

1.1- Purpose and audience

This lesson narrates the purpose, audience, types and styles of scientific writing. It teaches how to involve, capture the attention and interest of your audience. Effective Research writing involves encouraging your audience to remember it, apply it, approve it, improve it, or provide feedback.

The purpose, audience and the type of scientific document determines the style of writing. A style reveals both, the writer's personality and how the writer perceives the audience. The lesson teaches how to select a style of writing, and also obligations of research writing such as:

Provide a clear, concise, readable copy.

Respect relevant laws, customs, regulations and professional standards.

Write honestly, accurately, clearly and fully so that your research can be verified and extended by fellow researchers.

Ensure that you do not present half-truths, misrepresentations.

Request and receive written permission before using or quoting any other writers or source of information.