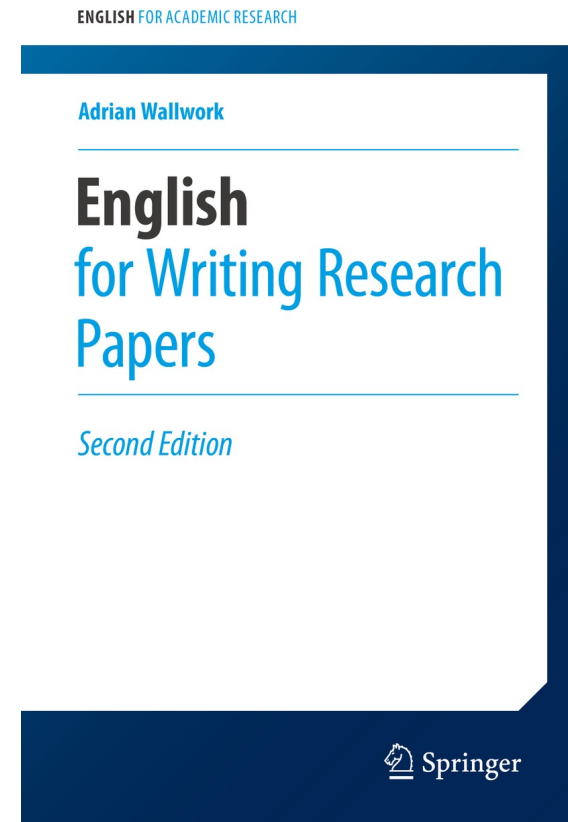
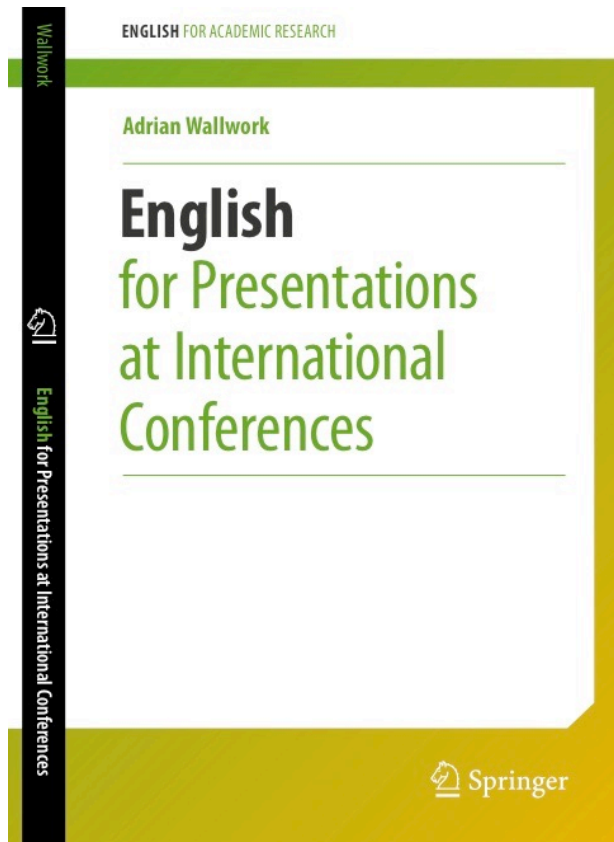


SEMINAR 1

Presenting (online)

Reader-focused writing



e4ac
english for academics
e4ac.com



SPRINGER
NATURE



Me and you

Me



LAB
LONDON

NERVOUS HORIZON TAKEOVER
HUA, OBJECT BLUE, TSVI, WALLWORK

True or False?

I know exactly why I am doing my research, why I love it, and how it will benefit not just the scientific community, but society in general.

If I write a paper and it is published, people will read it.

Google Translate makes fewer mistakes in translating than me.

I tend to write too much.

Using synonyms and pronouns is dangerous.

Bad grammar is worse than a series of complex sentences.

OK if the reader has to make some effort to understand the text.

Little to learn from TED.

Fun is not part of a professional presentation.

Don't tell readers/audience about your limitations.

Thinking about the reader (of papers) and the audience (at a conference), and making reading and listening as easy as possible for them, is probably more important than anything else.

I know exactly why I am doing my research, why I love it, and how it will benefit not just the scientific community, but society in general. **TRUE ('don't know' is NOT an acceptable answer)**

If I write a paper and it is published, people will read it. **FALSE**

Google Translate makes fewer mistakes in translating than me. **TRUE**

I tend to write too much. **TRUE**

Using synonyms and pronouns is dangerous. **TRUE**

Bad grammar is worse than a series of complex sentences. **FALSE**

OK if the reader has to make some effort to understand the text. **FALSE**

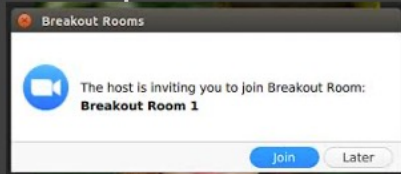
Little to learn from TED. **FALSE**

Fun is not part of a professional presentation. **FALSE**

Don't tell readers/audience about your limitations. **FALSE**

Making reading and listening as easy as possible for readers/audience, is more important than anything else. **TRUE**

Breakout



Getting to
know each
other

Ex. 50

- 1) First introduce yourselves to each other – one by one.
- 2) For a few minutes, think about the points in orange below.
- 3) Explain to your group the answer to at least ONE of the points.

- why you chose your specific research
- why this research is important to you and why it makes you HAPPY
- why it is important to tell other people about your research
- what would happen if no one did your research
- what would happen if no one read about your research

VICTIM

Discuss **THREE** reasons why your papers need to be written in simply and clearly.

51



Posttraumatic Stress Disorder in the National Comorbidity Survey

Ronald C. Kessler, PhD; Amanda Sonnegra, PhD; Evelyn Bromet, PhD; Michael Hughes, PhD;
Christopher B. Nelson, MPH, PhD

Most cited!

Background: Data were obtained on the general population epidemiology of *DSM-III-R* posttraumatic stress disorder (PTSD), including information on estimated lifetime prevalence, the kinds of traumas most often associated with PTSD, sociodemographic correlates, the comorbidity of PTSD with other lifetime psychiatric disorders, and the duration of an index episode.

Methods: Modified versions of the *DSM-III-R* PTSD module from the Diagnostic Interview Schedule and of the Composite International Diagnostic Interview were administered to a representative national sample of 5877 persons aged 15 to 54 years in the part II subsample of the National Comorbidity Survey.

Results: The estimated lifetime prevalence of PTSD is 7.8%. Prevalence is elevated among women and the

associated with PTSD are combat exposure and witnessing among men, and rape and sexual molestation among women. Posttraumatic stress disorder is strongly comorbid with other lifetime *DSM-III-R* disorders. Survival analysis shows that more than one third of people with an index episode of PTSD fail to recover even after many years.

Conclusions: Posttraumatic stress disorder is more prevalent than previously believed, and is often persistent. Progress in estimating age-at-onset distributions, cohort effects, and the conditional probabilities of PTSD from different types of trauma will require future epidemiologic studies to assess PTSD for all lifetime traumas rather than for only a small number of retrospectively reported "most serious" traumas.

**Key skill is
RESPECT
and
EMPATHY:
their point
of view
not yours**



Writing and speaking clearly – generally with short sentences



Layout that is easy to see, read and understand



Concrete concepts with lots of clear examples



Minimum number of words, pages, slides, info



Why make it difficult to read when you could make it easy?

The easier your paper is to read the more people will:

understand it,
remember it,
and cite it in
their own
papers.

Has anyone ever
received this letter from
the editor?



Dear Dr X

We thank you for sending us
your manuscript.

While the topic is
undoubtedly interesting, we
feel that the paper is written
too clearly and that readers
will understand each
sentence and paragraph
very easily.

For this reason, we have no
other choice but to reject
your paper.

A large, bold white number '1' is centered on a vibrant green background. The number is slightly offset to the left, with a white curved border on its right side that transitions into the dark grey background of the slide.

An email: a
quick
example of
lack of
empathy.

Exercise 1 page 5

Where is the lack of empathy?

Good morning

My name is Pinco Pallino and I am enrolled in the first year of the PhD course in Terrestrial Vehicles and Systems of Transport. Since it is only now that I have made my online enrolment to the course “Scientific English”, I am not in the list of students of either the first course or the second course of lessons. I would like to know whether, despite my delay in enrolling, I can still participate in the course: if possible I would like to follow the first session. However, for reasons that unfortunately I cannot change, which are related to my activity as a PhD student, I will not be in Pisa in concomitance with the first lesson of the first session.

I look forward to hearing from you.

Dr Pinco Pallino

PS My girlfriend wants to do an online English course, please could you send me recommendations ... and also for a good English grammar (preferably with Italian explanations).

- Very long – why should I dedicate so much time?
- Written from his point of view not mine
- What does he want?
- Ridiculous requests (girlfriend, grammar)

**An empathetic
email, i.e. a
reader-oriented
email**

Dear Prof. Wallwork

Am I too late to take part in the
first session of your
Scientific English course?

Thanks in advance.

Pinco Pallino

However if the person you
are writing to expects a
longer and more formal
email, then ...

IMPORTANT LIFE LESSON # 1

Being POLITE (*educato*) and FORMAL does not automatically equal being reader-oriented, respectful, or empathetic.

However – to some extent it depends on the culture of the person you are writing to.

Dear Prof. Wallwork

Am I too late to take part in the first session of your Scientific English course?

Thanks in advance.

Pinco Pallino

1 Think about what your reader really needs to know - don't include information that is of interest to **you** but no interest to **him / her**.

2 The reader is in a hurry (è di fretta) – help them find what they want quickly and easily.

3 Write **less and you make fewer mistakes**.

How many of you have had a paper published in an international journal?



Reactions



How does the publishing process work?

You finish writing your manuscript.

You upload it on the journal's website,
and receive a manuscript number.

The editor sends your ms to 2-3 reviewers
who write an assessment.

You receive acceptance 'subject to
revisions'.

You modify your ms and respond to the
referees' report. You pray it will be
accepted.

Imagine you upload your paper but receive no ack from the editor. You email him/her twice .. And still nothing.

You finish writing your manuscript.

You upload it on the journal's website, and receive a manuscript number.

??



A large, 3D red number 2 is centered on a white background. The number has a slight shadow and a gradient, giving it a three-dimensional appearance. It is the only element on the left side of the slide.

Subject line:

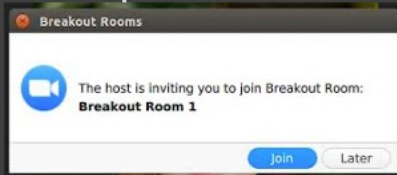
Dear

Blah blah blah

Best regards



Breakout



2

When I have terminated the Breakout room, please paste your email into the 'chat'. Post it to 'everyone'.

To: **Everyone** ▾

Type message here...

**Typical example. What is the problem in terms of content?
NB the English is not perfect.**

Subject line: Paper submission- reply urgently!!

Dear Sir / Madam

My name is XX and I submitted my paper to you several months ago and I am still waiting for your judge.

This is the third email I write to know if my paper was admitted or not. Please answer me in any case.

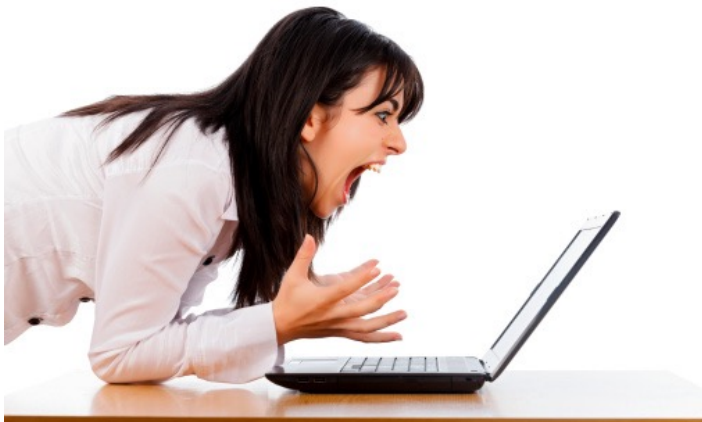
Best regards

What are you trying to achieve?

- 1) Have your paper published?
- 2) Make the editor really really angry?
- 3) Offend the editor and ruin your chances of having your paper published?

Are you doing the editor a favor by sending him/her your paper?

a) yes b) no c) don't know



IMPORTANT LIFE LESSON # 2

The other person (e.g an editor who has not replied to your email) is not **by default** an idiot.



How does this email show empathy?

Subject line: Manuscript 1453

Dear Helena Smith // Dear Dr Smith // Dear Editor

I was wondering if you had received my email sent *date* (see below) regarding the submission of my manuscript (1453).

Please could you let me know whether the review process has begun and when I can expect the reviewers' comments..

Attached is a copy of the paper for your convenience.

Best regards

EIGHT EXAMPLES OF EMPATHY

Subject line: **1) Manuscript 1453**

Dear **2) Helena Smith**

I was wondering (3) if you had received my email sent *date (4)* **see below)** regarding the submission of my manuscript (1453).

5) Please can you let me know if the review process has begun and when I can expect the reviewers' comments.

Attached is a **6) copy of the paper for your convenience.**

Best regards

7) Minimum number of words

8) Clear layout



BAD! Minimal effort by **writer**, maximum effort for **reader**.

Human memory can be subdivided into **sensory memory** (by which we see a film as a continuous scene rather than a series of still images), **short-term memory** (as used for example when you mentally calculate $3 \times 7 \times 4$), **declarative-learning long-term memory** (i.e. conscious recollection, for example of last week's English class), and **procedural-learning long-term memory** (of *how* to do something, for example play the piano).

GOOD! Minimal effort for **READER**, more effort by **writer**.

There are **four main types** of human memory. **First**, sensory memory, for example we see a film as a continuous scene rather than a series of still images. **Second**, short-term memory, this helps for example when you mentally calculate $3 \times 7 \times 4$. **Third**, we have declarative-learning long-term memory. This means conscious recollection, for example, of last week's English class. **Finally**, procedural-learning long-term memory reminds us *how* to do something, for example play the piano.

EMPATHY in presenting info in simplest and most logical way possible

The
clearest
way is not
necessarily
always the
shortest /
most
concise
way

Human memory can be subdivided into **sensory memory** (by which we see a film as a continuous scene rather than a series of still images), **short-term memory** (as used for example when you mentally calculate $3 \times 7 \times 4$), **declarative-learning long-term memory** (i.e. conscious recollection, for example of last week's English class), and **procedural-learning long-term memory** (of *how* to do something, for example play the piano).

67 words

There are **four main types** of human memory. **First**, sensory memory, for example we see a film as a continuous scene rather than a series of still images. **Second**, short-term memory, this helps for example when you mentally calculate $3 \times 7 \times 4$. **Third**, we have declarative-learning long-term memory. This means conscious recollection, for example, of last week's English class. **Finally**, procedural-learning long-term memory reminds us *how* to do something, for example play the piano.

76 words

IMPORTANT
LIFE LESSON
3

By helping the

- **readers of your paper**
- **recipients of your emails**
- **audience of your presentation**

you are also helping yourself.

Giving
Presentations
Online

ENGLISH FOR ACADEMIC RESEARCH

Adrian Wallwork

English for Presentations at International Conferences

 Springer

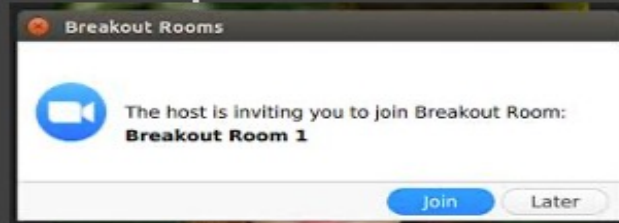
In this course I
am teaching how
to present at a
conference ...

NOT how to
present in front
of your
professors.



What are the pros and cons of **GIVING** and **WATCHING** online presentations?

Breakout



52

Cons

technical difficulties and
wasting time

you can't see your audience
as a whole - detached from
reality (talking to yourself)

TELL AUDIENCE TO TURN
VIDEO ON

you can't see if they are
nodding, following, losing
attention

TELL AUDIENCE TO TURN
VIDEO ON

holding audience attention
is more difficult as you lose
the dynamism of your body
movements

harder for the audience to
be involved in what you are
saying

on a laptop your camera is
looking up at your face

Pros



Read from your **SCRIPT**



Have **TWO** versions of your presentation



Use **SUBTITLES** (in the Slide Show menu)



In your own comfort zone your anxiety is less visible



Easier to show slides and highlight particular parts



Q&A can be aided by 'chat'



Reach bigger audience



As a participant, you can get out of bed 5 minutes before the start

Two versions of you presentation

READERS

WATCHERS

A computational study on the hydration-shell properties of antifreeze and non-antifreeze proteins

Akash Deep Biswas ^{1,2}

¹ Scuola Normale Superiore di Pisa, Italy
² Università degli Studi dell'Aquila, Italy

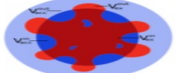
December 15th 2020

Outline

- Publications
 - Biswas, A. D., Barone, V., Amadei, A., & Daidone, I. (2020). Length-scale dependence of protein hydration-shell density. *Physical Chemistry Chemical Physics*, 22(14), 7340-7347
 - Zanetti-Polzi, L., Biswas, A. D., Del Gaudio, S., Barone, V., & Daidone, I. (2019). Hydration Shell of Antifreeze Proteins: Unveiling the Role of Non-Ice-Binding Surfaces. *The Journal of Physical Chemistry B*, 123(30), 6474-6480.
- Drug Screening Project
 - Drug Repurposing
 - Multiphase Drug Screening
- Internship
 - Testing DeepChem module for ADMET prediction

Length-scale Dependence of Protein Hydration-shell Density

- Model: $\eta = \frac{\rho_{sh}}{\rho_b} - 1$
 where:
 η = relative density increment,
 ρ_{sh} = density within the hydration shell,
 ρ_b = density within the bulk
- Protein size dependence of hydration shell density of AFPs do not differ from Non-AFPs

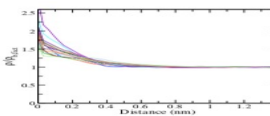


- Blue: hydration shell, V_{sh}
- Dark Blue: effective protein ellipsoid volume, V_{eff}
- Blue: solvent-accessible volume, V_{acc}
- Red: excluded protein volume, V_{ex}
- Dark red: V_{in}

Length-scale Dependence of Protein Hydration-shell Density


- Dependence of protein hydration-shell density on the size and shape of protein molecules

(a) Density variations w.r.t. the bulk density, ρ_b/ρ_b , as a function of the distance from the protein ellipsoid surface for the eighteen proteins





(b) Protein size (Residue N.), relative density increment, η

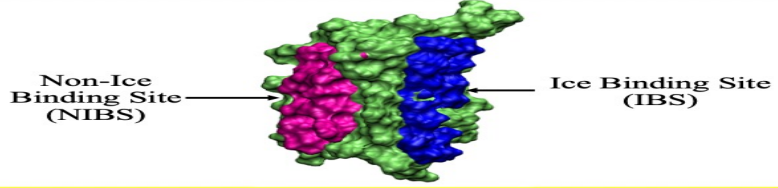
Protein	Residue N.	V_{eff}	V_{sh}	η
Trp-casp	20	4.48	5.55	0.050
Yeast AFP	25	6.87	8.97	0.052
AFP	37	8.05	8.85	0.045
Hellgramite	44	9.47	4.38	0.045
GB1	56	11.81	4.00	0.079
AFP1H	66	12.27	3.91	0.071
BFT1	66	12.41	3.94	0.060
TraAFP	82	12.46	4.00	0.083
Uspapain	75	14.40	3.70	0.062
AFP2	108	20.55	3.30	0.094
ClAF	121	18.85	3.31	0.089
Barnase	143	23.26	3.26	0.089
Lysozyme	129	22.64	3.19	0.099
RAAFP	143	23.26	3.26	0.111
AFP1	129	20.70	3.06	0.106
Myoglobin	154	28.83	2.99	0.111
LdBIF	241	38.73	2.73	0.123
HCA1	261	46.61	2.56	0.131
Csv2	306	54.93	2.56	0.125

- 


Northeast India
 Tezpur, Assam
 To
 Pisa, Italy

Just 1 Day and 19 hours of Exciting Travel
- 

Hydration Shell Properties Of Antifreeze & Non-Antifreeze Proteins
- 

How Do They Survive in Subzero Temperature?
- 

Non-Ice Binding Site (NIBS) — Ice Binding Site (IBS)

Special Proteins Known as Antifreeze Proteins
- 

Ice

SCUOLA NORMALE SUPERIORE

UNIVERSITÀ DEGLI STUDI DELL'AQUILA

A computational study on the hydration-shell properties of antifreeze and non-antifreeze proteins

Alakh Dey, Pratik Dey

¹ Scuola Normale Superiore di Pisa, Italy
² Università degli Studi dell'Aquila, Italy

December 15th 2020

Alakh (SNS,UNIVAQ) A computational study on the hydration-shell December 15th 2020 1 / 10

Outline

- 1 Publications
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 - Testing DeepChem module for ADMET prediction

Alakh (SNS,UNIVAQ) A computational study on the hydration-shell December 15th 2020 2 / 10

Length-scale Dependence of Protein Hydration-shell Density

• Model: $\eta = \frac{c_{ab}}{p_a} - 1$
where:

Paste Slides Font Paragraph Insert

1



Northeast India
Tezpur, Assam
To
Pisa, Italy


Just 1 Day and 19 hours of Exciting Travel

2

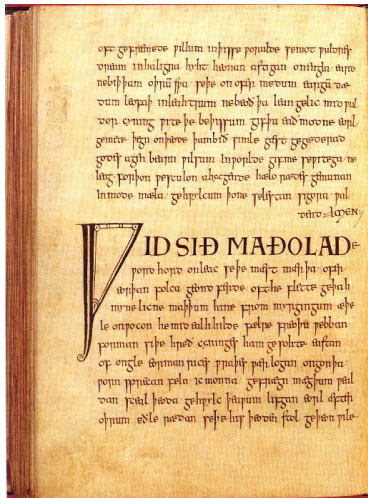


Hydration Shell Properties Of Antifreeze & Non-Antifreeze Proteins

3



What language is this? Does it seem like a simple or complex language?



Second Person Pronoun

Case	Singular	Plural	Dual
Nominative	þū	gē	git
Accusative	þēc, þē	ēowic, ēow	incit, inc
Genitive	þīn	ēower	incer
Dative	þē	ēow	inc

scriptio continua
in the beginning ...
no space and no punctuation



The first written languages

FEATURES

- No spaces between words
- No punctuation
- No standard word order

RESULTS

- Very hard to read
- Required intense concentration
- Required a lot of time

འགོ་བཅི་རིགས་ལ་རང་བཤམ་འདྲ་མཉམ་འབད་སྟེ་མཉམ་ལས་ལ་ར་གི་ས་ག་ཅིག་གི་ས་ག་ཅིག་ལུ་སྟུན་ཆ་འདྲ་མཚོག་ལ་བསྟན་དགོས།

So who took advantage of the difficulties of reading and writing?

- Clerics and nobility
- Written texts = ideas + knowledge = **power**.
- Best way to retain knowledge and power: **write in a complicated way**.



Complex writing created power distance,
unwarranted respect, and non-transparency.

Knowledge deliberately kept from the people.

Knowledge only available through an
intermediary: i.e. the church.



**Newspapers were hard to read + expensive.
Kept knowledge from the masses.**





The New York Times



Wednesday, January 8, 2014 | Today's Paper | New York, NY 12°F

WORLD U.S. NEW YORK BUSINESS OPINION SPORTS SCIENCE ARTS FASHION & STYLE VIDEO All S

The New nytimes.com Sleeker. Faster. More Intuitive. SEE WHAT'S NEW »

Emails Tie Top Christie Aide to Lane Closings, Despite Denials

By KATE ZERNIKE 13 minutes ago
A series of emails shows that a deputy chief of staff to Gov. Chris Christie of New Jersey gave a signal to close lanes on the George Washington Bridge, in what appeared to be political retribution.

18 Comments

Despite Fears Over Al Qaeda, Saudis Back Syrian Rebels

By ROBERT F. WORTH
The Saudis are bent on ousting Syria's president, Bashar al-Assad, and his patron, Iran. But their only real means of fighting them is through a proxy war using fighters over whom they have almost no control.

114 Comments

Qaeda Leader in Syria



Ulet Ifansastu/Getty Images

DANGER ZONE Mount Sinabung sent smoke over western Indonesia Wednesday. Local reports said tens of thousands of people had been displaced by the volcano's eruptions.

To Our Readers

The New York Times introduces today a new design for NYTimes.com, its first since April 2006. The images are larger, the layout and typography are cleaner and the site navigation is better. More enhancements will follow.

· [About the New Design](#) »

U.S. Criticizes Zero-Tolerance Policies in Schools

By MOTOKO RICH 56 minutes ago
The Obama administration on Wednesday recommended that public schools emphasize positive behavior.

Pregnant, and Forced to Stay on Life Support

The Opinion Pages

What Happened to Transparency?

By THE EDITORIAL BOARD
The Obama administration should stop fighting to hide legal advice.

- [Gabrielle Giffords: The Lessons of Physical Therapy](#)
- [Bittman: How Many Cheers for Cheerios?](#)
- [Edsall: Bridging the Compassion Gap](#)

OP-ED CONTRIBUTORS

What's the Matter With Kansas' Schools?

The state's relentless cuts in education could hurt the whole country.

- [Friedman: A Values Vacuum](#)
- [Dowd: Downton Abbey](#)
- [Room for Debate: Car South Sudan Be Save](#)

MARKETS » At 10:33 AM ET

S.&P. 500	Dow	Nasdaq
1,838.59	16,475.32	4,166.61
+0.71	-55.82	+13.43
+0.04%	-0.34%	+0.32%

Get Quotes | My Portfolios »

The New nytimes.com
SEE WHAT'S NEW »

GET HOME DELIVERY AND THE DIGITAL COMES FREE
LESS THAN €5 PER WEEK FOR THE FIRST 8 WEEKS
SUBSCRIBE NOW >

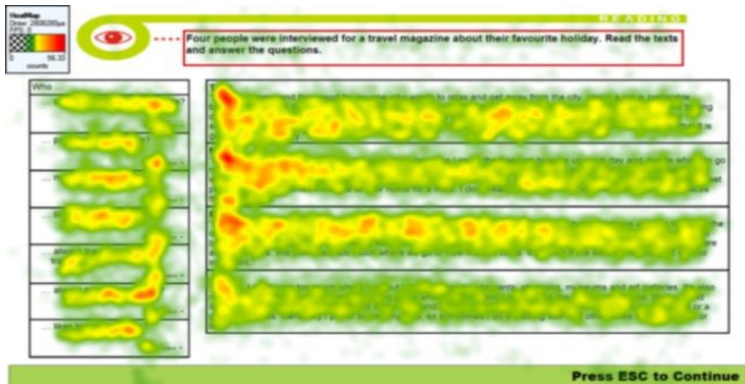
NY Times style today: written so that a 17-year old can understand

AQUA IN SEPTIMA MUNDANA IN ERIBUATAM
MATHENS FLACSA MINSERATHI IN MIDALINA
IVMERRERIGORARQARCA IALAMMINASERRA
NAMPRIMICVNLISSCINDIBANTHISSILITIGNA
IVANARIMINERIRARTHSELABOROMINAVICTE
INPROBILIDVRISSURGENSINRITVNGESTAS
TRIMACERISEAROMORIALISVERTERTERRA
ENSTHUCVAMMIGIANDISNICIARDVNASAC
DITICRENTISHVAMMIVIGIVAMODONANLONB
MOMFERAMENTSILABORADDDIVSVIAMAACV
ESSTROMGOSIGNISCHORREHINARVASHI
CARDVNSINTRIVNSISGLITSSVBIASPERASI
EAPPACIETIBOLREINERCI NITENTHACVUM
ENTHISLOIVAMISHERILISDOMINANTVRAM
LYONNSISHIADSIDWISTERRAMINSIGIBERI
LISONINERRIVSAYISHRVARISOPACI
LAICTRIMISVMBRASVOHISQVOC AVERISIM
HVMAGNVMALTRINSIRVSTRASPICITABISAC
CONCVSSACQVAMEMINSIIVISSOLAVERTIQVL
DICIINDVAMITQVAMISINTIDVRIISAGRISTHVARA

In ancient times, medieval times, and probably until the advent of the internet, people **started** reading from the **top of page 1** and read **each word and sentence horizontally** across the page.

They made a **lot of effort** while reading. They felt it was **their responsibility** to understand.

Intense concentration



Scanning / Browsing

SAFETY INFORMATION

ABC (abacavir/zidovudine) (ABC) (Ziagen®) (abacavir/zidovudine)

What important information I should know about HUMIRA?

Do not take HUMIRA if you are allergic to HUMIRA or any of the ingredients. Tell your doctor if you have had a severe allergic reaction to any medicine. Tell your doctor if you have had a severe allergic reaction to any medicine. Tell your doctor if you have had a severe allergic reaction to any medicine.

Who should not take HUMIRA?

Do not take HUMIRA if you have had a severe allergic reaction to HUMIRA or any of the ingredients. Tell your doctor if you have had a severe allergic reaction to any medicine. Tell your doctor if you have had a severe allergic reaction to any medicine. Tell your doctor if you have had a severe allergic reaction to any medicine.

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Also tell your doctor about all the medicines you take. You should not take HUMIRA with ORENCIA® (abacavir/zidovudine), RENOCIA® (abacavir/zidovudine), CHINQO® (etanercept), or PURINETHOL® (mercaptopurine, 6-MP).

What are the side effects of HUMIRA?

Common side effects include:

- Fatigue
- Headache
- Influenza-like illness
- Injection site reactions
- Upper respiratory infections

Call your doctor or get medical care right away if you develop any of the above symptoms.

Common side effects of HUMIRA include injection site reactions (pain, redness, rash, swelling, itching, or bruising), upper respiratory infections (sinusitis, rhinitis, sore throat, and cough). These are not all of the possible side effects with HUMIRA. Tell your doctor if you have any side effect that bothers you or that does not go away.

Today you **CANNOT CONTROL:**

- Where readers will start or finish
- How they move their eyes - horizontally or vertically
- Whether they will read everything that you have written
- Whether they will read chronologically

IMPORTANT SAFETY INFORMATION
ABCIOR® (adalimumab)

Why is this important information I should know about HUMIRA?

There are some potential benefits and risks of HUMIRA with your doctor. HUMIRA is a TNF blocker medicine that can lower the ability of your immune system to fight infections. You should tell your doctor if you have any kind of infection or when your doctor says it is okay to start HUMIRA. Serious infections have happened in people using HUMIRA. These serious infections include tuberculosis (TB) and infections caused by viruses, bacteria, and fungi that have spread throughout the body. Some people have died from these infections. Your doctor should test you for TB before you start HUMIRA, and check you closely for signs and symptoms of TB during treatment with HUMIRA, even if your TB test was negative. If you are taking HUMIRA you are at risk you may be treated with medicine for TB.

- Children, teenagers, and adults taking TNF blockers, including HUMIRA, the chance of getting lymphoma or other cancers may increase. There have been reports of unusual cancers in children, teenagers, and young adults using TNF blockers. Some people have developed a rare type of cancer called hepatosplenic T-cell lymphoma. This type of cancer often results in death. If using TNF blockers including HUMIRA, your chance of getting lymphoma or other cancer (B-cell and T-cell) and squamous cell may increase. These types are generally not life-threatening if treated, tell your doctor if you have a lump or open sore that doesn't heal.

Why should I tell my doctor BEFORE starting HUMIRA?

Tell your doctor about all of your health conditions, including if you:

- Have an infection, are being treated for infection, or have symptoms of an infection
- Have had TB or infections or infections that keep coming back
- Have diabetes
- Have TB or have been in close contact with someone with TB, or were born in, lived in, or traveled where there is more risk for getting TB
- Live or had lived in an area (such as the Ohio and Mississippi River valleys) where there is an increased risk for getting certain kinds of fungal infections, such as histoplasmosis, coccidioidomycosis, or blastomycosis. These infections may happen or become more severe if you use HUMIRA. Ask your doctor if you are unsure if you have lived in these areas
- Have or have had hepatitis B
- Are scheduled for major surgery
- Have or have had cancer
- Have numbness or tingling or a nervous system disease such as multiple sclerosis or Guillain-Barre syndrome
- Have or had heart failure
- Have recently received or are scheduled to receive a vaccine. HUMIRA patients may receive vaccines, except for live vaccines. Children should be brought up to date on all vaccines before starting HUMIRA
- Are allergic to rubber, latex, or any HUMIRA ingredients
- Are pregnant, planning to become pregnant, breastfeeding, or planning to breastfeed
- Have a baby and you were using HUMIRA during your pregnancy. Tell your baby's doctor before your baby receives any vaccines

Also tell your doctor about all the medicines you take. You should not take HUMIRA with CRECEL® (abatacept), KINSEPP® (glatiramer), KINSEPP® (glatiramer), ZEPHYR® (flibanserin), CINQUA® (corticosteroid pegyl), or SIMPONI® (lapanumab). Tell your doctor if you have ever used 6-mercaptopurine (6-MP), azathioprine, or PURNETHOL® (mercaptopurine, 6-MP).

Why should I tell my doctor about HUMIRA?

What are the most common side effects of HUMIRA?

Common side effects of HUMIRA include infections caused by viruses, fungi, or bacteria. Symptoms related to TB include a cough, low-grade fever, weight loss, and chest pain.

Common side effects of HUMIRA include muscle aches, feeling very tired, dark urine, skin or eyes that look yellow, little or no menstrual periods, and joint pain. Symptoms include muscle aches, feeling very tired, dark urine, skin or eyes that look yellow, little or no menstrual periods, and joint pain.

Common side effects of HUMIRA include chest discomfort or pain, trouble breathing, and swelling of your face, eyes, lips, or mouth.

Common side effects of HUMIRA include hives, trouble breathing, and swelling of your face, eyes, lips, or mouth.

Common side effects of HUMIRA include numbness or tingling, problems with your vision, weakness in your arms or legs, and increased blood cells that help fight infections or stop bleeding. Symptoms include a fever that does not go away, bruising or bleeding, or looking very pale.

Common side effects of HUMIRA include shortness of breath, swelling of your ankles or feet, and sudden weight gain.

Common side effects of HUMIRA include a lupus-like syndrome. Symptoms include chest discomfort or pain that does not go away, shortness of breath, joint pain, and chest or arms that get worse in the sun.

Common side effects of HUMIRA include feeling very tired, skin or eyes that look yellow, poor appetite or vomiting, and pain on the right side of your abdomen. These problems can lead to liver failure and death.

Common side effects of HUMIRA include red scaly patches or raised bumps that are filled with pus.

Common side effects of HUMIRA include red scaly patches or raised bumps that are filled with pus.

Call your doctor or get medical care right away if you develop any of the above symptoms.

Common side effects of HUMIRA include injection site reactions (pain, redness, rash, swelling, itching, or bruising), upper respiratory infections (sinus infections, headache, cough, and nausea). There are not all of the possible side effects with HUMIRA. Tell your doctor if you have any side effect that bothers you or that does not go away.

The point is **not** complexity and 'elegance'.

The point is **not** good vs bad.

The point is:
is this text **effective** or not?

If you want:



REFEREES TO ACCEPT
YOUR PAPER



READERS TO
UNDERSTAND YOU



YOUR RESEARCH
PROPOSALS TO BE
FUNDED



YOUR CV TO BE READ
AND UNDERSTOOD
(SO THAT YOU GET A
JOB)



PEOPLE TO REPLY TO
YOUR EMAILS



**USE SHORT SIMPLE
SENTENCES AND
SHORT PARAGRAPHS.
NOT JUST IN ENGLISH
BUT IN YOUR OWN
LANGUAGE TOO.**



REJECTED

There is a direct correlation between poor “writing skills” and lower chances of publication.

List five things that you think represent 'poor English' and/or 'poor writing skills' that would cause a research paper, project, or CV to be rejected.



**NATIVE SPEAKING reviewers and readers
do NOT want**

**Unnecessary effort (long sentences, poor
organization, redundancy)**

Findings that are not highlighted

Ambiguity / Unclear sentences

Contribution / Innovation not clear

Spelling mistakes

Unnecessary effort (long sentences, poor organization, redundancy)

Findings that are not highlighted

Ambiguity / Unclear sentences

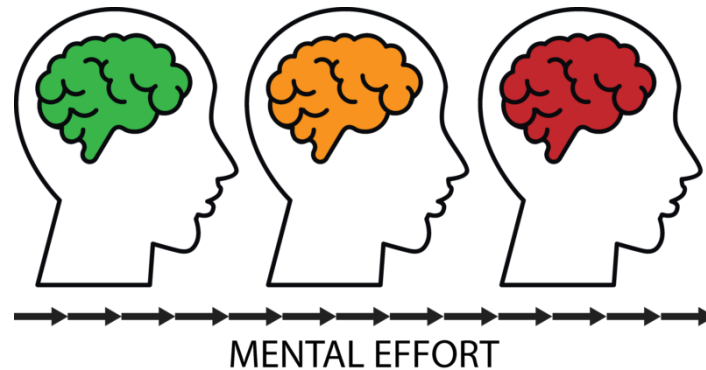
Contribution / Innovation not clear

**All these show lack of empathy for the reader.
The reader is forced to try to make sense of poorly
written work**

Papers and projects **are NOT** normally rejected for a few grammar or vocabulary mistakes.

But CVs are rejected even for just one mistake.

Projects and papers **ARE** rejected because they require too much mental effort **by the reviewers.**



Moral of the
story so far:

Part 1

In your papers,
emails,
presentation
slides, and
applications for
jobs always
think about the
audience.

Think in terms
of ***them them
them*** NOT *me
me me*

What do **they**
want to:

- know?
- read first?
- hear first?

How can I
make it easier
for **them**?

Moral of the story so far:

Part 2

Question everything



- Question what you've always done.
- Question what you see others doing.
- Question what your profs do.
- Question what I tell / teach you.

Breakout



We all have different perspectives

Trend today in English:
seeing things from the audience's point of view
rather than your point of view (i.e. empathy).



List the top **THREE** things you learned today.

Then discuss them with your group.

Paste your answers into the chat for me to see.

