

WRITING PUBLISHABLE TEXTS IN ENGLISH

**CEITEC Brno University of Technology,
large meeting room/building S**

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**Kamila Etchegoyen
Rosolová**

Eleanor Lurring

Department of Language Studies, Czech Language Institute of the Czech Academy of Sciences

Can you tell the difference between a good and a poor abstract?

Are you curious about typical mistakes people make in research article introductions?

Do you know how to write for audiences used to viewing texts through the lens of Anglo-American writing norms?

This workshop will address these questions and will give you a deeper understanding of the characteristics of successful publishable research articles. More specifically, we will cover the following:

- **Intercultural differences in writing styles**
- **Rhetorical moves in abstracts, introductions**
- **Titles**
- **Clarity and style**
- **Writing process**

In the workshop, we will analyze authentic texts and engage you in activities to illustrate the principles of creating logical, coherent and reader-friendly research articles.



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