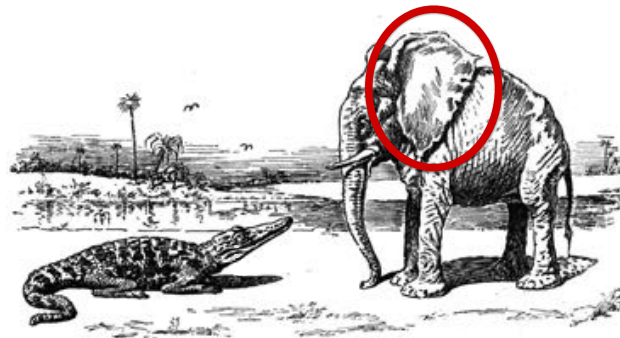
Understanding what communication is about.

# 1 Define your task.



- ▶ Transfer information?
- ▶ Create understanding?
- ▶ Convince opponent?
- ▶ Sell an idea or a product?
- ▶ Influence decisions?
- ▶ CHANGE THE WORLD!!

# 2 Analyze your target group.



## What ...

- ▶ ... do they know?
- ▶ ... do they want?
- ▶ ... do they need?
- ▶ ... motivates them?



Australopithecus afarensis

SURVIVAL  
SECURITY  
HIERARCHY  
REPRODUCTION

## What ...

- ▶ ... do they think they know?
- ▶ ... do they want to be?
- ▶ ... makes them feel insecure?
- ▶ ... boosts their ego?

Know yourself. **3**

*"To thine own  
self be true"*

*Hamlet Act 1, scene 3*

**Passion**

Understand  
the limitations  
at hand. **4**



Seek inspiration  
in all types of  
communication. **5**

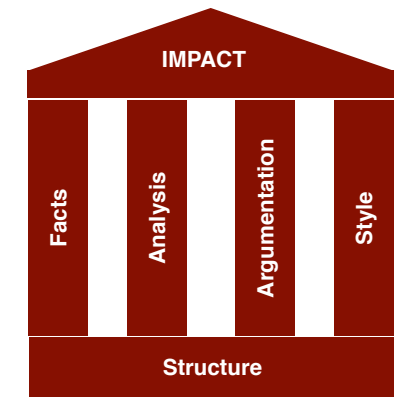
**RHETORIC**

- |                     |                       |
|---------------------|-----------------------|
| ▶ <i>Exordium</i>   | ▶ <i>Introduction</i> |
| ▶ <i>Narratio</i>   | ▶ <i>Background</i>   |
| ▶ <i>Propositio</i> | ▶ <i>Thesis</i>       |
| ▶ <i>Probatio</i>   | ▶ <i>Proof</i>        |
| ▶ <i>Refutatio</i>  | ▶ <i>Refutation</i>   |
| ▶ <i>Peroratio</i>  | ▶ <i>Conclusion</i>   |

- ▶ Title
- ▶ (Abstract)
- ▶ Introduction
- ▶ Materials & Methods
- ▶ Results
- ▶ Conclusions
- ▶ References
- ▶ Acknowledgements

ETHOS  
PATHOS  
LOGOS

1  
Getting the point  
of  
academic writing



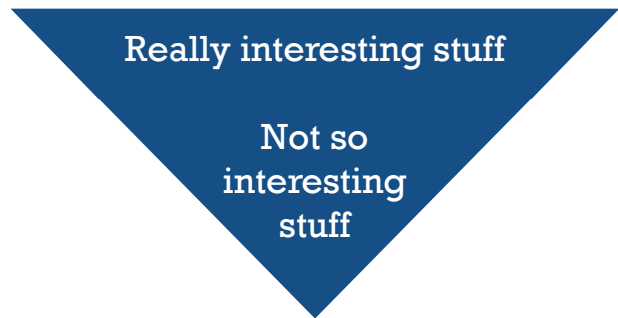
2  
Understanding  
the importance of  
structure

Journalism

- ▶ Who?      ▶ When?
- ▶ What?     ▶ How?
- ▶ Where?   ▶ Why?



“The inverted pyramid”



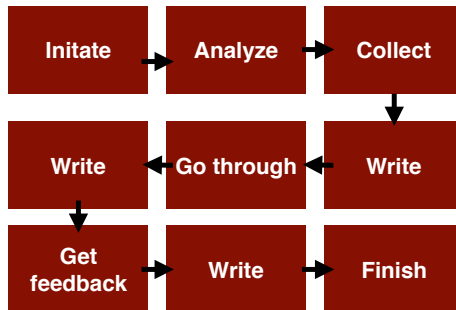
Storytelling





3

Knowing how to build a case



4

Mastering the art of creating prose

Topic sentences

**Not objective**

*I believe that sugar should be banned as it is bad for everyone. In my opinion, we should ban it.*

**Objective**

*Sugar harms all individuals, according to Sugar (1991) who supports the Public Health Agency's work*

<https://kib.ki.se/en/write-cite/academic-writing/objectivity>

5

Having an eye for detail

6

Injecting some passion