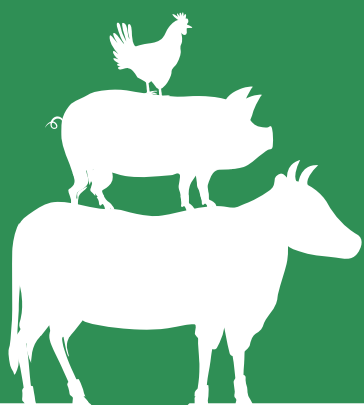# BSAS WRITING FOR A NON-TECHNICAL AUDIENCE

Three key things to think about when writing for a non-technical audience

bsas
british society of animal science

KNOW YOUR AUDIENCE

- Who are you appealing to?
- When would be the best time to publish?
- What do you want your audience to take away from reading your article?
- Think outside the box in how to make your article attractive but still accurate
- The 'C' word – think of it in a conversational style

1

USE THE STRUCTURE OF...

2

CONCLUSION

SO WHAT ???

DETAILS

Facts

Anecdotes

Stats

- Get the focus and message in at the start
- Why is your story important?
- Be confident, clear and concise
- Provide links to access further information

IF SOMETHING HAS BEEN SAID, IT DOES NOT MEAN IT HAS BEEN HEARD

- Plan what you are going to write about
- Prepare how to deliver and where to deliver it
- Practise it on a few non-technical people and get their feedback before publishing
- The 'F' word – frankness. Be truthful and show transparency

3

If you have any questions please contact:

British Society of Animal Science
Berewyk Hall Court, Bures Road,
White Colne, Essex CO6 2QB

Tel: +44 (0)1787 221 029
Email: bsas@bsas.org.uk

www.bsas.org.uk