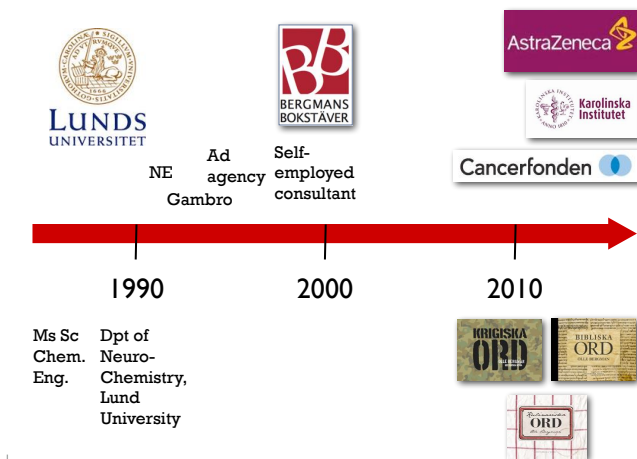


Olle Bergman

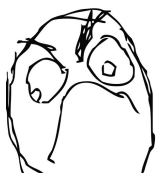
M.Sc. Chemical Engineering

“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 digg deeper!



The solutions

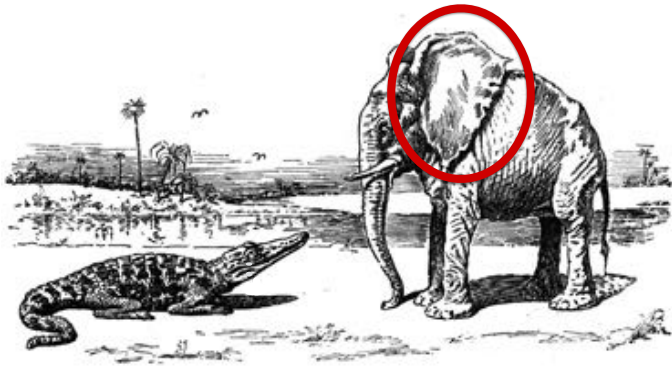
0
Understanding what
communication is
about.

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?



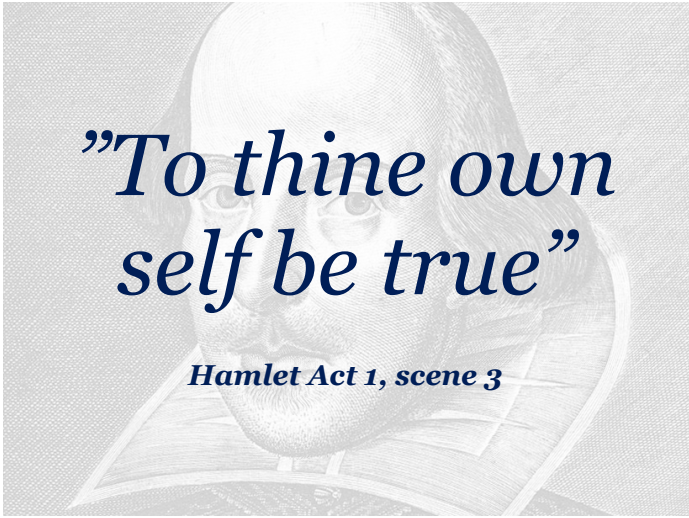
Australopithecus afarensis

SURVIVAL
SECURITY
HIERARCHY
REPRODUCTION

What ...

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

Know **3** yourself.



*"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

- *Exordium* ‣ *Introduction*
- *Narratio* ‣ *Background*
- *Propositio* ‣ *Thesis*
- *Probatio* ‣ *Proof*
- *Refutation* ‣ *Refutation*
- *Peroratio* ‣ *Conclusion*

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



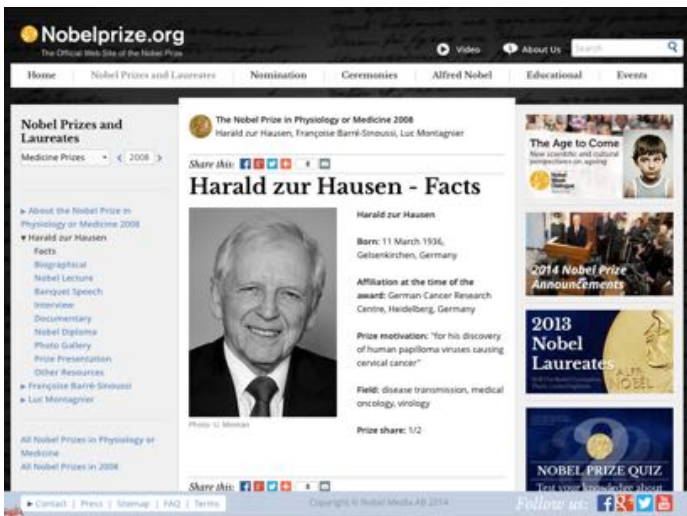
Attention

Interest

Desire

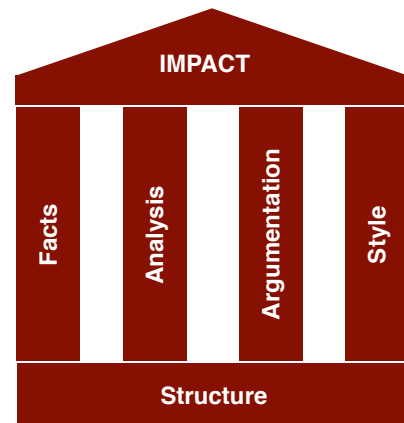
Action





“... the goal of most academic writing is to make an intelligent argument for or against something and to sell yourself, as the writer, in addition to your ideas.”

<http://www.aims.edu/>

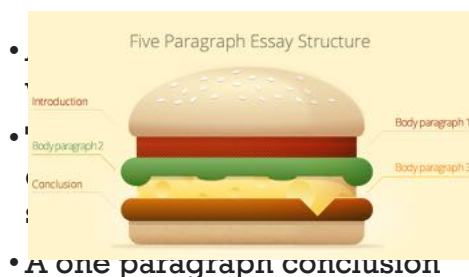


2

Understanding the importance of structure

- | | |
|---------------------|-----------------------|
| ▶ <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> |

THE FIVE PARAGRAPH ESSAY



- ▶ Title

IMRAD

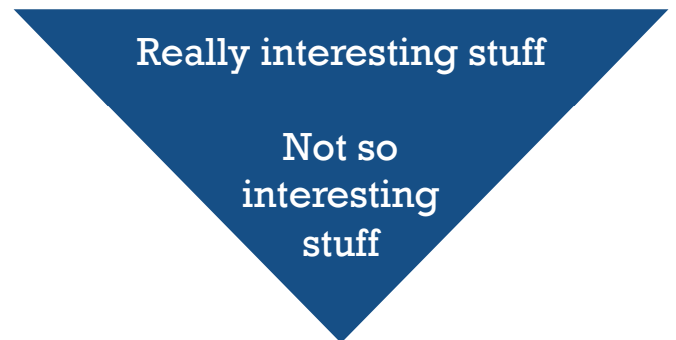
- ▶ **References**
- ▶ **Acknowledgements**



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

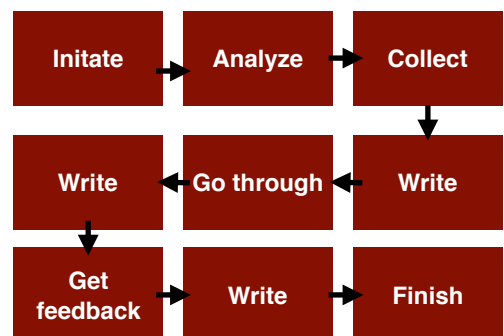


“The inverted pyramid”



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

Spreading your idea

