Harold Laswell's Communication model (1948)

sender

message

channel/medium

receiver

reaction

- **Who**
- **Says What**
- **In What Channel**
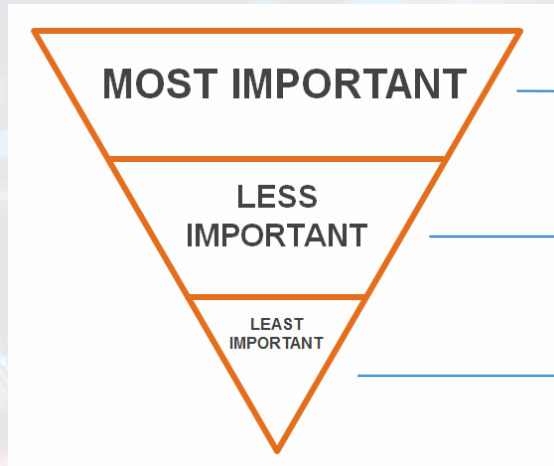- **To Whom**
- **With What Effect**

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The structure: inverted pyramid

Five W's: Who? What? When? Where? So What?

Complimentary info, quotes

Background, historical

The language: how to be jargon-free?

Hillary Shulman, a communication researcher at the Ohio State University in Columbus, and a lead author of 2020 study on the effects of using jargon on scientific engagement says:

"When we have a hard time conceptualizing information, we become really scared of it," By using jargon scientists *"are creating unnecessary barriers with the words they choose"*

Ed Yong (National Geographic) lists the most common trappings of scientific writing: **passive voice, laboured constructions, and roundabout sentences**.

Carl Zimer (also National Geographic) even collated a list of banned words (words that should not be used when writing about science); the list includes **words rooted in Latin**, and adjectives like **novel and optimal**.

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