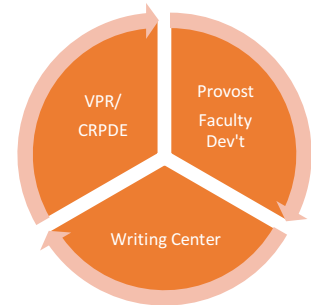# Institute for Biomedical Engineering, Science & Technology (IBEST) Presents as an Event in the '2018 Year of the Scientific Writer' Series: "Scientific Writing from the Reader's Perspective" workshop

George D. Gopen, JD, PhD
Professor Emeritus
Duke University

Monday, August 13, 2018
8:00 A.M. – 5:00 P.M.
OU Norman – Thurman J. White Forum Classroom A

VPR/ CRPDE

Provost Faculty Dev't

Writing Center

GOAL: By attending this workshop, you can accomplish three important things: (1) You will improve your own writing substantially; (2) you will gain greater control over your readers' reading processes; and (3) you will discover a way to re-enter your thought process on a sentence by sentence basis.

Abstract: Dr. Gopen's workshop, "Scientific Writing from the Reader's Perspective," offers a whole new approach to understanding how the English language functions. It explains how readers go about doing the act of reading, of interpreting, of turning the words on a page into ideas in their heads. It is intended to give you new eyes. Once you understand how a reader reads, you will be empowered to arrange each of your sentences so that they will help to control your readers in their interpretational acts. Knowing what your readers expect from the language and learning how to manipulate the reading process, will, in turn, take you back into your own thinking process, to see what might have been left incomplete or contradictory or just not clear. This is a new way to thing about English. It can change you permanently, giving you the upper hand over most of your competition for grant funding and for publication. You will never again see language the same way.

BIO: George D. Gopen is Professor Emeritus of the Practice of Rhetoric at Duke University, where he taught in the English Department and the Law School for 30 years. He attained his law degree and his Ph.D. in English at Harvard simultaneously. He was the founder and initial director of Duke's University Writing Program. He is recognized as this country's and the world's most respected professional writing consultant, having served over 40 years more than 190 clients from eight countries. His Reader Expectation Approach to controlling the English language has been adopted by the federal government of Canada, which uses it in the framing of all new legislation. In 33 years at Duke, his 12-hour faculty writing workshops have been attended by more than 19,000 people. He is the recipient of the Legal Writing Institute's Golden Pen Award for 2011, a lifetime achievement award for contributions to the field of legal writing.

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RSVP   **For Questions: CherieHudson@ou.edu**