

Overview of the workshop programme

Academic writing and publishing

How to create and publish good texts

Max-Planck-Institut für Kognitions- und Neurowissenschaften, Leipzig
IMPRS on Neuroscience of Communication: Function, Structure and Plasticity [IMPRS NeuroCom]
6 May 2019 [9.00 – 17.00] and 7 May 2019 [9.00 – 16.00]
Target group: PhD candidates
Trainer: Professor Dr.-Ing. Bartlett Warren-Kretzschmar, GOLIN WISSENSCHAFTSMANAGEMENT, Berlin

For many scientists writing and publishing is the most difficult part of research work. However, for the success of academics it is essential that the content is successfully conveyed to the relevant target groups – from the subject community to the wider public.

The methods and instruments of academic writing and publishing can be learnt. With a few select mechanisms for structuring and techniques for building arguments, it becomes possible to articulate even complex data clearly and comprehensibly. If, in addition, the handling of publishers, journals and referees is on a professional level, publications become far easier manageable.

In this workshop the process of academic writing and publishing is highlighted from the first idea through the structuring and formation of the text to its completion and publication. The participants engage with the content related, formal and organisational aspects of writing and train their text competency with exercises. The following topics are covered:

- >> Abstract, article, review and monograph:
Text types and reasons for writing in academia
- >> From idea to text:
Topic selection, structure, argumentation
- >> Rummaging, digging, serving it hot:
Research strategies
- >> Writing as a process:
Utilising creative bursts – avoiding blocks
- >> Impact factors, rejection rates, publication processes:
Criteria for journal selection
- >> Delicate business:
Communication with the publishers and the referees
- >> Academic writing and publishing:
My next steps

Professor Dr.-Ing. Bartlett Warren-Kretzschmar, Hanover and Logan, USA, was born in New York and studied Landscape Architecture and Environmental Planning at Cornell University. She has been teaching courses in landscape architecture and environmental planning at both American and German universities for the past twenty-five years. She was a guest professor in the international Master of Landscape Architecture programme at the Anhalt University of Applied Sciences in Bernburg, where she also offered courses in research skills and scientific writing, as well as communication and rhetoric. Presently she is the coordinator of the Bioregional Planning programme at Utah State University, USA.