



Reatch

# Workshop

## «Writing about Science»

Summeracademy 2025

*31.08.2025*

## Agenda

- What is Reatch? What do we do?
- Goals of the Workshop
- Input: How do I write a blog article?
  - Where do I start?
  - Language, Structure, Examples
  - Group Exercise & Discussion
- Comprehensibility, Tips & Tricks

## What is Reatch?



Reatch Retreat 2023

Reatch is an independent **Think Tank**.

We advocate for a science-friendly culture.

Reatch is a transdisciplinary **Grassroots-Movement** with many **volunteers**.

We were founded 2014 as non-profit organisation with regional groups in **Zürich, Bern, Basel und Lausanne**.

## What are our goals?



### **Vision**

We stand up for a science-friendly environment, in which science and society work together hand-in-hand.

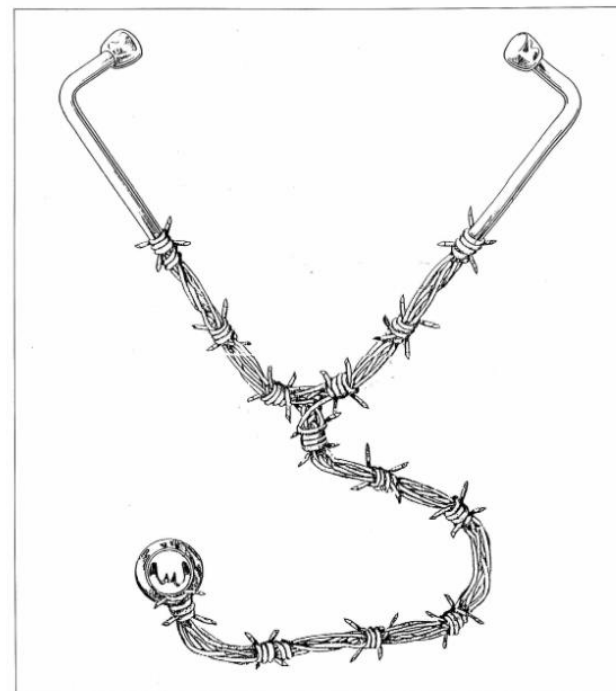
### **Mission**

We create the future. We support the scientific leaders of tomorrow and enrich the public debate with fact-based solutions.



## About me

**Anna Funk**  
Member Blogteam  
[anna.funk@reatch.ch](mailto:anna.funk@reatch.ch)



## Blog Team

### Die Blog-Redaktion



**Elisabeth Abs**  

Blog-Team



**Guido Baldi**  

Vorstand, Projektleiter, Blog



**Vilhelmiina Haavisto** 

Blog und NanoTalks



**Anna Funk**

Blog-Team

## What do we do?

- 1 Public Events
- 2 Topics
- 3 Reatch Blog and Podcast
- 4 Programs

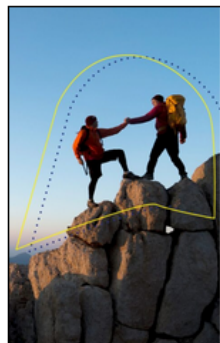
## Events

### Veranstaltungen

Kommende

Abgeschlossene

Veranstaltung ermöglichen



#### Krisenresilienzgipfel des EISC

08.09.2025 - 10.09.2025  
Innovations-Biotop Uri, Bahnhofplatz 1, Altdorf

Vom 8.–10. September 2025 trifft sich in Altdorf (Uri) eine internationale Runde von Expertinnen und Experten aus Wissenschaft, Politik, Technologie,...

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#### Franxini Boot Camp – Sprint

22.10.2025, 08:30- 17:40  
AFL-F-172/173 | IPZ | Universität Zürich

Dieser Franxini Boot Camp – Sprint verschafft in einem Tag einen Überblick: Forschende erhalten die Grundlagen zum Schweizer Politsystem und...

MEHR ERFAHREN



#### FNS Cours de politique pour chercheur·euse·s

03.11.2025, 08:45- 17:40  
Fonds National Suisse, Wildhainweg 21, 3012 Berne, Suisse

Cette formation intensive d'une journée est conçue comme une introduction au système politique suisse. Elle offre aux chercheur·euse·s francophones...

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Our public events foster the opinion making and enrich the public dabate about a large variaty of topics.

Our regular participatory events:

- nanoTalks
- Pizza, Philosophy & Science
- Reatching into the Rabbit Hole
- BRAINF\*CK

invite you for discussion.



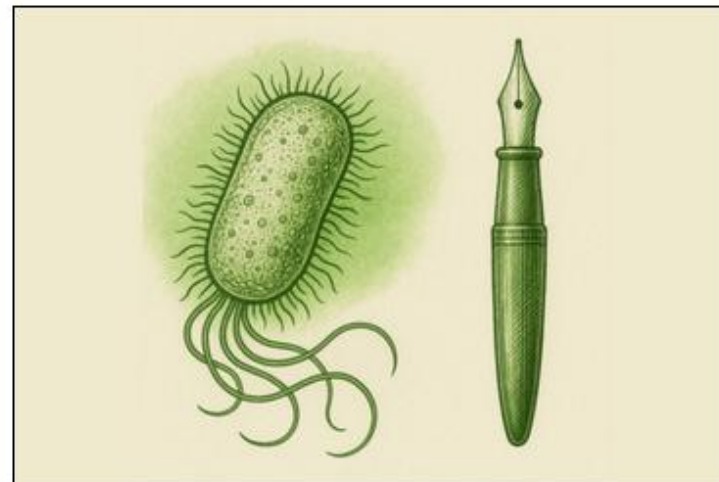
Alle Publikationen

Blogpost

Podcasts

Medienpublikationen

Mitmachen



### Can Art Help Us See the Invisible World of our Gut Microbiome?

14. August 2025 | Jelena Magnin

If you could shrink yourself down to the size of a bacterium and travel inside your own body, you'd discover an entire world teeming with life....

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### Das Schweizer Netzwerk: Digitale Souveränität als Grundpfeiler für Demokratie und Resilienz

8. August 2025 | Markus C. Wagner

Wie sichern wir unsere Demokratie und Informationsfreiheit im digitalen Zeitalter? Das Schweizer Netzwerk bietet eine zukunftsichere Antwort: Eine...

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### Israelisches Friedensdorf: «Wir haben den Crash-Test bestanden»

19. Juni 2025 | Teseo La Marca

In Neve Shalom/Wahat as-Salam leben jüdische und palästinensische Israelis eng zusammen. Was die israelische Gesellschaft von ihnen lernen kann.

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Platform for texts about  
Science, Politics and  
Society based on our  
principles of  
trustworthy science  
dialogue

Collaborations with online  
magazines

[Perspective Daily](#) (D)

[Relevant.News](#) (AT)

## Reatch Podcast

**WEITER  
WISSEN**



 Reatch

### Listen to Reatch.

In our podcast ***WeiterWissen*** you can hear reports and interviews about science and the connection to the society.

## Programs

### Scimpact

Scimpact ist ein Förderprogramm für junge Menschen, die Wissenschaft in gesellschaftliche Diskussionen einbringen wollen. Ob du studierst, berufstätig oder in Ausbildung bist, zur Schule gehst oder dich anderweitig beschäftigst – Scimpact ist offen für alle Motivierten!

Apply until 30th September!

[Scimpact](#) wants to enable young **science enthusiasts** to have an impact with their knowledge.

The program fosters **three main competences**:

Critical reflection, good communication and societal cohesion.

Scimpact consists of workshops, coaching and social events. Participants organise events matching their interests and thereby take the first steps in **science communication**.

## Workshop: «Writing about Science»

## Goal

Introduction to Writing about Science:

What is a good text?

How can I write my own blog article?

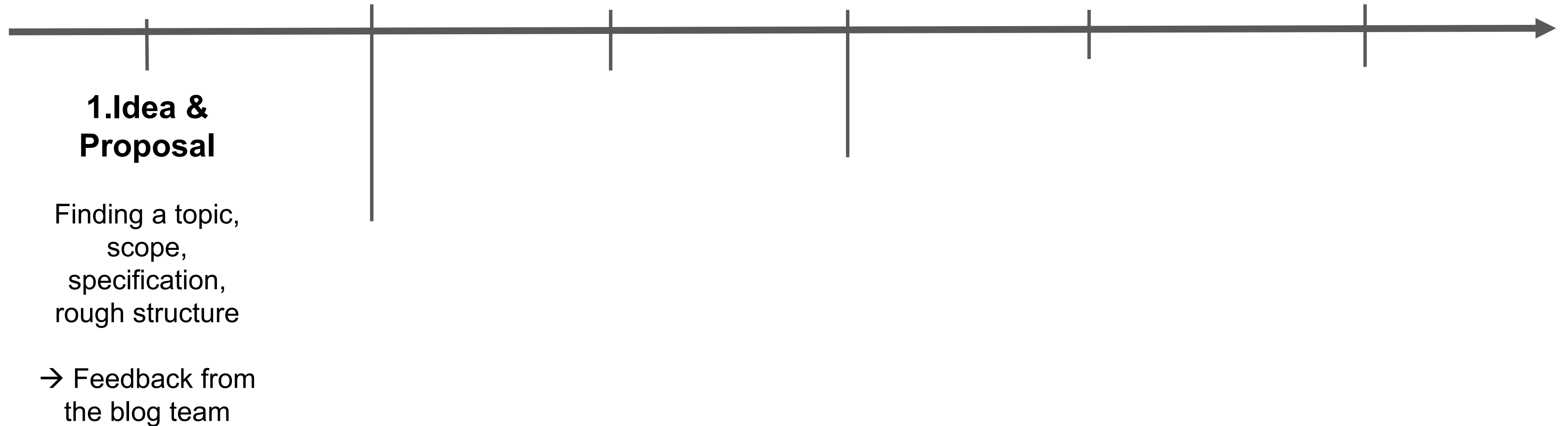
**What:** Blog article about a topic related to the Summer Academy. (Essay, Interview, Report)

**Length:** ca. 1-3 pages

→ **Proposal (500-1'500 characters) until Friday evening to [anna.funk@reatch.ch](mailto:anna.funk@reatch.ch)**



## The Blog-Process: Overview



## How do I write a Blog article?



- Find a topic
- Before you start, think about:
  - Hook – How do you catch the interest of the reader?
  - Core Message – Anchor of the text, what do you want to say?
  - Question/Hypothesis – How much background information is needed?
  - Important Arguments – What is relevant? How can I structure it?
  - Take Home Message – Why is it important?

## Collecting ideas and structuring them



- Write down your core message in 1-2 sentences (problem and/or solution) -> anchor
- Collect all ideas and arguments you want to discuss (Brainstorming/Mindmap)
- Put your ideas in order
  - Put the different ideas in the final format
  - What should go in which paragraph (sub-headings)
  - Decide what will go into the text and what not

## Structure of your article



**Title**

**Picture** (Suggestions welcome, but be aware of the copyrights! Use e.g. pixabay or unsplash)

*Teaser*

**Introduction**

**Main part**

**Conclusion** (loop back to the beginning)

## Title

- It's difficult to find the right title – but important!
- Working title
- Sub-heading
- Title and sub-headings as structure



## Title types

- Keywords: «Algorithms with prejudices»
- Provocative statement: «A noble prize does not protect against foolishness»
- Question: «Are we trapped in gender stereotypes?»
- Two-parts: «Skewed discussion: Media rather talks about animal experiments than ban of medications»

## Short Exercise

Think about a title for the following summary:

Earthquakes, as natural disasters, represent an ever-present threat to cultural heritage, particularly in regions prone to seismic activity. Strengthening building codes to ensure earthquake-resistant construction, retrofitting vulnerable structures, and employing advanced monitoring technologies can significantly mitigate risks.

Beyond its role in intensifying vegetation fires, climate change itself is an overarching threat to cultural heritage. Efforts to address climate change must include sustainable development practices, carbon emissions reduction, and adaptation measures specifically tailored to the vulnerabilities of cultural sites - integrating climate considerations into cultural heritage management plans is imperative

In 2023, armed conflicts remained a constant menace to cultural heritage. The intentional targeting of cultural sites as a tactic of war demands urgent international attention and concerted efforts to protect these symbols of human history

Source: <https://www.fireriskheritage.net/analysis-of-risks-and-solutions-for-cultural-heritage/safeguarding-cultural-heritage-in-the-face-of-global-challenges-a-brief-examination-of-the-main-risks-in-2023/>

- Keywords: «Algorithms with prejudices»
- Provocative statement: «A noble prize does not protect against foolishness»
- Question: «Are we trapped in gender stereotypes?»
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## Suggestions

- War and Climate Change are threatening our cultural heritage
- A memory of your ancestors is in danger of being lost – here is why
- Protecting the past and present for the future
- The unknown victims of climate change
- New challenges for old survivors
- Even your ancestors aren't safe from climate change

## Teaser

- Advertisement for your text
- Short and to the point
- Summarising but not giving away too much
- Opportunity to state the main message of the text

## Short discussion

What is good about the teaser? What could be improved?

Digital transformation, artificial intelligence, and social media can be positive factors in Swiss and global society. However, the resulting exponential growth of information is not sustainable. A 'lean' approach to eliminate wasteful information based on data quality standards can solve our information overload crisis and help us communicate more effectively.

(Quelle:<https://reatch.ch/publikationen/lean-information>)

Positive:

Improvements:



## Short discussion

Large language models (or LLMs), like Google's Bard, or OpenAI's ChatGPT seem to have taken over the internet and chances are, you might have tried them too. Next to generating silly poems about your friend's cat or assisting in writing that new LinkedIn post, LLMs are already projected to replace common search engines as we know them (Grant, 2023), therefore becoming a widely used and accessible source of knowledge. Furthermore, LLMs come with the benefit of creating quick, concise, yet sophisticated answers without having to click through several websites and articles that might even contradict each other. Sounds great, right?

(Quelle: <https://reatch.ch/publikationen/can-ai-be-trusted-a-conversation-with-chatgpt-about-the-scientific-study-of-race>)

Positive:

Improvements:

*Suggestion:*

Large language models (or LLMs), like OpenAI's ChatGPT seem to have taken over the internet - chances are, you might have tried them too. But is the generated output always correct?

## The introduction

- Why should I read this?
  - Blog-introduction  $\neq$  Abstract!
  - Arc of suspense
  - Hook
  - Questions are allowed – answers in the main part!
- 
- Option 1: Objective and factual
  - Option 2: Tell a story, evoke curiosity and emotions
  - Option 3: Provoke, start with a statement and proof it

## The introduction

- What's the bigger picture? Context!
  - Give all relevant background information
- How can I catch the interest of the reader?
- What does the reader need to know to understand the rest of the text and your main question and conclusion?
- How can you guide the reader that they grasp the importance of the topic?

## Main part/argument

- Center piece of the text: The arguments for your core question
- Orientation: What, Why, How, When, Who
- Logical structure
  - Focus: keep core message always in mind
  - Stick to a red thread through your argumentation
- Focus on target audience
- Write comprehensible!
  - No technical terms without explanation
  - Use comparisons and examples

## Conclusion



- Conclude and summarise main points
- What's the take home message
- Finish your thoughts
- Take a look into the future: What are the consequences of your ideas/arguments? Where could they lead to?
- Do title, teaser and conclusion match? – Close the loop!



## Example

**Teaser:** With a growing number of teenage asylum seekers arriving in Switzerland, it is crucial to address their challenges and vulnerabilities, and to support their successful integration.

**Conclusion:** Improved language skills, cultural understanding, education, and employment opportunities are key factors in helping young people successfully integrate into Swiss society, contribute to their host country, and build a better future for themselves and their society.

*Source: <https://reatch.ch/publikationen/collaboration-for-the-integration-of-teenage-asylum-seekers>*

## How to use references

- Facts need references
- State your references and resources clearly

## Exercise

**Title**

*Teaser*

**Introduction**

**Main**

**Part/Argumentation**

**Conclusion**

- How would you write an article about a topic from the summer school?
- Make a plan for writing a blog article and answer the following questions:
  - What is the main message? (1-2 sentences)
  - What hook could you use? (Examples from every-day life, current news, provocative question, surprising facts)
  - What are the most important arguments?
  - What is the Take Home Message – Why is it important?
- Use the discussed structure to order your ideas and arguments
- Come up with a title and teaser

## Comprehensibility



Four features of comprehensibility:

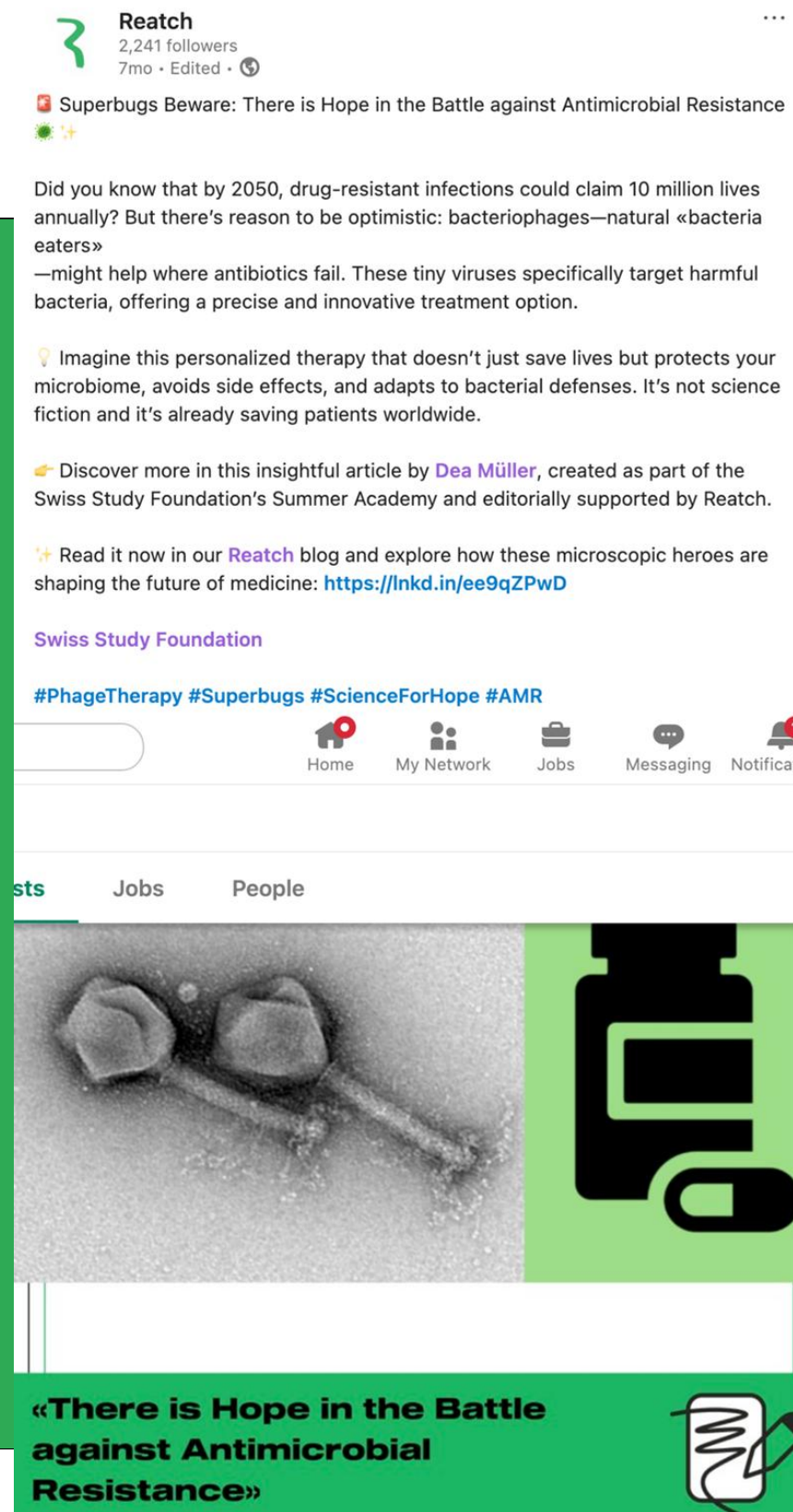
- **Simplicity:** short, simple sentences, common words, avoid scientific jargon
- **Structure & Order:** structures, consistent, clear, good distinction between the important and unimportant
- **Shortness & Concise:** short, focussed on important information
- **Additional Stimulants:** Use stylistic features to prevent boredom, reading should be fun

## Tips & Tricks

- ☐ Verbs, Verbs, Verbs!
- ☐ No nominalisation
- ☐ active > passive
- ☐ direct > indirect
- ☐ No convoluted sentences
- ☐ Get rid of fill words (also, so etc.)
- ☐ Read text out loud
  
- Focus on your topic
- Avoid changing topic
- Think about your audience



## Advertise your article on Social Media



A social media post about your article can be a great advertisement

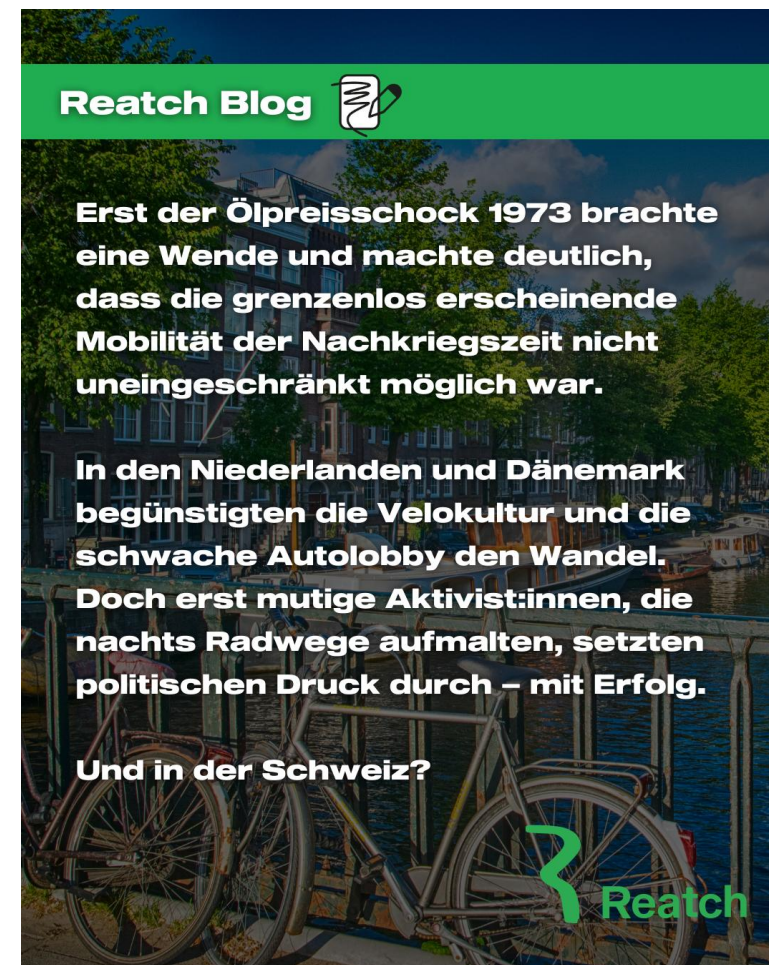
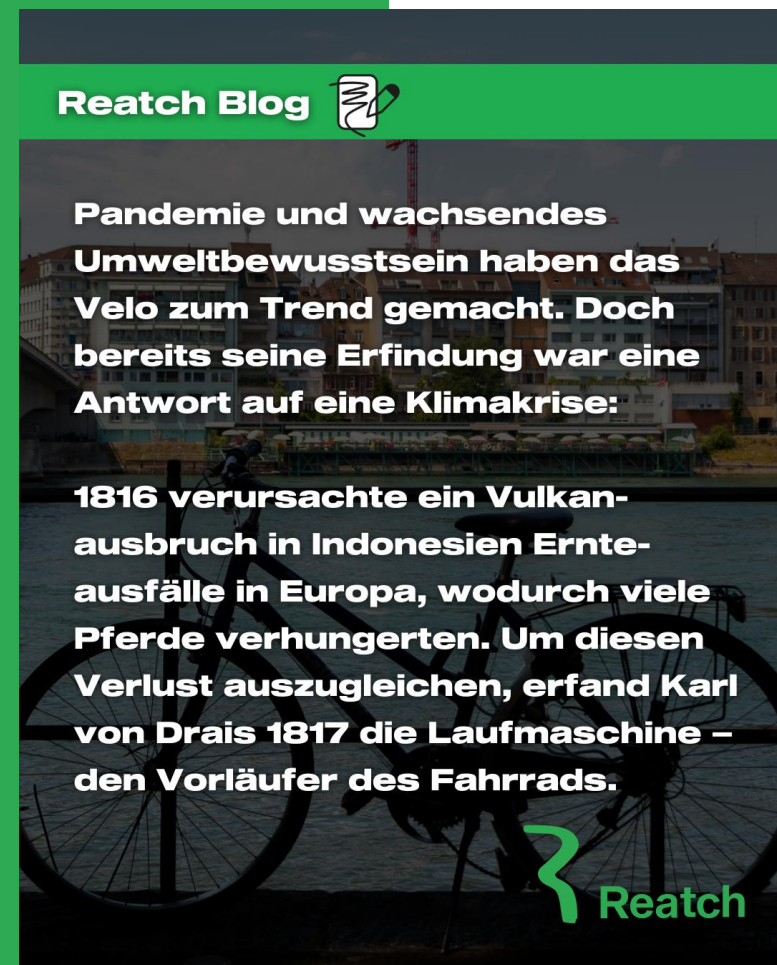
What should it include:

- Brief Teaser for the article (What? and Why?)
- Link to the article ;)
- Tags (e.g. @SwissStudyFoundation, #TraditionalArchitecture)

It will be posted on the Reatch social media channels and you can post it on your own channels as well as share the Reatch post.



## Social Media post advanced: Carousel/Slide posts



## How do we continue?

### During the academy

- About which topic would you like to write?
  - Which question motivated you to take part in the summer academy?
  - Current societal debates
  - New scientific advances, ethical question and societal impact
  - Are there lecturers you could interview?
- Idea until Friday evening [anna.funk@reatch.ch](mailto:anna.funk@reatch.ch) (form depends on article type: Interviews -> send questions; blogarticle -> abstract in the discussed structure) – you will get individual feedback

### After the academy

- Online Co-writing session on **1st October 6-8 pm** to work on the article and answer questions
- Prepare First Draft and send to [anna.funk@reatch.ch](mailto:anna.funk@reatch.ch)
- Feedback rounds until publication



**Enabling  
informed decisions  
with science and society.**

**Research.  
Think.  
Change.**



**Reatch**