



[DOWNLOAD](#)



Youve Got Some Explaining to Do: Advice for Neuroscientists Writing for Lay Readers

By Jane Nevins

Dana Press. Paperback. Book Condition: New. Paperback. 128 pages. Dimensions: 8.5in. x 5.4in. x 0.3in. What are people who read opinion-page articles looking for? How can you reach people who read general-interest magazines? Hint: It's not the same as your colleagues or science journals. This compact book offers the reasons and information that can help scientific writers adopt new habits to be successful and happy writing for a non-science audience. Go ahead and write journal-style for science journals and colleagues, says longtime science editor Jane Nevins, but you'll need to try different styles to reach a different audience. The book is divided into three parts: The Meet-up, Simple Fixes, and Science and Style. In The Meet-up, Nevins describes the different venues for lay writing, from opinion pages to popular magazines, and what readers of each expect and respond to best. In Simple Fixes, she shows how jargon, cross-over words, and hackneyed expressions can be remedied, clearing away confusion for your readers. In Science and Style, she discusses what to put first, how to quote and paraphrase in lay copy, and what to leave out. Throughout You've Got Some Explaining to Do, Nevins gives concrete, specific examples tied to neuroscience. The author,...



[READ ONLINE](#)

[1.47 MB]

Reviews

I actually started looking over this publication. It really is really interesting through studying period. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Dana Hintz

Good electronic book and valuable one. It really is basic but unexpected situations in the 50 percent in the pdf. You won't really feel monotony at any moment of your time (that's what catalogues are for concerning when you ask me).

-- Elisa Reinger

You May Also Like



Dont Line Their Pockets With Gold Line Your Own A Small How To Book on Living Large

Madelyn D R Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.This book is about my cousin, Billy a guy who taught me a lot over the years and who can teach you a lot. Everyone who...



Too Old for Motor Racing: A Short Story in Case I Didnt Live Long Enough to Finish Writing a Longer One

Balboa Press. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.We all have dreams of what we want to do and who we want to become. Many of us eventually decide it is too late; we have missed...



Summer Fit Preschool to Kindergarten Math, Reading, Writing, Language Arts Fitness, Nutrition and Values

Summer Fit Learning. Paperback. Book Condition: New. Paperback. 160 pages. Dimensions: 10.6in. x 8.3in. x 0.5in.Summer Fit Activity Books move summer learning beyond academics to also prepare children physically and socially for the grade ahead. Academic exercises are based on Common Core...



The Day I Forgot to Pray

Tate Publishing. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 8.7in. x 5.8in. x 0.3in.Alexis is an ordinary five-year-old who likes to run and play in the sandbox. On her first day of Kindergarten, she makes her first school-aged friend, Elizabeth, and...



DK Readers Invaders From Outer Space Level 3 Reading Alone

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.9in. x 5.9in. x 0.1in.Are aliens from other planets visiting Earth Read these amazing stories of alien encounters -- and make up your own mind! The 48-page Level 3 books, designed for...



DK Readers Animal Hospital Level 2 Beginning to Read Alone

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.9in. x 5.8in. x 0.1in.This Level 2 book is appropriate for children who are beginning to read alone. When Jack and Luke take an injured duck to the vet, it is just...
