

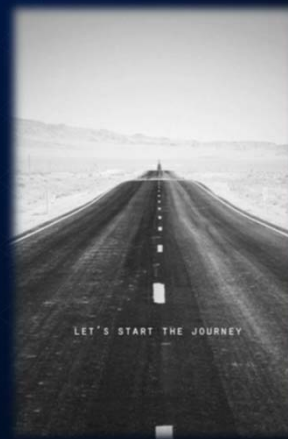
Kako ostvariti logički slijed priče?

Čitanje (i pisanje) je putovanje, ne gomila činjenica

Trikovi :

1. Ponavljanje
2. Povezujuće fraze
3. 'Štafeta'

Paziti na doze!



Ponavljjanje

A An important socialization process for children is the development of
B "persuasion knowledge," which is the ability to detect that advertisers "try
E to make you buy things" (Robertson and Rossiter 1974). Understanding
B the onset and extent of persuasion knowledge has been a topic of
B importance for decades. A child's understanding of persuasion attempts is
B important from a basic social science perspective because it represents a *
E large field of social understanding. Persuasion knowledge is also essential
C to the development of healthy skepticism of and resistance to advertising.
B From a public policy perspective, children's ability to understand *
C persuasion is key in understanding their vulnerability and, thus, any
E needed protection (Ringold 2005) or educational intervention (Eagle
D 2007). It should also be central to the development of industry self-
D regulation (Armstrong and Brucks 1988). Indeed, the Children's
B Advertising Review Unit (2009) specifically invoked considerations of
E "unfairness" in advertising directed at children (under age 12) in its most
B recent self-regulatory guidelines. The goal of the current research is to
C understand how children develop persuasion knowledge by considering
A their individual social development.

Povezujuće fraze

An important socialization process for children is the development of "persuasion knowledge, which is the ability to detect that advertisers "try to make you buy things" (Robertson and Rossiter 1974). Understanding the onset and extent of persuasion knowledge has been a topic of importance for decades. A child's understanding of persuasion attempts is important from a basic social science perspective because it represents a large field of social understanding. Persuasion knowledge is also essential to the development of healthy skepticism of and resistance to advertising. From a public policy perspective, children's ability to understand persuasion is key in understanding their vulnerability and thus any needed protection (Ringold 2005) or educational intervention (Eagle 2007). It should also be central to the development of industry self-regulation (Armstrong and Brucks 1988). Indeed, the Children's Advertising Review Unit (2009) specifically invoked considerations of "unfairness" in advertising directed at children (under age 12) in its most recent self-regulatory guidelines. The goal of the current research is to understand how children develop persuasion knowledge by considering their individual social development.

Povezujuće fraze

	Ideja A + Ideja B +	Ideja A + Ideja B -	Ideja A ↔ Ideja B
Good	In addition Furthermore Moreover	However Although On the other hand	Since Because Given that
Not so good?	Besides Additionally	Meanwhile While	Consequently
	Također Nadalje Osim toga	S druge strane Suprotno Premda Ali No Međutim	Jer Posljedično Radi Slijedi da Ako ≠ ukoliko ukoliko – utoliko ✓

Na ovaj zapisnik članovi izbornog povjerenstva nemaju primjedbi - imaju sljedeće primjedbe (precizirati nepotrebno):

(Ako imaju primjedbi potrebno ih je određeno navesti)

Na ovaj zapisnik promatrači nemaju primjedbi

(Ako imaju primjedbi potrebno ih je određeno navesti)

Na ovaj zapisnik promatrači imaju primjedbe

(Ako imaju primjedbi potrebno ih je precizirati ovim zapisnikom)



Štafeta

SUBJEKT OBJEKT

An important socialization process for children is the development of "persuasion knowledge," which is the ability to detect that advertisers "try to make you buy things" (Robertson and Rossiter 1974). Understanding the onset and extent of persuasion knowledge has been a topic of importance for decades. A child's understanding of persuasion attempts is important from a basic social science perspective because it represents a large field of social understanding. Persuasion knowledge is also essential to the development of healthy skepticism of and resistance to advertising. From a public policy perspective, children's ability to understand persuasion is key in understanding their vulnerability and, thus, any needed protection (Ringold 2005) or educational intervention (Eagle 2007). It should also be central to the development of industry self-regulation (Armstrong and Brucks 1988). Indeed, the Children's Advertising Review Unit (2009) specifically invoked considerations of "unfairness" in advertising directed at children (under age 12) in its most recent self-regulatory guidelines. The goal of the current research is to understand how children develop persuasion knowledge by considering their individual social development.

SUBJEKT OBJEKT

Znanstveni stil
Publika za koju se piše

Homogena



Heterogena



Znanstveni stil

'Najčešća i najlakše ispravljiva pogreška autora je da pretpostave da njihova publika zna više.'

Leslie Sage
Senior Editor, *Nature*

'Izbjegavajte **žargon**, objasnite nejasne pojmove i kratice. Imajte na umu da mnogi čitatelji nisu stručnjaci u Vašem području.'

"Instructions to Authors"
Science



Kako do šire publike?

1. Koristite konkretne primjere,
2. Dajte kratka objašnjenja i definicije,
3. Koristite jednostavan umjesto stručnog jezika (žargona)

Primjeri:

OBJAŠNENJA

In aquatic habitats of karst regions (carbonate based geological substrate) a phenomenon of calcite deposition may occur. In temperate zones and non-thermal (flowing) waters the deposit that forms is called tufa. It is a porous calcium carbonate deposit that develops in carbonate-supersaturated waters (Chafetz and Folk, 1984), where calcite crystals are deposited on immersed objects including organisms such as algae and mosses and animal-originating structures

KONKRETNI
PRIMJER

Furthermore, some quarries utilize water in the exploitation process and are situated near natural water supplies that could be affected. Diabase (used for asphalt mixture) quarries are a typical example.

IZBJEGAVANJE
ŽARGONA

An accurate understanding of the spatial relationships between the structures of the head is essential for anthropological methods concerned with the comparison of faces to skulls (superimposition) or the prediction of faces from them (facial approximation).

Loš je članak lako napisati, i uglavnom, loš članak će biti **dulji** od dobrog. Da biste napisali dobar članak morate pažljivo odabrati što želite postići: koju **VAŽNU PORUKU** želite da čitatelji dobiju Vašim člankom. Kad to riješite, lakše je **USREDOTOČENO** pisati.

Leslie Sage
Urednik *Nature*

Stilovi prenošenja biti poruke



Tko, što, kad,
gdje, zašto
i kako



Problem
↓
Rješenje
(Elevator speech)

Tema i važnost
Kuju prazninu
popunjavate?
(posterska prezentacija)




?

Vodič za prenošenje bitne poruke

1. Što je **tema** i zašto je vrijedna istraživanja
2. Kako **vaše istraživanje** unaprjeđuje znanje o temi
3. **Ključni** podaci o (metodama i) rezultatima
4. Kako se vaše istraživanje stavlja u kontekst teme, kako otvara nova pitanja?

 *Several studies to identify medicinaly important plants have been conducted in Northern and Western Europe. **Here we conduct such a study in Southeast Europe...***

Kako biste vi poboljšali ovaj tekst?

 *Many plant-cataloguing studies have been conducted in in Northern and Western Europe, **but these have uncovered less than 5% of the suspected diversity of medicinal plants. Here we conduct a similar study in Croatia, Montenegro, Albania and Greece to identify [...] the region has been known for its endemism [...]***

Pisanje - znanstveni stil

CILJ: dobro prenijeti VAŽNU PORUKU

pazeći na logičnost tijeka (i toka) misli i radnog postupka

KAKO?:

0. pravopisna i gramatička ispravnost
1. razumljivost i jasnoća (koherentnost)
(pišite jezgrovito, izravno i kratko)
2. jednoznačnost
(pazite na strukturu i stil - onemogućite dvosmislenost)



Dajte (kolegi) na pregled

Imajte na umu publiku i ostavite dojam nepristranosti

Zapisivanje brojeva

The 22nd General Conference on Weights and Measures:

...numbers may be divided in groups of three in order to facilitate reading; neither dots nor commas are **ever** inserted in the spaces between groups.



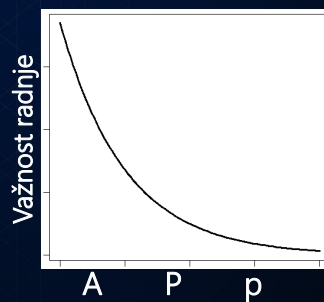
Jezik

Glagoli:

*Vrsta riječi kojima se izražava radnja?
glagoli i njihove izvedenice.*

Glagoli u radnom stanju olakšavaju jezgrovito pisanje, izravnost i jednostavnost izričaja.

- ✓✓ **Radno stanje - Aktiv**
Kad smo smanjili dozu
When we reduce dose, ...
- ✗ **Trpno stanje - Pasiv**
Kad je doza smanjena, ...
When dose is reduced, ...
- ✗ **Pridjev u funkciji glagola (p)**
Smanjenom dozom, ...
With reduced dose, ...
- ✗ **Glagolska imenica**
Smanjenjem doze, ...
With the reduction of dose, ...



Jezik - česte pogreške

Glagolsko stanje (Aktiv/Pasiv)

*Nature journals like authors to write in the **active voice** ("we performed the experiment...") as experience has shown that readers find concepts and results to be conveyed more clearly if written directly.*

Nature

*Use **active voice** when suitable...e.g., 'To address this possibility, we constructed a LZap library ...' not 'To address this possibility, a LZap library was constructed...'*

Science

Česte pogreške

Glagolsko stanje (Aktiv/Pasiv)

- Pokusom je utvrđeno da...
- Pokusom smo utvrdili da...
- Koncentracija otopljenog kisika u vodi mjerena je digitalnim oksimetrom (WTW oxi 95), dnevno u razdoblju od 13. svibnja do 13. lipnja.
- Koncentraciju otopljenog kisika u vodi mjerio sam dnevno u 12 sati od 13. svibnja do 13. lipnja digitalnim oksimetrom (WTW oxi 95).

U Abstractu smije (treba) ići pasiv (?)

'The research was carried out' paradoks

Česte pogreške

Glagolsko vrijeme:

Vaš rezultat, prethodno nepoznat rezultat – prošlo;

- ☑ Predstavnici vrste *Drusus croaticus* izlijetali su sunčanim danima.

Poznat rezultat – sadašnje

- ☑ Predstavnici roda *Drusus* izlijeću u sumrak (Kučinić, osobno priopćenje).

*A negative effect of turbidity **was found** on total Ephemeroptera ...*
*We **observed** that calcite precipitation **was promoted** by leaf litter decay.*
*Passive filterer taxa **are known** to be sensitive to siltation disturbances...*

Cum grano salis! Ovisno o stilu i objavljen rezultat – prošlo vrijeme

Baetis genus **was previously reported** as one of the most sensitive to sediment disturbance (*Bond & Downes, 2003*).

Ipak, bolje je: *Baetis* is among the most sensitive taxa to sediment disturbance (*Bond & Downes, 2003*).

Česte pogreške

Glagolsko vrijeme:

Zaključci – Present

- ☑ *We conclude that limiting food resources **is** an important aspect in ...*
- ☑ *This suggests that tufa deposition **is** at least indirectly promoted by the decomposition process.*

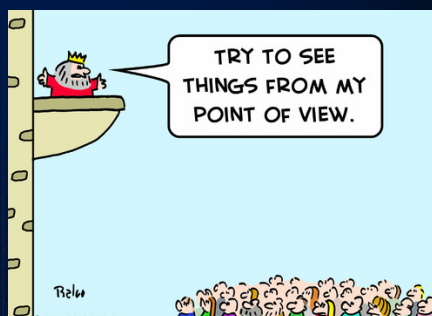
Table 9.3 Verb tense to use throughout your paper.

Section	Verb tense	Examples
Introduction	Present or past tense for describing the evidence that exists	It is known that ... There is no evidence that ...
	Past tense for describing your aims or hypotheses	Therefore, we investigated whether ...
Methods	Past tense throughout	Participants were recruited from ...
Results	Past tense for results	We found that ...
	Present tense to refer to tables, etc.	Figure 1 shows that ...
Discussion	Present tense for answers to questions	Our findings suggest that ...
	Present tense to discuss the literature	Evidence from cohort studies shows that ...
	Past tense to discuss the results	We found that ...

Česte pogreške

Glagolske imenice

- Obavili smo istraživanje
- Istraživali smo



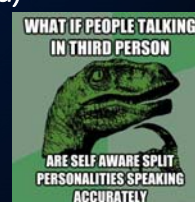
Lice:

U biologiji i ekologiji (prirodnim znanostima)

Jedan autor – 1. lice jednine

Više autora – 1. lice množine

Ostale 'znanosti' u trećem licu!



Jezik

Pravopis.hr

[Hrvatski jezični portal](http://Hrvatski.jezicni.portal)

[Bujica riječi](http://Bujica.riječi)

Gramatika.hr

[Hrvatski naš svagdašnji](http://Hrvatski.naš.svagdašnji) (HR1 pon 13.30h)

Jezikomat

Izv. prof. dr. sc. Marko Alerić

jezikomatjezikomat9@gmail.com

Filozofski fakultet Sveučilišta u Zagrebu

Odsjek za kroatistiku

pretendiram da
je moja dužnost da
galvaniziram momke

Česte pogreške

Prazne riječi i fraze

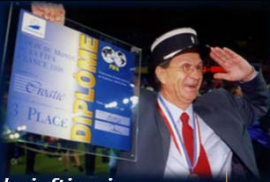
Ljudi više ne slušaju. Možda zato što su riječi postale vrlo jeftine i mnoštvo ih se baca svaki dan. Gubitkom vještine **kritičkog** slušanja ostajemo ranjivi na manipulacije riječima koje **ne nose poruku**, već naoko opisuju poželjno stanje.
[...]

Prazne riječi su besmislene i nabijene osjećajima. **Njihova upotreba oduzima priliku za mirnu, objektivnu raspravu ...**
Richard B. Shepard, Applied Ecosystem Services, Inc.

Primjer

After careful consideration of all the foregoing lines of evidence, it is apparent to us that among all the antibiotics discussed, penicillin is the one that should be chosen for the treatment of infections caused by Streptococcus.

We conclude that streptococcal infections are best treated with penicillin.



Česte pogreške

Prazne riječi i fraze

Formalizmi

<i>Imati utjecaj na</i>	<i>Utjecati</i>	Have an effect on	affect
<i>Veća brojnost/količina</i>	<i>Više</i>	Cause a change in	change, alter
<i>Uzrokuje promjene u</i>	<i>Mijenja</i>	Causes an increase in	increases
<i>Uzrokuje povećanje</i>	<i>Povećava</i>	Represents	is
<i>Predstavlja</i>	<i>Je</i>	Has been shown to be	is/was
<i>Pokazalo se da je</i>	<i>Je</i>	Demonstrate	show
<i>Iz razloga što</i>	<i>Jer</i>	a majority of	most
<i>Ono što je važno reći je</i>	-	In greater abundance	more
		accounted for by the fact that	because
		as a consequence of	because
		due to the fact that	because
		despite the fact that	although
		has the capability of	can
		if conditions are such that	if
		it is clear that	clearly
		it is worth pointing out that	note that
		it may, however, be noted that	but

DZ Pripazite na nepotrebne fraze u medijima/javnom prostoru.

Česte pogreške

Prazne riječi i fraze:

što riječ donosi u smislu informacije, sintakse, izravnosti?

'same' –

...utječe na same ekosustave...



'različite' –

...nekoliko različitih vrsta...



'jednostavno' –

Horoskopski znakovi koji se jednostavno ne podnose

Česte pogreške

Prazne riječi i fraze
Formalizmi

	I	II	III	IV
Dame i gospodo	realizacija programa koje smo usvojili	primoravaju nas na realiziranje	postojećih administrativnih i finansijskih uvjeta.	
S druge strane	prostor i mjesto koje zauzima obrazovanje	igra značajnu ulogu u utvrđivanju	osovina budućeg razvoja	
Tako isto	konstantni rast kvalitete i kvantitete naših proizvoda (usluga)	primorava nas na preciziranje i definiranje	sustava opće participacije.	
Ipak, ne zaboravimo da	sadašnja struktura organizacije	pomaže nam u pripremi i kovanju	stavova u skladu sa zadacima koje je utvrdila organizacija.	
Na taj način	novi model aktivnosti	garantira veliko učešće i razradnju	novih prijedloga.	
Svakodnevna praksa pokazuje da	naša stalna briga oko informiranja i edukacije	doprinosi u značajnoj mjeri stvaranju	osnova progresističkog obrazovanja.	
Nije potrebno isticati značaj ovih problema jer	jačanje i širenje struktura	u velikoj mjeri doprinosi uspostavljanju	sustava obrazovanja kadrova koji je prilagođen potrebama.	
Bogato i raznovrsno iskustvo	razvoj raznih oblika aktivnosti	omogućava nam bolju procjenu	uvjeta koji odgovaraju ubrzanju naših aktivnosti	
Briga oko organizacije, a prije svega	konzultiranja širokih slojeva aktivista	predstavlja zanimljiv pokušaj isprobavanja	jednog modela razvoja.	
Visokoidološki kriterij kao i	pokretanje odlučne kampanje	započinju proces koji ima za cilj usavršavanje	raznih oblika utjecaja.	

Iz tog razloga želim pokrenuti institucionalnu inicijativu koja bi odgovarajuće regulirala ovo pitanje. Očekujem doprinos stručnjaka i svih političkih aktera.

Česte pogreške

Korištenje 'znanstvenih' riječi i žargona

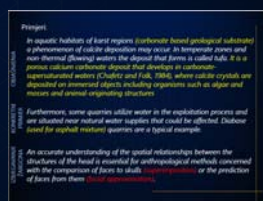
↓ ↓
Axonal signals transiently activate the expression of the transcription factor Oct6 in Schwann cells that will form myelin.

*Swearing rather than being a **maladaptive** pain response actually produces a **hypoaesthetic** effect.*

Limnološka istraživanja fenomena protočne travertinizacije u reikotopima ...

Cenoze ritrona i potamona rijeke Save.

U litoralnom pojasu evidentirano je...



Česte pogreške

Nedosljedna terminologija

*Utvdili smo 14 svojti iz reda **Trichoptera** [...] najzastupljenija skupina kukaca bili su **tulari**.*

***SO2** prelazi u **sumpornu kiselinu** reakcijom...*

Korištenje kompliciranih toponima - (lokal)patriotizam

Samples taken at Čikotina Lađa differed from the ones taken at Novakovića Brod ...

Samples at Site 1 differed from the ones at Site 2 ...

(Ako moramo - u odjeljku M&M navesti toponime)

Česte pogreške

Sklanjanje kroatiziranih latinskih riječi

takson → ~~taksona~~ → taksa

Pisanje latinskih imena vrsta i rodova

Rod sp.

Pažljivo s preciziranjem

npr.

Temperatura mora na dnu oceana je 3.1 °C.

Močvare su staništa za 40 % vrsta ptica.

Hidroelektrane nemaju nikakav utjecaj na ...

Česte pogreške

Pretjerana upotreba zagrada

Integrirati važno, izbaciti nevažno

1. Zabilježili smo osjetno smanjenje broja jedinki tulara (za 34 %).

Zabilježili smo smanjenje broja jedinki tulara za 34 %.

Zabilježili smo značajno smanjenje brojnosti tulara.

2. U razmatranje smo uzeli brojnosti nestalne (Ephemeroptera, Plecoptera, Trichoptera) i stalne vodene faune (Oligochaeta, Acarina, Gastropoda)

Razmatrali smo brojnosti stalne i nestalne vodene faune.

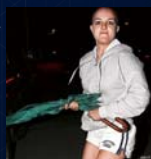
Ne prekidajte tok misli umetnutim zgradama

Performance was measured with a CX1 hygrometer (Pullman Inc., OR) at 20 °C.

Performance was measured at 20 °C with a CX1 hygrometer (Pullman Inc., OR).

Česte pogreške - Nejasne i dvosmislene usporedbe

The lady hit the man with an umbrella.



ili

'Konceptualno razumijevanje staničnih dioba i nasljeđivanja kod učenika u osnovnoj školi.'

Česte pogreške

Personificiranje



- Iz Tablice 5 uočljivo je da su **detritivori zabilježili** pozitivnu korelaciju s AFDW.
- Brojnost detritivora je pozitivno korelirana s AFDM (Tablica 5).

G. fossarum je imao najveći utjecaj na sezonske promjene brojnosti usitnjivača.

Razlog promjene brojnosti usitnjivača je promjena brojnosti jedinki vrste *G. fossarum*...



Česte pogreške - uočite ih

Trojica od deseterice očeva te 17,0% majki imaju višu ili visoku stručnu spremu. Za razliku od toga, bez završene osnovne škole je samo 7,5% majki i 3,8% očeva, a sa završenom osnovnom školom nešto više od petine majki i 17,1% očeva.

Nešto manje od petine(17,6%) ispitanih torcidaša ipak živi s jednim roditeljem, ali s obzirom na posljednjih godina učestale rastave brakova (procjenjuje se da je u Splitu 1991. godine na tri sklopljena braka dolazio jedan raskinut) može se ustvrditi da najaktivniji pripadnici Torcide ne potječu, bar u izrazitijoj mjeri, iz, 'razbijenih obitelji' u većoj mjeri nego drugi njihovi vršnjaci...

Česte pogreške

Preopsežno pisanje

Je li taj pasus/rezultat/postupak bitan za smisao rada?

Predugačke rečenice

Dvadesetak riječi / do 3 retka



We found that the content of X was significantly higher when the specimens were treated with ethanol than when they were treated with ethanol and nicotine simultaneously, which may reflect their lower ability to sustain light organic compounds contrary to previous reports that they are readily metabolised in similar organisms (Smith, 2000.).

We found that the content of X was significantly higher when the specimens were treated with ethanol than with both ethanol and nicotine. || Thus, we propose that specimens are more vulnerable to light organic compounds. || However, some organisms were proven to readily metabolize them (Smith, 2000.).