

GGC5039 / ESS419

Academic Communication

Section 1: Introduction

Instructor: Dikun Yang

Term: Fall 2020-2021



Why This Course

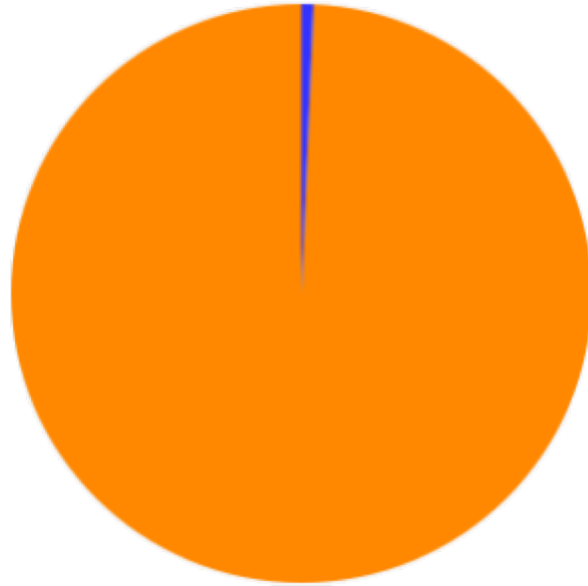


Career Development



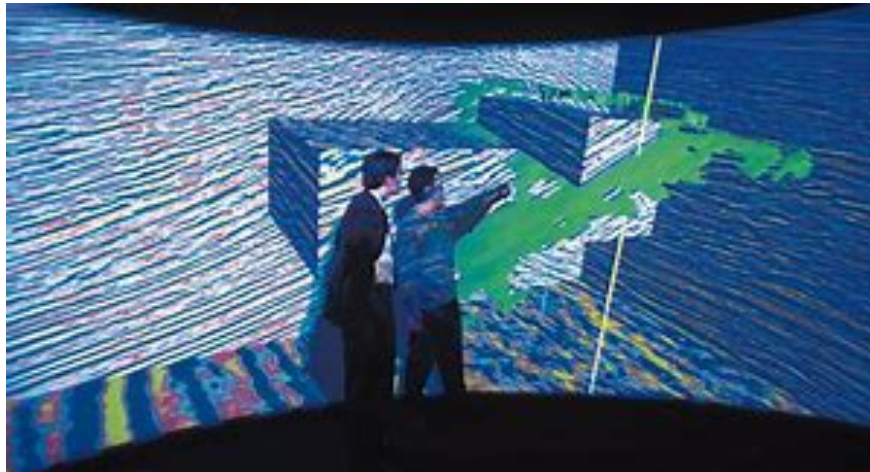
This Course as Exponent

Successful Career = What you can do ^{What you can say}



Coursework taken in university

Geoscience Themed

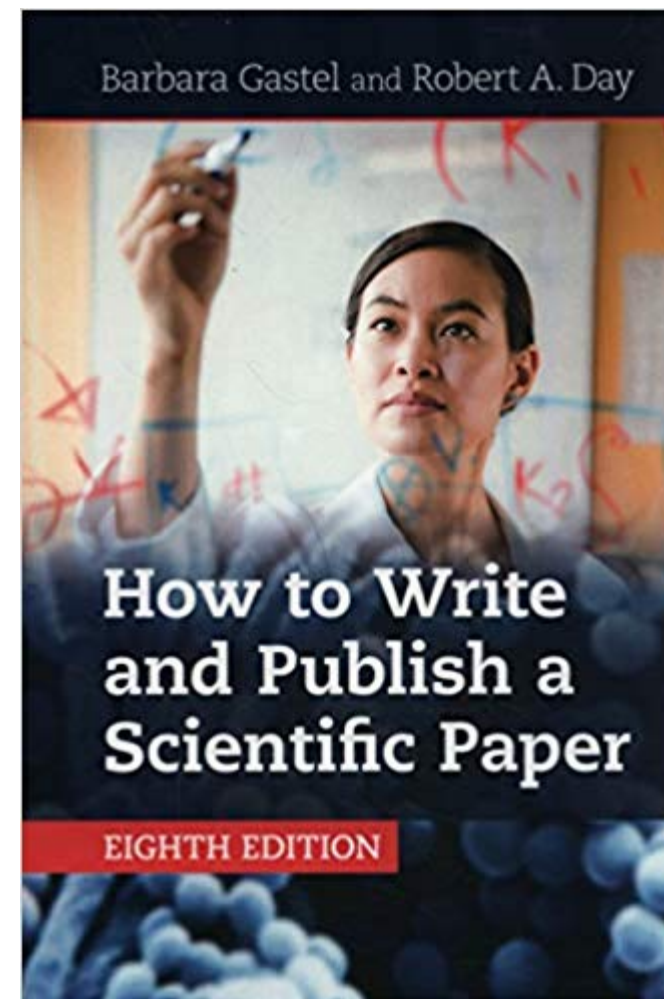


Outlines

- Section 1: **Introduction** (2 hr)
- Section 2: **International communications** (2 hr)
- Section 3: **Writing and publishing** (8 hr) – Assignment 25%
- Section 4: **Presentations at conferences** (6 hr) – Assignment 15%
- Section 5: **Writing proposals and applications** (6 hr) – Assignment 15%
- Section 6: **Interviews** (4 hr) – Assignment 15%
- Section 7: **New media** (2 hr) – Assignment 5%
- Section 8: **Integrated practice** (2 hr) – Final defense 25%

“Textbook”

- 科技论文写作与发表教程（第八版），原作者：
（美）Barbara Gastel（芭芭拉 盖斯特尔），
Robert A. Day（罗伯特 A. 戴），译者：任治刚，
出版日期：2018-01-01， ISBN：9787121335235，
电子工业出版社
- How to Write and Publish a Scientific Paper 8th
Edition by Barbara Gastel, Robert A. Day,
Cambridge University Press



Resources

- CNKI
- Google or Google Scholar
- WORD (spelling and grammar)
- www.grammarly.com
- www.fall-2019.vps.agu.org
- www.academic.oup.com/gji/pages/student_author_award_scheme
- www.wiki.seg.org/wiki/Best_Paper_in_Geophysics_Award
- www.wikipedia.com
- Colleagues and the instructor

Brief History of Scientific Communications

- Write a book
- Write a letter to Isaac Newton
- Give a speech at Royal Society
- Publish in peer-reviewed journals
- News press
- Website, blog, social media



Principles

- Type: medium, purpose
- Audience: background, expectation
- Context: formality, emotion, time/space restriction
- Clarity: templated, simplicity, straightforwardness, logical structure, focus



Exercise

Write an email to Prof. XXX in YYY University.

Ask about opportunities of graduate/postdoc studies.

Feel free to add necessary details.

Use the principles above to help you.

Can be either Chinese or English.

Goal of the Email

- Solicit an admission offer or a postdoc contract
- Convince the professor that you are a good candidate
 - Provide right information
 - Make sure the professor receive the information
 - Show your professionalism
 - Avoid any possible distractions or misunderstanding
 - Impress the professor even he/she cannot take you

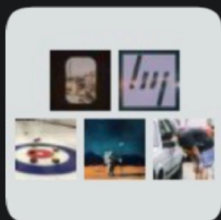
Checklist

- No subject (too common profs may search your email four months later)
- Misspelling or grammatical errors
- Too casual
- Not following “templates” (professors don’t like surprise)
- Off topic or unclear goal
- Unprofessional words or expressions
- Insufficient information
- Forget to add attachments or attachments too large or too hard to view

Next Lecture

- What differences would you expect in international scientific communications?





2020-GGC5039



该二维码 7 天内 (9月16日前) 有效，重新进入将更新



2020-GGC5039-ESS419

扫一扫二维码打开或分享给好友



- 腾讯文档 -

可多人实时在线编辑，权限安全可控