

# Tag der wissenschaftlichen Arbeiten

**RWTH** Aachen University  
Schreibzentrum – Universitätsbibliothek

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# Writing dynamically

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## ..... Dynamic writing from the reader's perspective

- Write with reader expectations in mind.
- Ask yourself:
  - How will a reader perceive this phrase/sentence/paragraph?
  - Does my structure effectively communicate the meaning and purpose I want to convey?

## ..... Is this good writing?

This is the first sentence in the introduction section of an article in the *Journal of Clinical Oncology*:

Adoptive cell transfer (ACT) immunotherapy is based on the ex-vivo selection of tumor-reactive lymphocytes, and their activation and numerical expression before reinfusion to the autologous tumor-bearing host.

- Can you easily understand this sentence?
- Do you think this sentence is interesting to read?
- Are you left feeling like this 🤯 or like this 😴?



# ..... What do readers look for in a text?

Readers look for a story about characters and actions.



## ..... Write a story about characters and actions

- Use concrete nouns as subjects.
- Use strong active verbs.
- Avoid turning verbs into nouns.

## ..... Write a story about characters and actions

Adoptive cell transfer (ACT) immunotherapy is based on the ex vivo selection of tumor-reactive lymphocytes, and their activation and numerical expression before reinfusion to the autologous tumor-bearing host.



- **Complex ideas don't require complex language!**
- **Your writing should be easy to understand, easy to read and enjoyable!**

## ..... Use concrete subjects



The behavioral manifestations of stress responses **have been shown** to vary greatly between individuals in rodents, pigs, birds, fish, and humans. (21 words)



Individual rodents, pigs, birds, fish, and humans **behave** very differently in response to stress. (14 words)



## ..... Use strong verbs



An evaluation of the data was done.



The data were evaluated.

## ..... Do not convert verbs into nouns



The installation of the new equipment was carried out.



The new equipment was installed.

# ..... Kontakt

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