

---

# CONTENTS

## PART I

---

### ADDRESSING PEERS

#### GUIDELINES

Abstract .....	2
Acknowledgements .....	3
Acronyms .....	4
Active or passive voice? .....	5
Bibliography .....	6
Body language .....	7
Conclusion .....	9
Electronic publishing .....	10
E-mailing .....	12
Erudition .....	13
Figures and captions .....	15
Free acces .....	16
Ideographic vs. Nomothetic .....	17
Illustration .....	19
Index .....	24
Introduction .....	25
I or We? .....	26
Irony .....	28
Neologisms and Eponymy .....	29
Notes .....	31
Opening paragraph .....	32
Organizing your material .....	33
Paragraph .....	36
Scholarship .....	38
Sentences .....	39
Signers .....	42
Speech delivery .....	43
Subtitles .....	45
Taking the floor .....	46
Title .....	47
Understatement .....	49

---

Verbs .....	50
Visuals (for a lecture) .....	51
Vocabulary .....	53
Website .....	54
Wit .....	56

## GENRES

After-dinner speech .....	60
Book chapter .....	61
Book Proposal .....	62
Conference presentation .....	64
Editing proofs .....	65
E-mail .....	67
Editing .....	68
Editing a book .....	70
Editing a magazine .....	72
Editing for a journal .....	73
Editing a journal .....	74
Editorial .....	77
Informal discussion .....	77
Internet .....	79
Keynote lecture .....	80
Lecture .....	82
Lecture series .....	84
Letter for publication / Op-ed piece .....	86
Magazine article .....	87
Monograph .....	89
Obituary .....	91
Panel, roundtable discussion .....	92
Phone call .....	94
Poster .....	95
Presentation to a visitor .....	97
Progress report .....	98
Recommendation letter .....	100
Referee report .....	101
Research proposal .....	103
Research talk .....	104

---

Review article .....	106
Seminar .....	107
Slides and transparencies .....	109
State-of-the-art review .....	112
Teleconference .....	113
Visuals (for a lecture) .....	114
Writing a book review .....	116

## **PART II**

---

### **THE GENERAL PUBLIC GUIDELINES**

Anecdotal .....	120
Avoid translation .....	121
Body language .....	123
Building a story .....	124
Conclusion .....	125
Dealing with an acquisitions editor .....	127
Didactic or narrative? .....	128
Illustration .....	129
Irony (In addressing the public) .....	131
Opening paragraph .....	132
Organizing your material .....	134
Personalizing .....	136
Respect .....	137
Rhetoric .....	138
Seduction .....	140
Speech delivery .....	141
Taking the floor .....	143
Telling a story .....	144
Thematic variations .....	145
The necessary reconstruction .....	147
Title of a book .....	149
Title of a story .....	150
Vocabulary (in pieces written for the general public) .....	152

---

## GENRES

Autobiography .....	156
Biography .....	158
Blurb .....	160
Capsule biography .....	162
Children's books .....	163
College textbook .....	165
History of science book .....	166
Journalist interview .....	168
Magazine article .....	171
Natural history vignette .....	172
Newspaper story .....	174
Play .....	175
Poetry .....	177
Press release .....	178
Primary school textbook .....	180
Public reading .....	181
Radio interview .....	182
Science news .....	184
Science popularization book .....	185
Scientific exhibition .....	189
Secondary school textbook .....	191
TV show .....	192
Web site .....	195

## PART III

---

### DECISION MAKERS

#### GENRES

Briefing .....	198
Conference report .....	200
Consultant report .....	201
Expert testimony .....	203



<http://www.springer.com/978-3-540-31919-1>

Communicating Science

A Practical Guide

Laszlo, P.

2006, XII, 214 p., Softcover

ISBN: 978-3-540-31919-1