



## Effective S & T Communication

Communication carries not only information, but also the image of the communicator and his/her organization. Therefore, it is very important for budding scientists to pick up skills of effective communication early in their career. The presentation on “Effective S & T Communication” is divided into two sessions.

**Session 1:** This session will deal with purpose and characteristics of S & T communication, in general. S & T writing differs from other types of writing, literary writing for instance, because its purpose is different from that of other types of writing. It is meant to convey factual information that can be put to use by other scientists in their own work. The session will cover different stages in writing and suggest a structured approach to writing that divides the task of writing into two separate parts: generation of ideas and their presentation in a logical sequence.

**Session 2:** This session will focus on the use of effective language for a coherent and clear presentation of the information gathered by scientists in their researches. Examples will be discussed to point out common errors found in S & T writing. Specific suggestions will be made for avoiding common traps that make language complex, ambiguous and difficult to follow.

A must attend for all those researchers/students who would like to add value to their written communication skills.