



Lecture 1.5:

Academic communication

Course 485

Introduction to Genomics

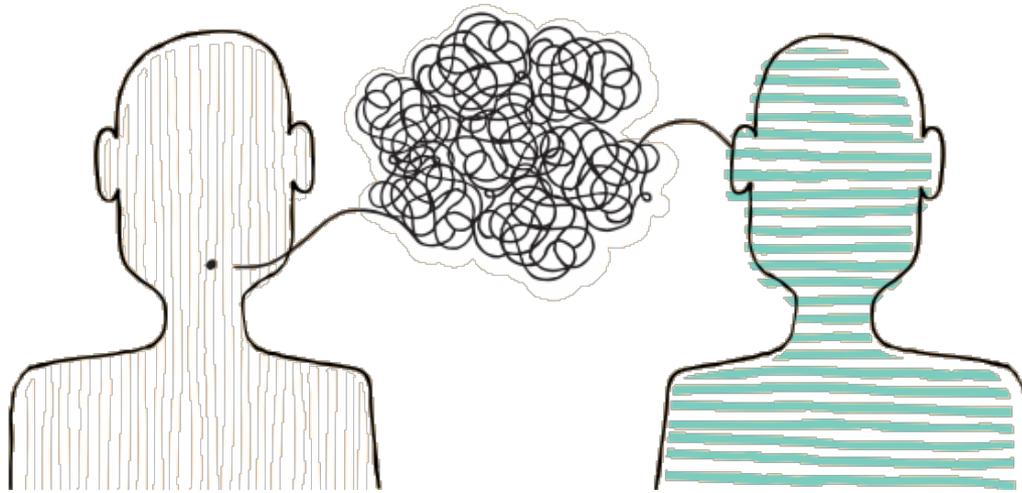
AIMS

- Learn the different forms of academic communication.
- Understand the process of peer-review and publishing of scientific articles.





What are the goals of communication?



Inform

Teach

Persuade

Debate

Report

Document

Take home message!

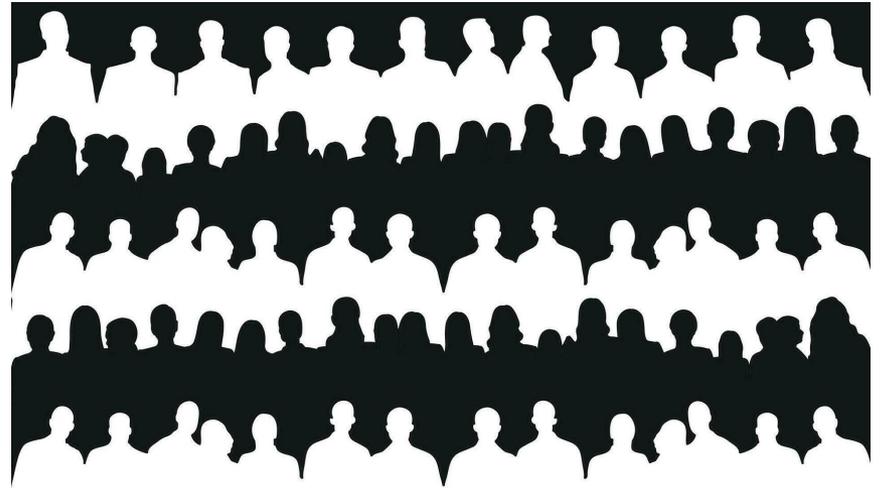


لكل مقام مقال



Who are you communicating with?

The public
Educated
Specialists
Students
Teachers
Policy makers



Take home message!



خاطبوا الناس على قدر عقولهم

Forms of intellectual communication



Oral



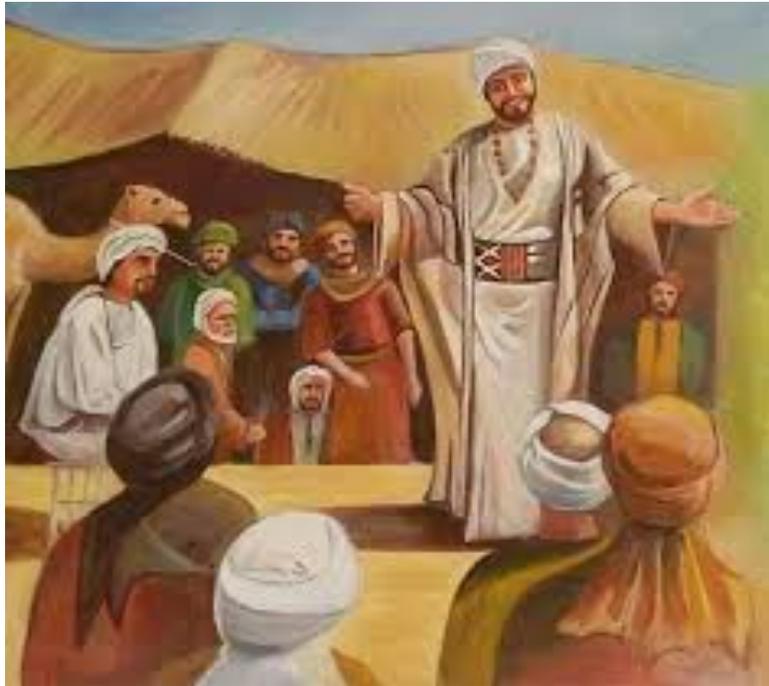
Visual



Written



Oral communication



Poetry

Sermons
Speeches
Forums
Debates
Lectures



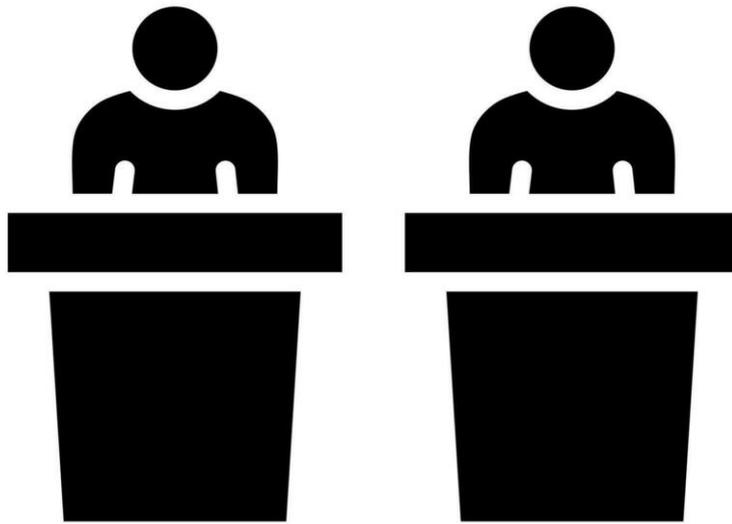
Poetry
Sermons
Speeches
Forums
Debates
Lectures



Poetry
Sermons
Speeches
Forums
Debates
Lectures



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Sermons
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Debates
Lectures



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Sermons
Speeches
Forums
Debates
Lectures



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How hard?

How easy?

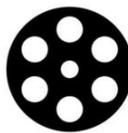
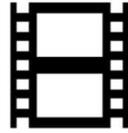




Visual communication



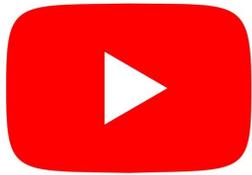
Sci Posters
Infographics
Documentaries
Videos
Instagram
SnapChat
Youtube



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Documentaries

Videos

Instagram
SnapChat
Youtube



YouTube

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Infographics
Documentaries
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How hard?

How easy?





Written communication

Encyclopedias

Books

News papers

Magazines

Sci. journals

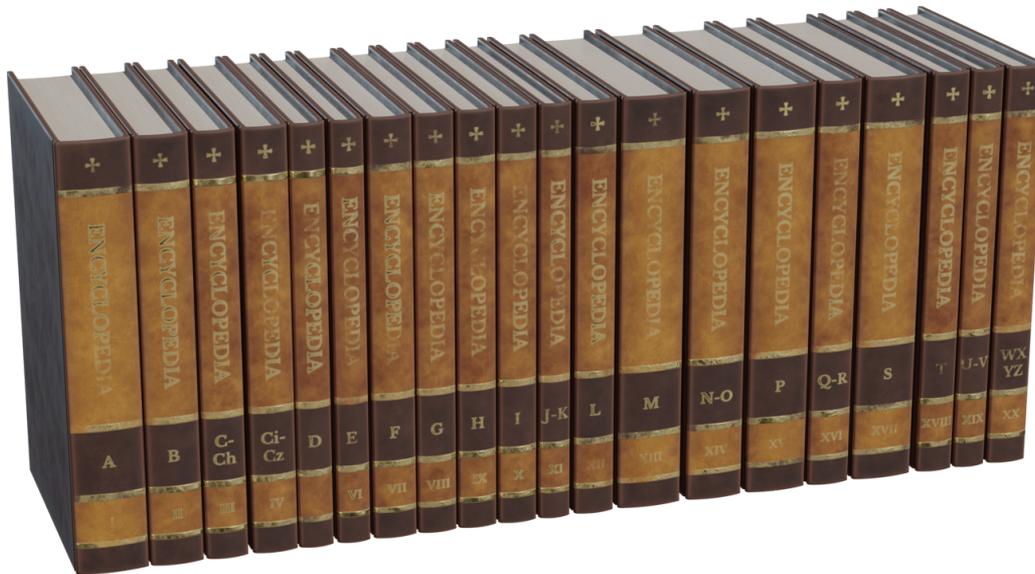
Peer-reviewed
scientific articles

Twitter/X

FaceBook

Websites

Blogs





Encyclopedias

Books

News papers

Magazines

Sci. journals

Peer-reviewed
scientific articles

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Encyclopedias
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Magazines

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scientific articles

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Example Author Manuscript Title

Example Author One^{a,*}, Example Author Two^{b,2}, Example Author Three^{c,3,4,5}

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^bA.B. University of Example, IEA, B-12345 City, Country

^cA.B.C. DEF-HI, c/o Institute Sample 1, Sample street, City, Country E.G. 12, 1234

ABSTRACT

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Introduction

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Encyclopedias
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Magazines
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What is the quality control of knowledge
production?

"Lively and provocative . . . Mr. Hawking clearly possesses a natural teacher's gifts—easy, good-natured humor and an ability to illustrate highly complex propositions with analogies plucked from daily life." —*The New York Times*

In Stephen Hawking's landmark #1 *New York Times* bestseller—now updated with a new introduction and six short essays on the current science—one of today's greatest scientific minds explores such profound questions as: How did the universe begin—and what made its start possible? Does time always flow forward? Is the universe unending—or are there boundaries? Are there other dimensions in space? What will happen when it all ends?

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"Even as he sits helpless in his wheelchair, his mind seems to soar ever more brilliantly across the vastness of space and time to unlock the secrets of the universe." —*Time*

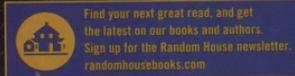
"This book marries a child's wonder to a genius's intellect. We journey into Hawking's universe while marvelling at his mind." —*The Sunday Times* (London)

"A masterful summary of what physicists now think the world is made of and how it got that way." —*The Wall Street Journal*

hawking.org.uk

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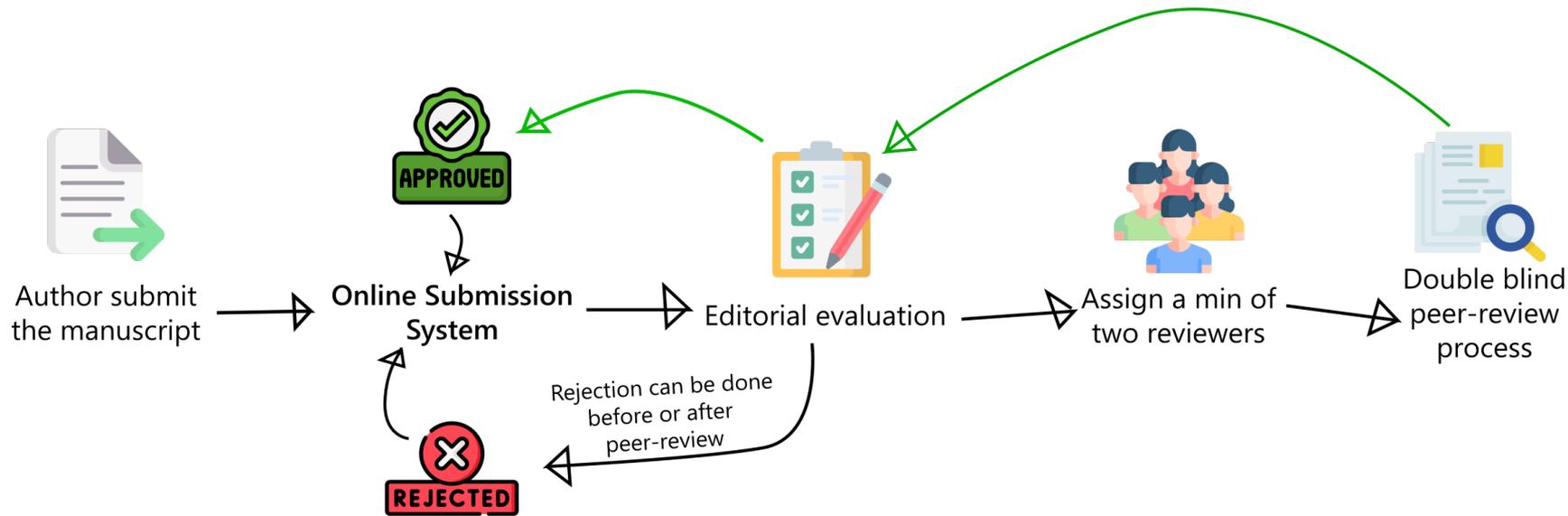
Mostly in humanities subjects

What about the sciences?

Peer-Review!



What is peer-reviewing?



How hard?

How easy?



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