



WRITE ENGLISH

Bavarian Graduate Program in Economics

Academic Writing and Storytelling in Science

February 2025

Syllabus

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| Topic | Academic Writing and Storytelling in Science |
| Participants | PHD candidates and those publishing research papers in English |
| Venue | Hotel Moosburger Hof, Pfaffenhofen |
| Date | 19-21 February, 2025 |
| Trainer | Theo Best, BSc, MA, MA |

Aim This workshop is for PhD students who are either publishing in international journals, or soon will be. The modules therefore explore how academic writers can satisfy the expectations of international, English-speaking journal editors, and boost their chances of publication. Participants will learn the techniques they need to write well structured papers which communicate the value of their research with impact and clarity. They will also learn how storytelling in science can make their papers not only informative but memorable and persuasive. They will apply these narrative techniques to both their papers and presentations. Topics include:

- The principles of good academic writing
- Cultural differences in how academic papers are written
- How to structure research articles and essays
- How to build effective paragraphs and sentences
- Communicating voice and attitude in a text
- Abstracts and introductions
- Punctuation
- Editing techniques
- Communicating value with a narrative

Preparation Participants should:

- have access to the **handout** - either printed out or on a tablet/laptop;
- **bring a paper** (including its abstract) which they have written. A paper by another author will suffice if they don't yet have one of their own.



Please note that the course will start at 19.00 on Tuesday 18th February, 2025 when we will have a welcome meeting followed by dinner together. The course will finish at approximately 15.15 on 21st February.

Day One, Wednesday 19th Feb: Academic Writing

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| 08.00-09.00 | Breakfast | |
| 09.00-10.30 | Setting the scene with introductions. Understanding audience, purpose and good academic writing | <i>Participants meet in a warm-up exercise in small groups. Participants brainstorm the principles of good academic writing</i> |
| | Learning about the cultural differences in the writing and organisation of an English research paper | <i>This is an instructor-lead session where Participants explore how their native tongue may interfere with how they write English texts</i> |
| 10.30-10.45 | Break | |
| 10.45-12.30 | Comparing traditional and non-traditional structures of research papers Creating cohesive paragraphs | <i>Participants explore the principles behind the organisation of English texts and how this benefits readers Well structured paragraphs are essential when writing longer, complex texts. Participants learn how to structure a paragraph, and how to connect ideas so that their writing flows</i> |
| 12.30-13.30 | Break for lunch | |
| 13.30-15.00 | Writing sentences | <i>Participants learn techniques to improve a paper's readability, focusing on coherence within and between sentences</i> |
| 15.00-15.15 | Break | |
| 15.15-16.45 | Identifying common mistakes in academic writing | <i>Participants explore some of the most common mistakes in academic writing, and edit/analyse examples for practice</i> |
| 16.45-17.00 | Q&A session and end of Day One | |
| 17.00-19.00 | Free time | |
| 19.00 | Dinner | |



Day Two: Academic Writing

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| 08.00-09.00 | Breakfast | |
| 09.00-10.30 | Review of Day 1 Taking a stance Starting strong: openings, communicating the value of your paper and moving into the gap | <i>Participants examine the key takeaways from Day One. They look at techniques for communicating attitude/opinion in academic papers, and explore the many ways they can hook their readers by opening strong and making the value of their research clear</i> |
| 10.30-10.45 | Break | |
| 10.45-12.30 | Writing abstracts Identifying and using narrative structures in abstracts, introductions and papers | <i>Participants examine the purpose and structure of abstracts, and how they function with impact and clarity. They then explore alternative narrative structures which compel readers through the story of the research</i> |
| 12.30-13.30 | Lunch | |
| 13.30-15.00 | Writing workshop | <i>Participants work together to analyse their own abstracts and introductions. They practice giving and receiving feedback based on the principles discussed in the workshop so far</i> |
| 15.00-15.15 | Break | |
| 15.15-16.45 | Punctuation and editing | <i>This session looks at punctuation and how to reduce words, increase readability and improve style. We end by looking at useful resources and practical writing tips</i> |
| 16.45-17.00 | Q&A session and end of Day Two | |
| 17.00-19.00 | Free time | |
| 19.00 | Dinner | |



Day Three: Storytelling in Science

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| 09.00-10.30 | How do stories work? | <i>Participants explore how stories affect readers and empower the communication of science research</i> |
| 10.30-10.45 | Break | |
| 10.45-12.30 | The six elements of a story and how to find them in a research paper | <i>Participants explore the key elements of a story, with a focus characters and setting. They identify the characters in their research-stories and where the events take place. They learn the techniques that get readers to empathise and buy into the value of the research</i> |
| 12.30-13.30 | Lunch | |
| 13.30-15.00 | Building interest and communicating value with the narrative arc | <i>Participants learn about the narrative arc that drives all stories and how it affects readers. They then explore how this arc can be used to structure their research papers, building on the OCAR model they discovered on Day Two of the workshop</i> |
| 15.00-15.15 | Q&A and end of workshop | |