

#### Olle Bergman

M.Sc. Chemical Engineering

"Communications Consultant, Public Speaker & Professional Writer with a passion for people, science, language & history."











Cancerfonden

NE

Ad agency Gambro

Selfemployed consultant

1990

2000

2010

Ms Sc Dpt of Chem. Neuro-

Eng. Chemistry,

Lund

University









## Basic principles of communication

5 why rhetoric is still relevant in AD 2015

## Define your task.

### Microsoft®

WHERE DO YOU WANT TO GO TODAY?™

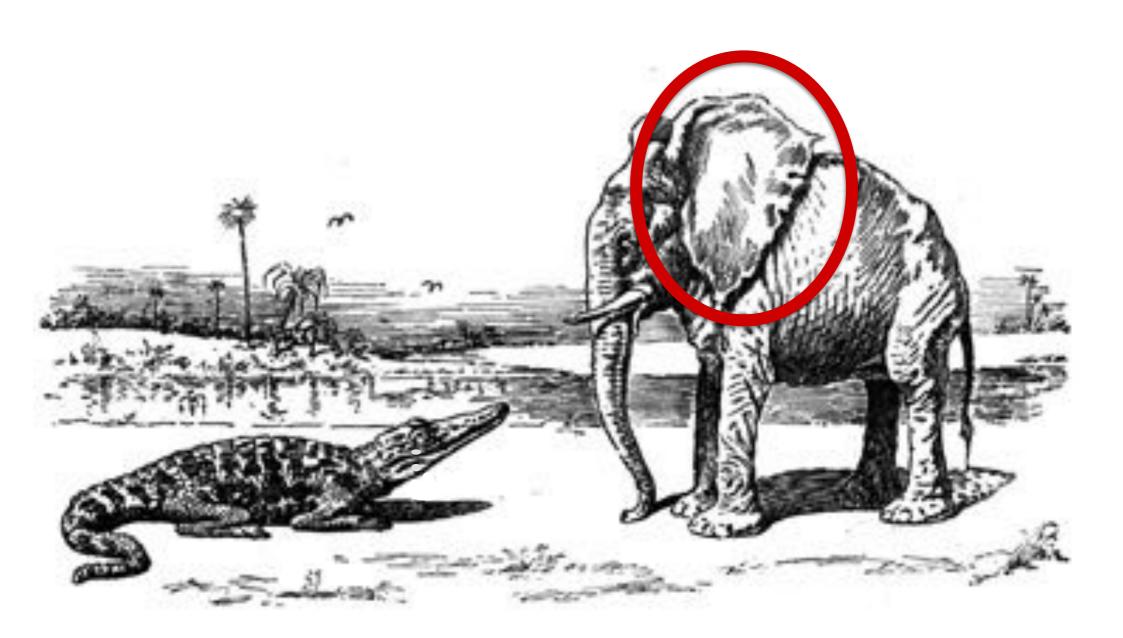


- Transfer information?
- Create understanding?
- Convince opponent?
- Sell an idea or a product?
- Influence decisions?
- CHANGE THE WORLD!!

#### Things to consider

- Goal?
- Main message?
- Target group?
- Type of text?
- Content?
  - a). What to include?
  - b). How to structure it?
- Hooks?
- Start and finish?
- •

## Analyzy your targe group.



#### What ...

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



Australopithecus afarensis

SURVIVAL SECURITY HIERARCHY RERRODUCTION

### What ...

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

# Know y urself.

## "To thine own self be true"

Hamlet Act 1, scene 3



"There are no dull subjects.
There are only dull writers."

H.L. Mencken

# Under land the lival ations at had.



# Seek is paration in all spes of commerciation.



Exordium

Introduction

Narratio

Background

Propositio

Thesis

Probatio

▶ Proof

Refutation

Refutation

Peroratio

Conclusion

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

### ETHOS

PATHOS









Who? When?

What? How?

Where? Why?

Attention

Interest

Desire

Action



### Basic Writing Skills

Some stuff I learned from experience

### INVERTING THE PYRAMID





# 

Who? When?

What? Why?

Where? How?

With what consequences?

#### Most Newsworthy Info

Who? What? When? Where? Why? How?

#### **Important Details**

Other General Info Background Info

# 

### GETTING STARTED





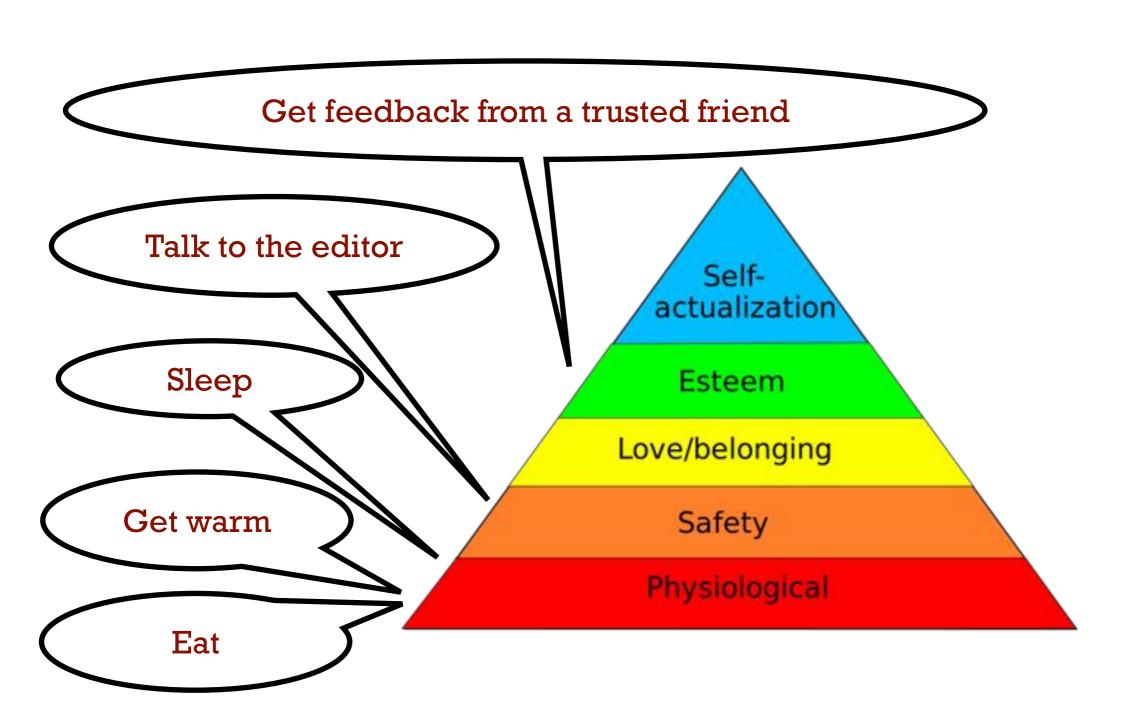
- Transfer information?
- Create understanding?
- Convince opponent?
- Sell an idea or a product?
- Influence decisions?
- CHANGE THE WORLD!!

#### Things to consider

- Goal?
- Main message?
- Target group?
- Type of text?
- Content?
  - a). What to include?
  - b). How to structure it?
- Hooks?
- Start and finish?
- •

### FIGHTING WRITER'S BLOCK





"Stuck is a state of mind, and it's curable."

**Seth Godin** 

### Which of the four are getting in the way?

- You don't know what to do
- You don't know how to do it
- You don't have the authority or the resources to do it
- You're afraid



"Life. It's not so bad as long as you can keep the fear from your mind."

Special Agent Cooper (Twin Peaks 1990)

### GETTING FINSHED





# "What about full stop?"

One of my editors, 15 years ago

## THE EMAIL INTERVIEW

- 1. Make sure the interviewee is a decent writer.
- 2. Get in touch for a briefing.
- 3. Send your questions.
- 4. Send some follow-up questions (optional).
- 5. Build your text.

## Recipe for a short, informative web text

#### **Ingredients**

- Web texts from trusted sources
- Your email interview

#### **Steps**

- 1. Read all your material thoroughly while making notes and highlighting.
- 2. Use the five Ws to write a lede.
- 3. Choose which quotes you want to include.
- 4. Start writing the article.
- 5. After a while, ask yourself: "Are the pieces forming a whole?" and "Is there a hook?". If no, take a walk around the building and think.
- 6. If possible: incubate the finished text. If not possible: proceed.
- 7. Press *Publish* and focus on the next text.

### WORKING TOGETHER



# Role 1: The Writer

# Role 2: The Editor









## POPULAR SCIENCE

## TIPS for popular science writers

- Start on common ground.
- Make it relevant & connect it to everyday life.
- Use visuals.
- Inspire your sources.
- Bring on the wonder!

## WALLEY PROPERTY OF



Are you an aspiring writer and/or communicator in the field of science? We are both looking for contributors to our networks.

### Invitation



... if you want to write about scientific results, projects and progress.

Talk to Pawet!





... if you want to write about communication within the science field.

Talk to Olle!