



You've Got Some Explaining To Do: Advice for Neuroscientists Writing for Lay Readers

Jane Nevins

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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, 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.

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Mable Watkins:

A lot of people always spent their very own free time to vacation or perhaps go to the outside with them household or their friend. Were you aware? Many a lot of people spent that they free time just watching TV, as well as playing video games all day long. In order to try to find a new activity this is look different you can read any book. It is really fun for yourself. If you enjoy the book that you read you can spent the entire day to reading a book. The book You've Got Some Explaining To Do: Advice for Neuroscientists Writing for Lay Readers it is rather good to read. There are a lot of folks that recommended this book. These folks were enjoying reading this book. In the event you did not have enough space to develop this book you can buy often the e-book. You can m0ore quickly to read this book from the smart phone. The price is not to cover but this book has high quality.

Gloria Lentz:

Playing with family inside a park, coming to see the marine world or hanging out with friends is thing that usually you may have done when you have spare time, then why you don't try issue that really opposite from that. 1 activity that make you not sense tired but still relaxing, trilling like on roller coaster you have been ride on and with addition of knowledge. Even you love You've Got Some Explaining To Do: Advice for Neuroscientists Writing for Lay Readers, you can enjoy both. It is good combination right, you still need to miss it? What kind of hang-out type is it? Oh seriously its mind hangout guys. What? Still don't buy it, oh come on its called reading friends.

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