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Hrvatska udruga za  
znanstvenu komunikaciju

# **‘Hell is sitting on a hot stone reading your own scientific publications’**

**Erik Ursin, biolog**

Sand-Jensen K. How to write consistently boring scientific literature. *Oikos* 2007;116:723-727.doi:  
10.1111/j.2007.0030-1299.15674.x

**2.000.000**

**685**

**99%**

## **Srce i um komunikacije**

- 1) Osjećaji/emocije (strast, suosjećanje/empatija)
- 2) Raz(um) (priča, naracija)

## **Model nedostatne znanstvene komunikacije (deficit model of scicomm)**

- činjenice govore same za sebe

$t$  (time)=15',  $T$  (temperature)=32°;  $t=0'$ ,  $T=25°$ ;  
 $t=6'$ ,  $T=29°$ ;  $t=3'$ ,  $T=27°$ ;  $t=12'$ ,  $T=32°$ ;  $t=9'$ ,  $T=31°$

time (min)

temperature (°C)

0

25°

3

27°

6

29°

9

31°

12

32°

15

32°

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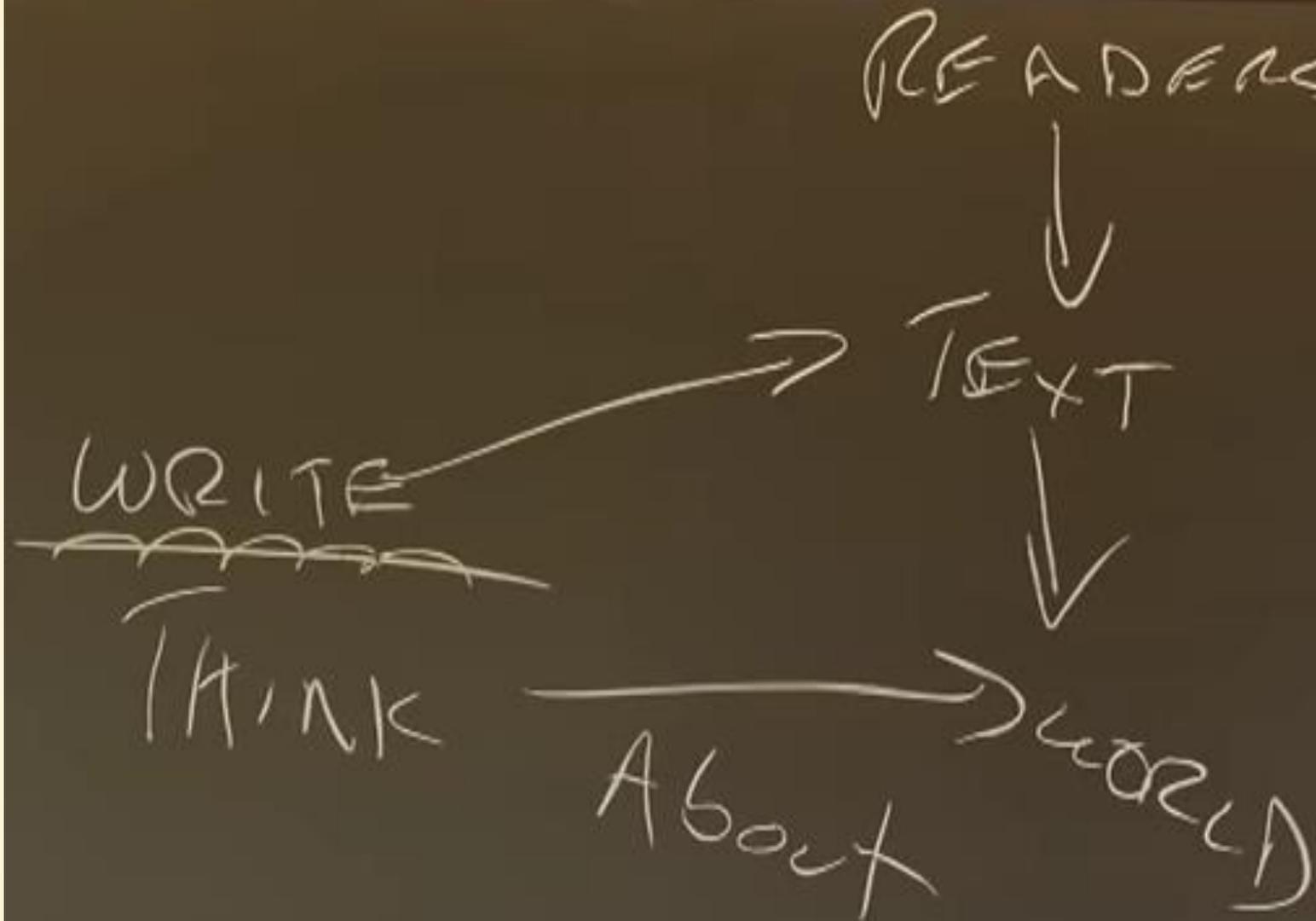
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## Model nedostatne znanstvene komunikacije (deficit model of scicomm)

- informacija je dovoljna za promjenu - **ideja**
- za odluke informacija treba biti točna i kompletna - **emocija**

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Larry McEnerney

**Bad scientific writing is writing that requires a disproportionate amount of the reader's energy simply to figure out what it's all about.**

**Judith Swan**

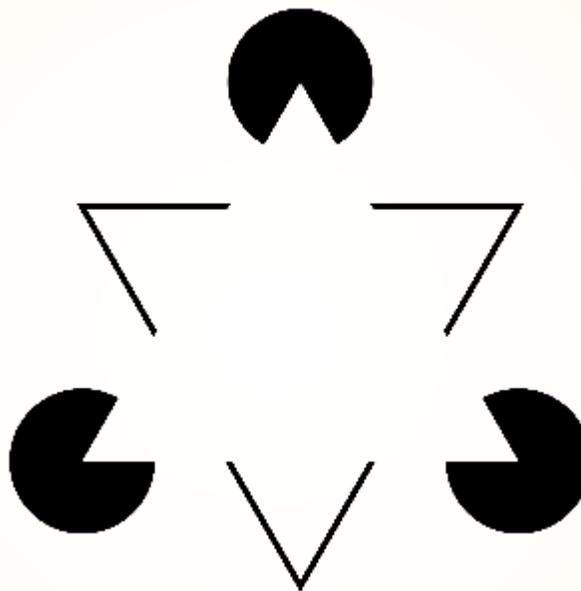
[Judy Swan, Scientific Writing: Beyond Tips and Tricks - YouTube](#)

# Čitatelj

Readers do not simply read; they interpret  
George Gopen

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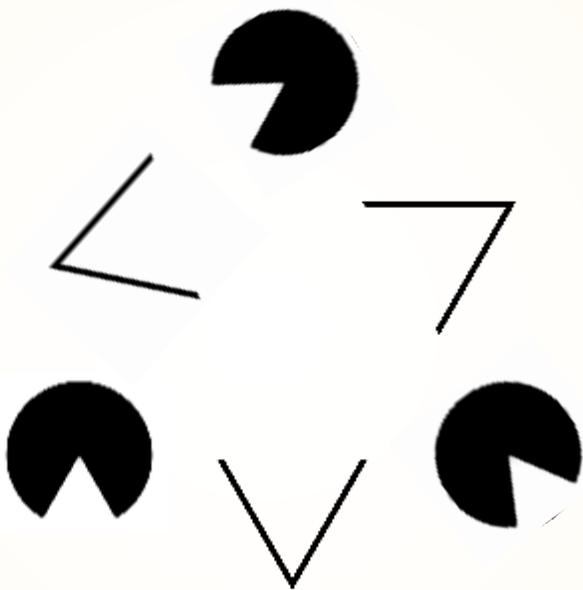
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[Kanizsa Triangle - The Illusions Index](#)

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**naglasak (emphasis)**

- John was a good person and he beat his dog.
- Although John was a good person, **he beat his dog.**
- **John was a good person, *but he beat his dog.***
- **John beat his dog, *but he was a good person.***
- Although he beat his dog, **John was a good person.**
- Although he beat his dog, **John was a loving father, considerate and gentle partner, and a helping colleague.**

## **naglasak (emphasis)**

- 1. glavna (nezavisna) rečenica**
- 2. mjesto na kraju rečenice**
- 3. duljina**
- 4. ponavljanje**
- 5. značenje (snažne, teške riječi)**



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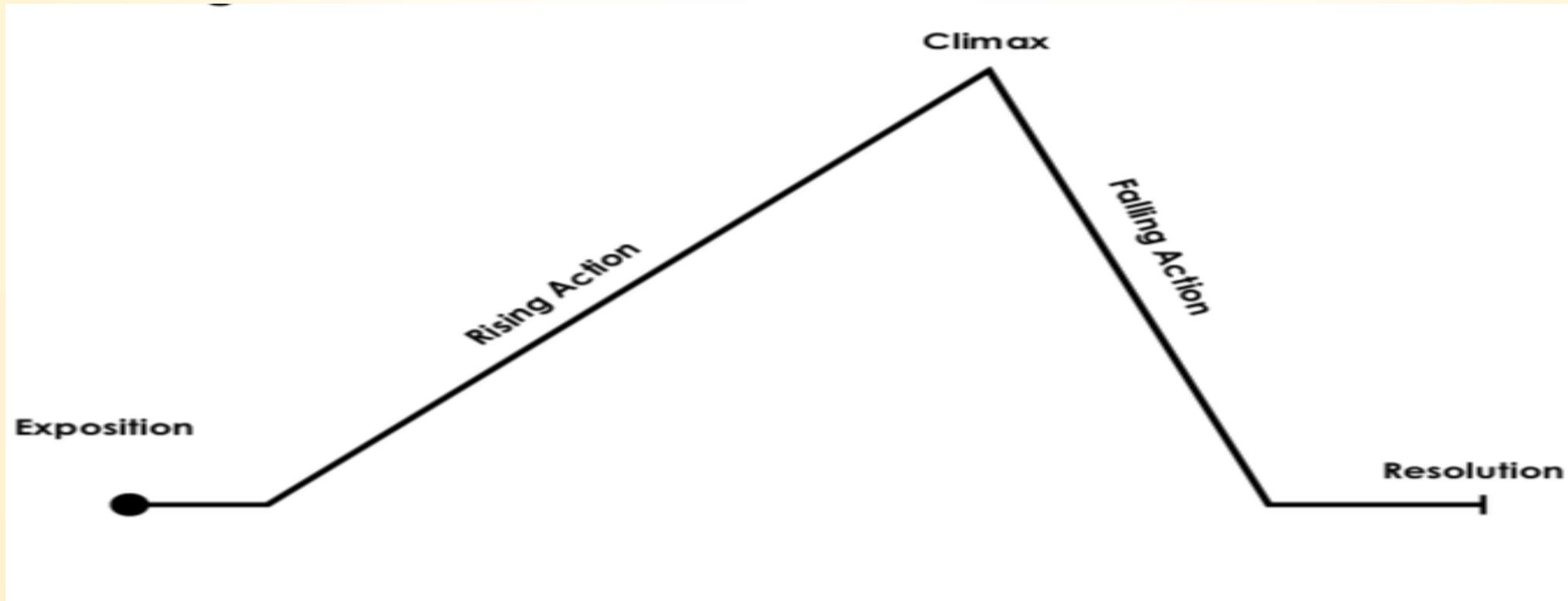
**For sale, baby shoes, never worn.**

# Priča

- protagonisti (likovi)
- konflikt (napetost): problem (zaplet)
- klimaks
- razrješenje (rasplet)

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# Priča

- rečenica
- odlomak
- dio
- članak

## Rečenica

- subject (character) to verb (action)
- old to new – emphasis at the end
- and, but, therefore
- **so what?**

## Odlomak

- and, but, therefore
- old to new – emphasis at the end
- **so what?**

# Čitateljeva očekivanja (reader's expectations)

- Čija je ovo priča (o kome/čemu je ova priča)?
- Što se ovdje događa?
- Kako se ovaj dio/poglavlje/odlomak/rečenica **nadovezuju** na prethodne **i uvode** u sljedeći?
- Koje su riječi/ideje važne i treba ih **posebno naglasiti**?

Gopen & Swan ([https://www.e-education.psu.edu/styleforstudents/c10\\_p1.html](https://www.e-education.psu.edu/styleforstudents/c10_p1.html))

## Dijelovi

- **Uvod:** postavljanje zapleta, glavni lik(ovi) i ulozi

*If everything is not at stake, then the story is not worth writing.*

- Napetost raste
- **M&Ms:** recept ili krimić?

# Članak

## Rezultati i rasprava:

- **Klimaks:** hoće li glavni lik savladati prepreke? – potvrda glavne teze / odgovor na glavno pitanje
- **Razrješenje (rasplet):** vraćamo se nazad na uvod, jesmo li sad drugačiji nakon ovog putovanja? je li to bilo važno?

## Jonathan Franzen:

- 1) Write from **personal experience** about topics
- 2) Every essay, even a think piece, **tells a story**
- 3) Only two ways to organise material:

**like goes with like**

and

**this followed that.**

(Franzen, *The End of the End of the Earth*)

# Čitajte:

## - dobru prozu

- Alan Alda, *If I Understood You, Would I Have this Look on My Face?* Random House, 2018
- Steven Pinker, *The Sense of Style*, <http://stevenpinker.com/>
- Jonathan Franzen
- Kurt Vonnegut
- Gopen GD, Swan JA. *The science of scientific writing*. Sigma Xi. 1990.

# Pogledajte



- Steven Pinker: [Stylish Academic Writing |Steven Pinker | Office of Faculty Development & Diversity - YouTube](#)
- Judith Swan: [Judy Swan, Scientific Writing: Beyond Tips and Tricks - YouTube](#)
- Alan Barker: [Storytelling for scientists – a masterclass in why and how to make science relatable – YouTube](#)
- Larry McEnerney: [LEADERSHIP LAB: The Craft of Writing Effectively - YouTube](#)