

Writer's Workshop: Writing to be Read - How to Improve your Writing

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Press releases, news stories and web content on astronomical topics face a tough challenge: they need to capture the reader's attention from the beginning to the end, but very often they also contain difficult explanations, abstract arguments and completely new concepts. Participants of this workshop by Dutch freelance astronomy writer Govert Schilling will learn a number of helpful rules to improve their writing for a wider audience by critically judging existing examples and by writing a brief news story themselves.