
BUILDING YOUR BRAND (ACNA5000)

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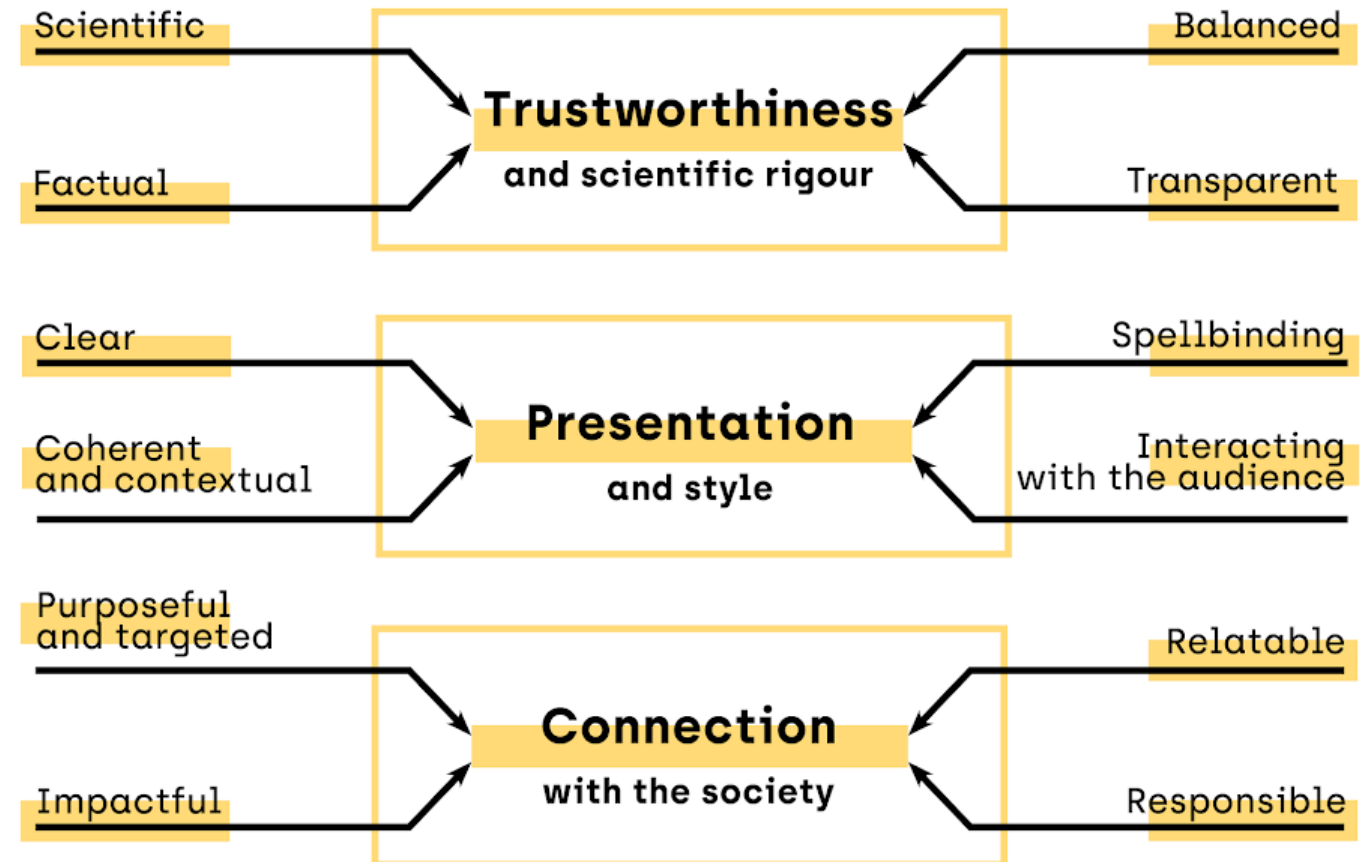


Date	Lecture #	Lecture topic	Activity
01/10/24	1	Introduction to ACNA5000	
08/10/24	2	Skills and Opportunities in Environment	
15/10/24	3	Community Engagement and CSA	
22/10/24	4	FIELDWORK WEEK	Cae Tan Visit
29/10/24	5	Communicating and the Environment	
05/11/24	6	Building YOUR Brand	
12/11/24	7	Blogging for Science & Sustainability	
19/11/24	8	GREEN ECONOMY CONFERENCE	Swansea Arena Conference
26/11/24	9	Employability and Digital Skills (S. Grieve)	Digital Skills Team
03/12/24	10	Online GAM modules: Unit 2	
10/12/24	11	Online GAM module: Unit 3 and 4	
	12	Christmas Break	
	13		
	14		

OUTLINE

- How to write a science blog
- **Activity: Getting Started – topic research (20 mins)**
- Paragraph Structure (20 mins)
- Writing for readers(!)
- Impactful titles...
- **Activity: Getting on with it (20 mins pomodoro)**
- **Toolkit for journalists – Moodle Link**





HANDOUT PROVIDED IN CLASS

[How to Write a Science Blog](#)

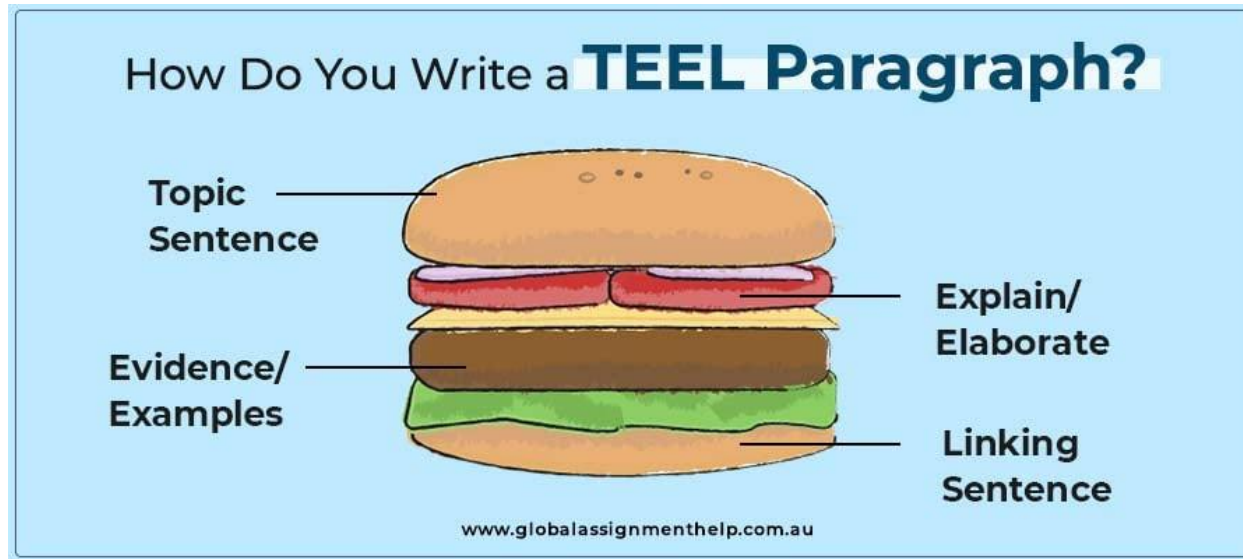
12 QUALITY INDICATORS for SCIENCE COMMUNICATION

CHOOSE YOUR TOPIC...

- How are you researching your topic?
 - What is new about your subject area
 - Is there anything new and emerging?
 - What sources are you using?
 - What types of journals are 'credible'. How do you know?
 - Is there any potential conflict in your news articles.
- How do you synthesize information?
 - Avoiding over use of copy + paste.
 - Adequate citation and referencing.



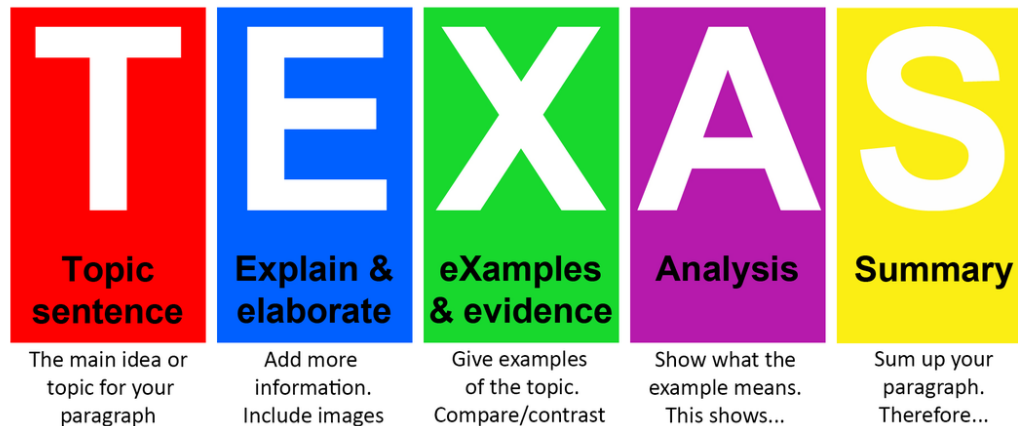
Find 2-3 relevant sources of information



WHAT IS PARAGRAPH STRUCTURE?

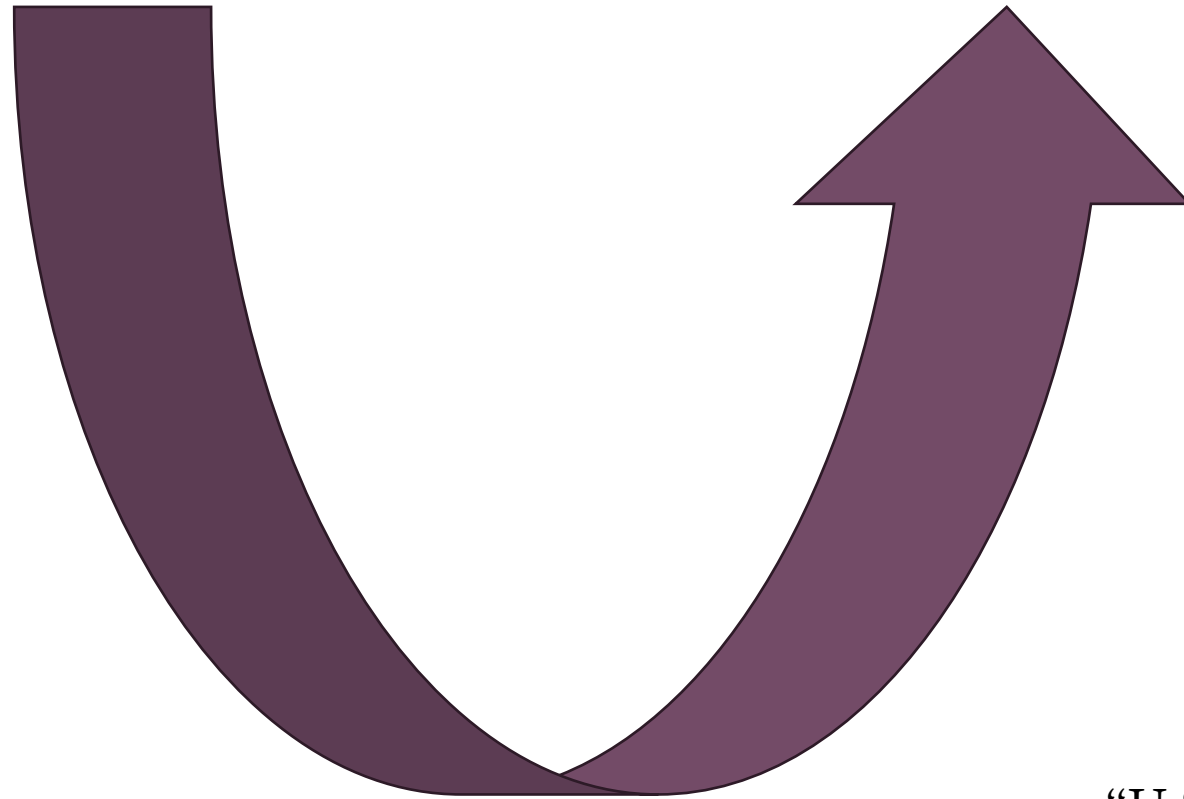
What does good structure look like?

USE T.E.X.A.S TO WRITE AN ESSAY OR REPORT



WHAT IS PARAGRAPH STRUCTURE?

What does good structure look like?



“U-Shaped paragraphs: [Do Your Paragraphs and Sections Build Toward an Argument? The Uneven U as a Tool to Check – The Writing Center](#)”

[The Thesis Whisperer](#)

[Paragraph Structure - Writing strong paragraphs - LibGuides at University of Newcastle Library](#)

GETTING ON WITH IT...

- Write a blog post using the instructions provided!
 - Think about how to write your engaging blog!
 - How can you improve your readability?
- How can you make the written content more engaging ?
 - Is there benefit to including additional media?
 - If so, what?



Start writing your blog. Pomodoro technique



Next week..... attending this!



THANK YOU