

Scientific communication

Need, types and importance

Communication

- Why?
 - Basic instinct
 - Tell others, learn from others
 - 2-way process
 - Exchange information

Scientific communication

- Purpose same, style different
 - Early journals
 - Volume of information
 - Vancouver group
 - Defined format
 - Facilitates the process

Types

- Written
 - Research paper, review, letter, comment, editorial, ...
- Oral
 - Research, oration, ...
- Poster
 - Research...

Written communication

- Most important
 - For posterity: factual, comprehensive
 - Can be referred to repeatedly
 - Change not possible
 - Writing skills
 - Limited interaction, delayed
 - Demanding: write and re-write

Oral

- No record
- Change all the time
- Interactive, instant
- Cheap
- Short term memory
 - Skilled orator: 'day off'

Poster

- **Combines advantages of written and oral communication**
 - Interactive, select audience
 - Non-archival
 - Not considered prestigious
 - ? Expensive
 - Good for audience shy people

Learning to communicate

- **Do it all the time**
- **Not taught**
- **Trepidation: first-timers**
 - Unaware of ground rules
 - Bad habits die hard

Importance

- **Necessary: inform, educate**
 - *Unending process*
- **Learn ground rules**
 - *Get past the 'gatekeeper'*
- **Build on a strong base**
 - *Creative*

Quality

- **Get noticed: *Recognition***
- **Effective**
 - Accurate, brief, complete, 'story'
- **Poor communication**
 - Criticism, hurts ego, stop altogether

Scientific communication

Spoken communication is a stepping stone in communication, written communication is the ultimate goal.

Reading maketh a full man, conference a ready man and writing an exact man. *Francis Bacon*