

WRITE AN OPINION ARTICLE



Training to write scientific opinion pieces

Are you an expert who wants to be recognised by colleagues, journalists, and the general public as a thought leader in your field? Do you want to learn how to use your ideas and expertise to influence debate and shape public opinion?

Learn to write scientific opinion pieces to raise your profile in academic circles and beyond.

During this written communication training course, you will learn to identify what makes a great opinion piece, how to write impactful columns, and how to reach your audience.



Objectives

- Understand why writing scientific opinions matters
- Know where and how to publish your article
- Streamline your writing for social media
- Write an opinion piece of your own

Duration

2 days

Group size

Up to 6 people

Who is this for?

Technical and scientific experts, engineers, scientists, professors, researchers

How will you learn?

Group learning, course handbook

Assessment

Self-assessment by questionnaire at the start and end of the course



Program

Understand the value of opinion articles

- Grasp the impact of your opinion piece
- Define your communication objective(s)
- Identify your audience(s)

Draft a scientific opinion piece

- Craft your argument
- Learn the rules of impactful writing

Know how to publish your article

- Identify platforms and media best tailored to carrying your message
- Establish a comprehensive strategy to best promote your work

Streamline your writing for social media

- Shorten and optimise your messaging
- Write posts that will get noticed