



Creative Science Writing

Guidelines for the example of a published or unpublished piece

1. Significance

How well has the author successfully persuaded the reader that the research/topic matters and that we should care?

2. Clarity/understanding

How well has the author distilled complex scientific information to a lay audience level? Includes the avoidance of jargon and the definition of all terms that cannot be avoided.

3. Compelling narrative

How well has the author crafted a compelling account, employing pacing, suspense and storytelling elements to engage the reader? This could include the use of personal stories, literary reportage/dialogue or first-person confessional mode to bring the reader into the fold.

4. Literary style

How well has the author succeeded at the basics of English grammar, but also included well-employed literary touches such as simile, metaphor, analogy, anaphora and other advanced rhetorical techniques?

5. Beginnings and endings

Has the author drawn us in immediately in the first sentence/paragraph, and left us with a satisfying ending (a twist, an appeal to something greater, an observation that makes you think or feel emotions or that comes full circle with the beginning)?