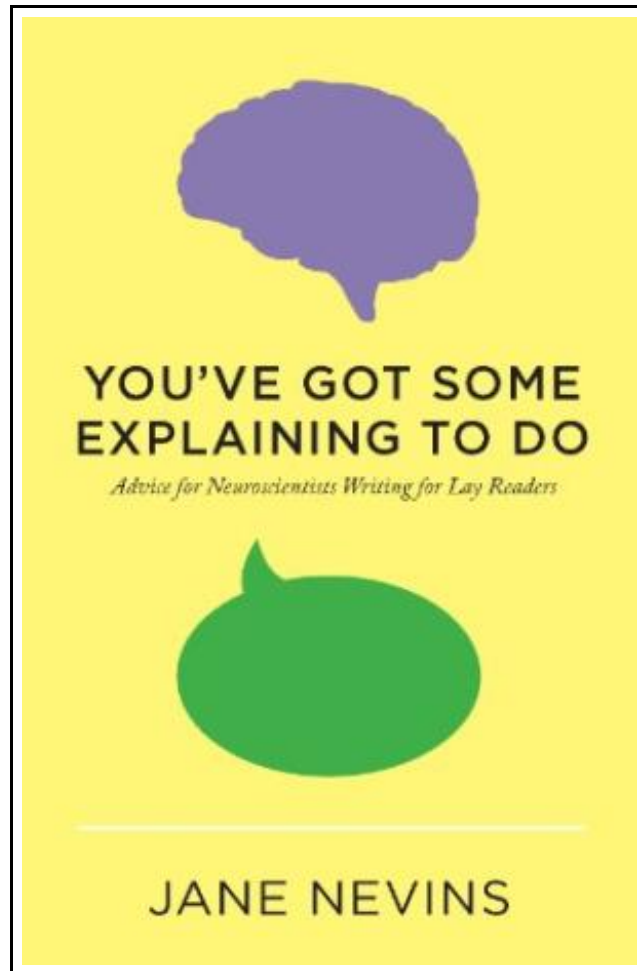


Youve Got Some Explaining to Do: Advice for Neuroscientists Writing for Lay Readers



Filesize: 1.73 MB

Reviews

This type of publication is every thing and taught me to searching ahead and more. It can be rally fascinating through reading through period of time. You can expect to like how the blogger write this pdf.

(Dr. Jillian Champlin IV)

YOUVE GOT SOME EXPLAINING TO DO: ADVICE FOR NEUROSCIENTISTS WRITING FOR LAY READERS

DOWNLOAD



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 *Youve Got Some Explaining to Do*, Nevins gives concrete, specific examples tied to neuroscience. The author, who served as the first editor in chief of the Dana Press, brings more than 20 years of experience in translating neuroscience to lay readers. No one is better at helping one learn to write for the non-professional public, as I can personally testify, than Jane Nevins. -Nobel laureate Eric R. Kandel, M. D., Director, Kavli Institute for Brain Science, Columbia University College of Physicians and Scientists. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



[Read Youve Got Some Explaining to Do: Advice for Neuroscientists Writing for Lay Readers Online](#)



[Download PDF Youve Got Some Explaining to Do: Advice for Neuroscientists Writing for Lay Readers](#)

Other Kindle Books



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...

[Read ePub »](#)



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...

[Read ePub »](#)



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....

[Read ePub »](#)



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...

[Read ePub »](#)



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!...

[Read ePub »](#)



Scala in Depth

Manning Publications. Paperback. Book Condition: New. Paperback. 304 pages. Dimensions: 9.2in. x 7.3in. x 0.8in. Summary Scala in Depth is a unique new book designed to help you integrate Scala effectively into your development process. By

[Download eBook »](#)



Shepherds Hey, Bfms 16: Study Score

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 22 pages. Dimensions: 9.4in. x 7.1in. x 0.0in. Percy Grainger, like his contemporary Bela Bartok, was intensely interested in folk music and became a member of the English

[Download eBook »](#)



Scholastic Discover More Penguins

Scholastic Reference. Paperback. Book Condition: New. Paperback. 80 pages. Dimensions: 10.0in. x 8.0in. x 0.4in. Scholastic Discover More is a revolutionary new nonfiction line pairing stunning print books with corresponding interactive digital books that extend the

[Download eBook »](#)



The Ghosts of Pickpocket Plantation Pretty Darn Scary Mysteries

Gallopade International. Paperback. Book Condition: New. Paperback. 109 pages. Dimensions: 7.4in. x 5.2in. x 0.3in. When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an

[Download eBook »](#)



Readers Bermuda Triangle

DK CHILDREN. Paperback. Book Condition: New. Paperback. 48 pages. Dimensions: 8.8in. x 5.8in. x 0.2in. Strange things happen when you enter the Bermuda Triangle. Five planes vanish into the blue. Two crews disappear from a ship.

[Download eBook »](#)