

# SPARKING CURIOSITY WITH

by Caleb Heathershaw

## Seven Steps

## To A Story

Be Curious

Find what sparks your curiosity, and write down lots of questions.

Do your research, write down your findings, then form a narrative.

Answer Lots of Questions

Frame It

Hook the reader with a story, fact, or question then explain the *Why*.

State your takeaway, raise a follow-up question, or make a point.

Wrap It Up

Edit

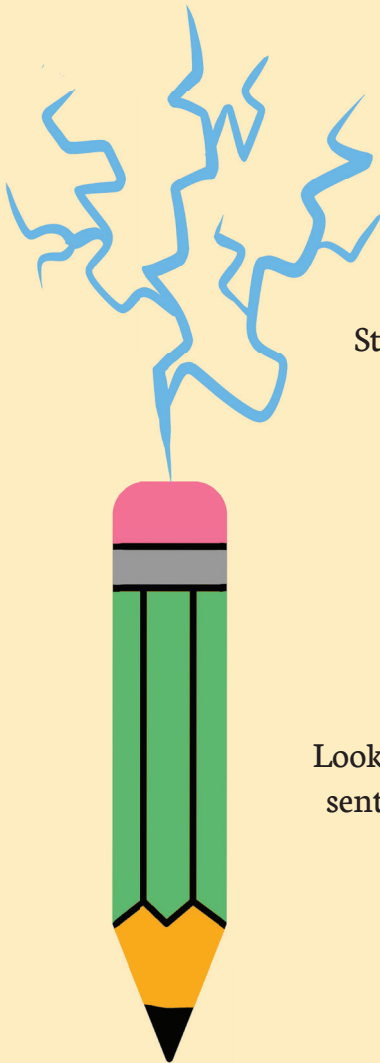
Look at the story and its structure. Are your key ideas clear?

Look at each paragraph, each sentence, each word. Does it need to be there?

Edit It Again

Read It

Print your article and read it! Enjoy the fruits of your labor.



# SCIENCE AND STORYTELLING

Illustration & Design: Varsha Udayakumar

## Six Rules for Science Writing



### **Write for your friends**

Imagine your best friend is sitting in your dorm and they see a Scientifica magazine sitting on the table opened to your article. Would they want to read it? Would they be able to understand it? If you write what you care about, your curiosity will be contagious.



### **Question everything**

Ask questions, ask questions about those questions, then ask some more questions about the answers to your questions. Include some of these questions in your writing! Do your research, use reliable resources, and fact-check yourself.



### **Murder jargon**

We are not a peer-reviewed journal. Our job as writers is to communicate in the simplest words possible, so avoid technical language. Occasionally, a scientific idea will require a specific technical term, in which case, simply explain the term.



### **Data is sexy**

Use facts, numbers, and statistics to add clarity to your story. However, always explain what that number means and why the reader should care.



### **People are important**

Frame the science in the bigger picture. Why does your story matter? Scientific stories involve people, so tell us about them.



### **Science is cool!**

Don't forget we're inviting people to discover insanely cool ideas. Reflect your enthusiasm in your writing!

