

The **Bioletim script** is a form intended to help you start writing a science communication article. It is aimed to help the author to give structure to information in a way that a lay reader can easily access the content without regard to your research area, interest or topic.

Below we propose a series of questions that, when answered or solved, will help the author to create a first draft of the article with correction (with all the necessary elements of the science communication model), coherence (without no contradictions) and cohesion (the information in each section support the overall message). The text must have connectivity with other contents, without necessarily enclosing them all. Thus, even a student with little experience in writing, will be able to create an article and communicate its research.

We propose direct questions, with enough (and limited) answer space. Restricting the number of words for the answer obligate the author to select what is more relevant, preventing wondering around, as well as niminy-piminy language or labored grammatical constructions, that can complicate read or the content transmission to the reader. Regulating the available space for writing and restricting the number of central informational nuclei, we will be valuing the information communication by the author and the information reception by the reader, without loss of scientific correctness and dispersion from the main topics.

Did you know...

Do you know you are writing a science communication article? (Choose yes or no)

Tip: _____

Yes No

Comment: There is a big difference between a scientific article, a science communication article and a science propaganda article. It is like saying what 'coke' is made of, what is 'coke' and say 'enjoy coke'! What we intend is that you tell everyone what you are doing, why is that noble and why it is so interesting or important! So, from the beginning, you need to know that this is a science communication article.

Respectable public

Who is your audience? You want to tell your story... (Choose one of the options)

Tip: _____

So your teachers can understand

Comment: Jim Dodge says that we should trust our readers to fill in the blanks on the text. However, to do that, you must know to which reader you are writing and be fair to him. Don't ask him to fill in gaps that He cannot. Remember that each audience has its peculiarities. In general, the audience for science are Young men. So, if you want older women to read and get interested by your text, you must know how to get their attention.

Who are you?

Give the author information, like name, position, institution and e-mail. (300 touches each)

Tip: _____

Comment: People might want to know also a little bit about you, like 'why are you capacitated to write this article? This is better than you institution or home address

Title

EXTRA! EXTRA! What is your headline? (120 touches)

Tip: _____

Comment: When a reader looks for an article, the title is determining for him to proceed reading. Be concise, precise and goes straight to the point. Do not hesitate in using a good question or statement as a title. But be careful not to deceive your reader, entitling something that is not on the text. He might get upset and never read your articles again.

Abstract

If you had only one minute to say what you do, what would you say? (600 touches)

Tip: _____

Comment: If He likes the title, then the reader Will GO through your abstract. Imagine that you are standing in line at the Baker store and by your side you see the editor of the journal that you want to publish (in this case, me). He is the next in line so you have a short time (meaning very few words) to say how interesting is your work. We wouldn't waste time wondering around, would you?

Keywords

Help the audience to find if the article interest them or not (5 words. 30 touches each.)

Tip: _____

Comment: Most search engines on the internet look for words in title and keywords, so to repeat then is to waste opportunities to be found by your readers. Use words that are NOT in the title as keywords.

Lets start from the beginning...

What is the general topic of your article? (120 touches)

Tip: _____

Comment: Many times the writer starts to write about one thing, but in the middle of the text deviates to other topics. This sentence will be important to check if you really knows what you want to talk about and to serve as guide (or an anchor) while you write.

What do you think your reader knows about this topic? (3 sentences. 120 touches each)

Tip: _____

Comment: Write up to 3 topics, one sentence each, with what you expect your reader to know about the research that you are communicating, even before He reads your article. Either because it is common sense, because He might remember it from school, or because it has been broadcast on TV and newspapers.

What you think your reader does not know about this topic? (5 sentences. 120 touches each)

Tip: _____

Comment: This should be easier to write, but bare in mind Who is your audience. Does not fill your reader with technical details. Try to tell him what is important to have in mind if He is to understand the next section

What is it that He does not know, but really should? (120 touches)

Very important Tip: _____

Comment: Congratulations! You just wrote the first sentence of your article! This is the information you should use to start your article!

The Tango

Expand your first sentence, but be creative. Do not worry so much about the topic, but on catching the readers' attention. Surprise and seduce him. (600 touches)

Tip: _____

Comment: What if a pedagogic lesson started with a Tango dance? It might come as a surprise and this is one of the important elements to catch peoples attention. And, despite you like it or not, people are most certainly interested in other peoples lives. Use a personal deposition or experience, something that happened to your or to someone you know, some kind of gossip, to explain or illustrate why 'what you think that the reader do not but should know' is so important. And why you decided that it was worth writing an article about it.

Center Field

What does your reader knows? (3 paragraphs. 600 touches each)

Tip: _____

Comment: •Use the 3 paragraphs to: -
•Describes the amplitude of your topic.
•Explain how this particular issue (your first sentence) relates to the general topic or your article.
•Starts with the most basic (or broader) principle (or definition) , to the specific level that your are discussing. Locate the reader in the topic.
•starting from the previous paragraph, give any complementary information to what you know your reader knows.
•Who was the first author to talk about the topic?
•Who was the last? What did He said?
•Since the first author talked about that, what might have changed?
•Remember, you can explore what you think your reader knows in up to 3 paragraphs.

What does your reader does not know? (5 paragraphs. 600 touches each)

Tip: _____

Comment: Now is your turn to tell your reader everything you think He does not know. What are the most recent research or developments in the area? What are the more complex points that makes previous conclusions difficult to believe? What are the drawbacks that people usually don't know. But remember!!!! This is a science communication article! Your audience is not technical and if you need, you must, and you should, leave scientific rigor aside in favor of a broader comprehension of the information by a lay public.

Up side down (The obstacle)

There was any moment in history where the information you are posing (proposing or explaining) has been questioned or rejected by the academia, scientific community or the society? (600 touches)

Tip: _____

Comment: Was any group or person unable to repeat those experiments with the same results? Has anyone demonstrated that those previous results were false? Did anyone find contradictory or different results? Did anyone suggested or proved that the author was a fraud? Is there was any conflict of interest? Or any important information was reported missing?

Eureka! (The helping hand)

If there was a dispute, who cleared out the situation and how? (600 touches each)

Tip: _____

Comment: Here you should tell how the questions raised before were solved, by whom (including if it was by yourself). Otherwise, you can propose a new hypothesis to solve the problem.

Climax

What do you think he does not know, but should know? (2 paragraphs. 600 touches each)

Tip: _____

Comment: with the solution of the conflict, or at least with the different points of view exposed, you should be ready to tell in more detail about the most important information in the article. Yes, you finish the article with the same information that you presented in the beginning.

To be continued

List (and explain briefly) up to five situations where you think this information is (or will be) relevant. (3 paragraphs. 300 touches each)

Tip:

Comment: Is there any problem related to the industry, medicine, veterinary, life style, food and agriculture, fisheries or water quality, health care or wealth distribution, now, in a close or distant future, where this information could lead to a problem resolution?

Acknowledgement

Mention people and entities that helped or supported you in organizing this information (300 touches)

Cited literature

In a science communication article you should not put the references as in a scientific article, but if there is any important reference that your reader should be aware of, or where he could look for further information, then you should list it here. (10 references maximum. 300 touches each)

Glossary

Go back to the text. Put in italic and bold the words, specially technical terms, that you used in the text, because they were important, but that your reader might not know, and add a glossary entry to it now (or later).

Tip:

Comment: Use common sense to select the words. But mind that if you select too many words (like 50) than your article is too difficult and a glossary won't help enough. If you select too few (like 1 or 2), than you might have been superficial in your argumentation. keep the glossary between 5 and 10 words.

Captions

You can use up to 2 tables and 3 figures to write your article. Remember that more than important, it is mandatory that the content is of your own authorship, that its source and author are identified, that it is free of copyright or you own the copyright. (5 captions. 600 touches each)

Tip:

Comment: Videos on youtube and figures that you copied from websites, should not be treated as not copyrighted material unless it is stated by the copyright owner. Please, do not state 'google', or 'Internet' as your source.

Very important Tip:

Comment: Mind that figures are the first thing that a reader is going to look (and look for) in an article (whatever article). It has to be of a good size (enough to identified important details), with good quality (not less than 300 dpi for pictures) and with self explanatory captions. The reader should not need to GO to the text to understand the figure. Captions are a very important part of your article. Write them well!

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