



Educational science writing

A publisher's perspective

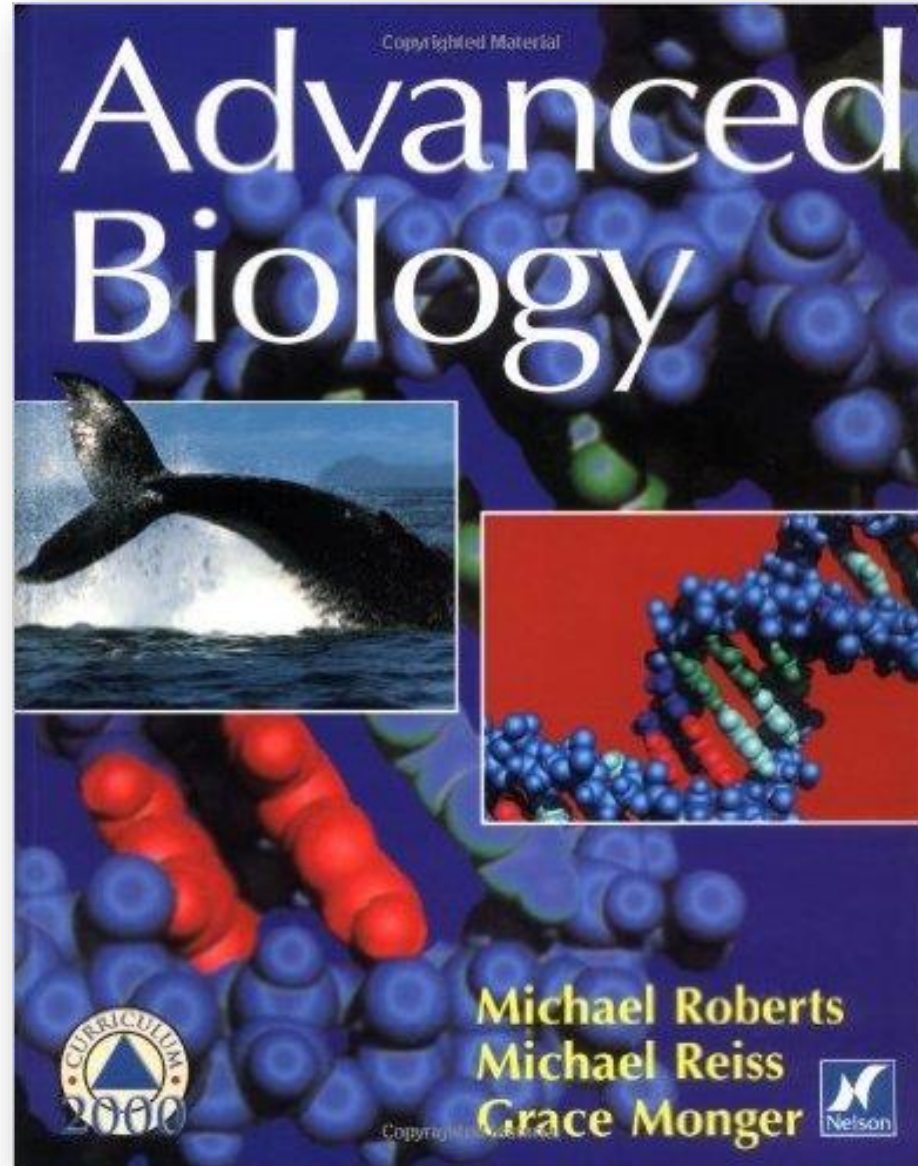












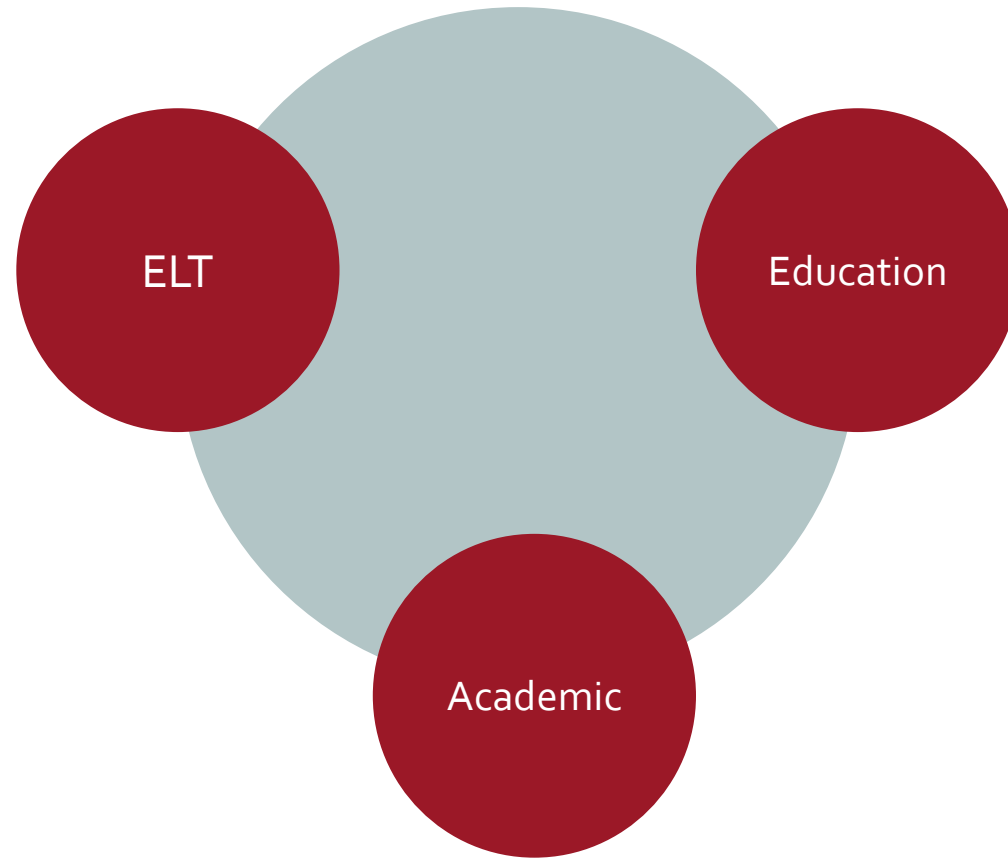


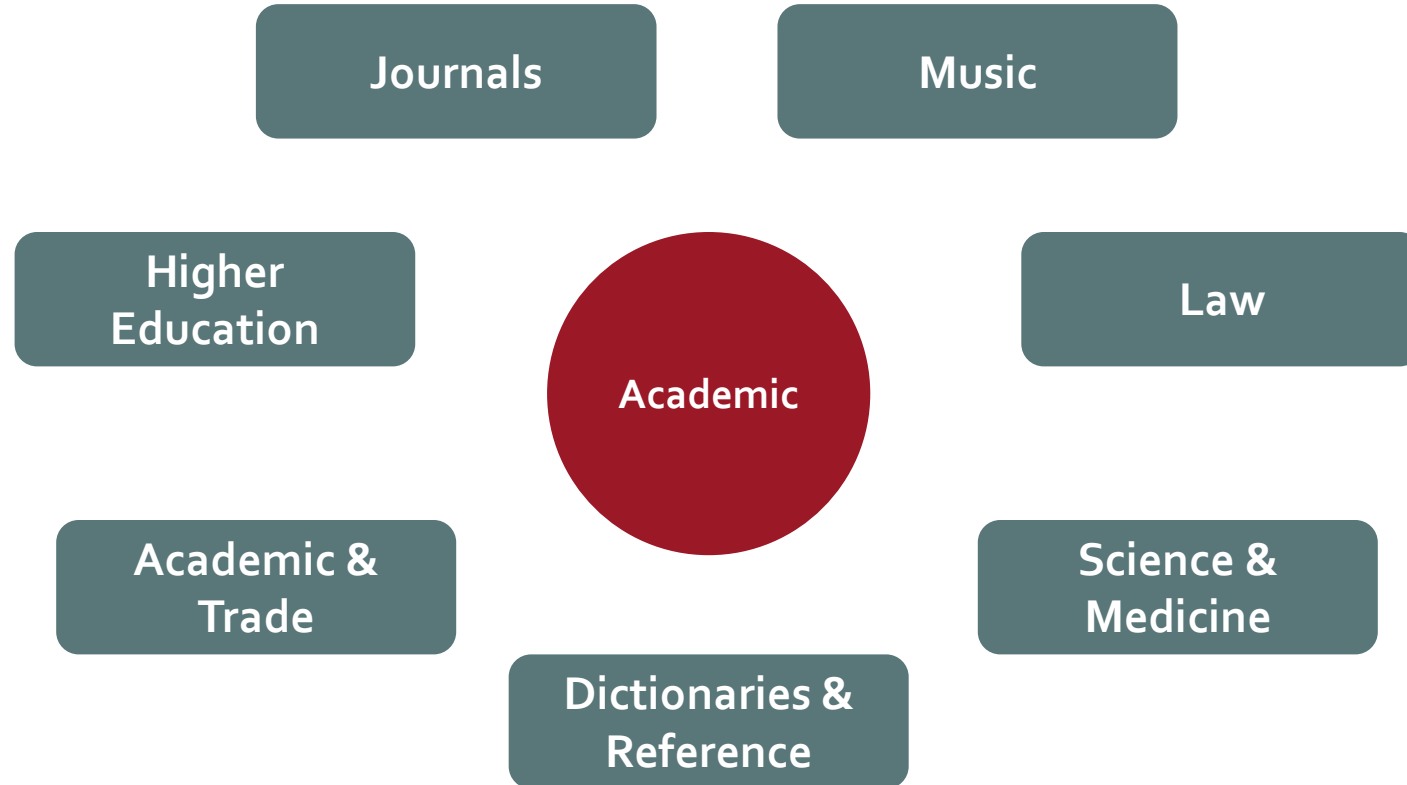
OUP: a bit of background

Oxford University Press is a department of the University of Oxford

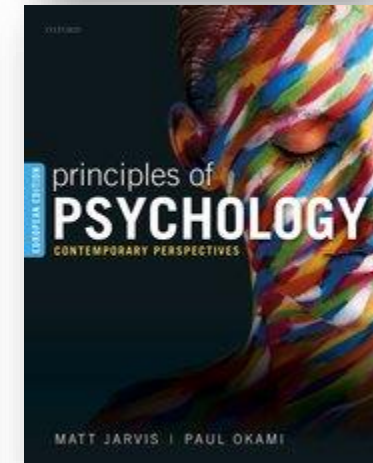
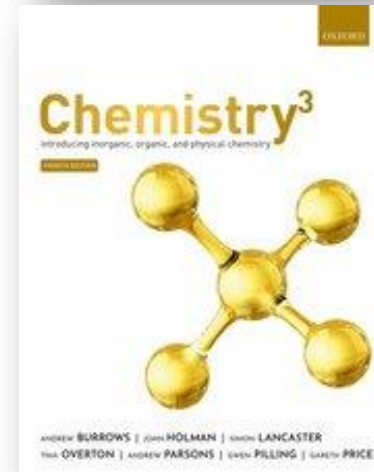
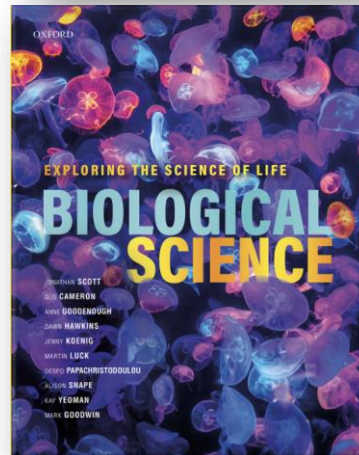
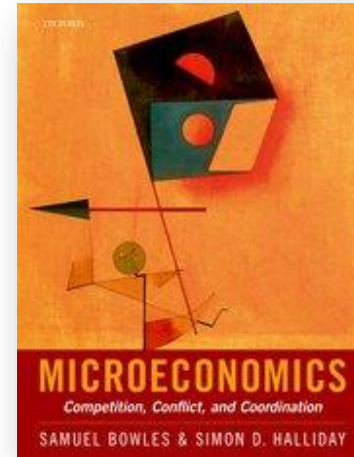
It furthers the University's objective of excellence in research, scholarship, and education by publishing worldwide.

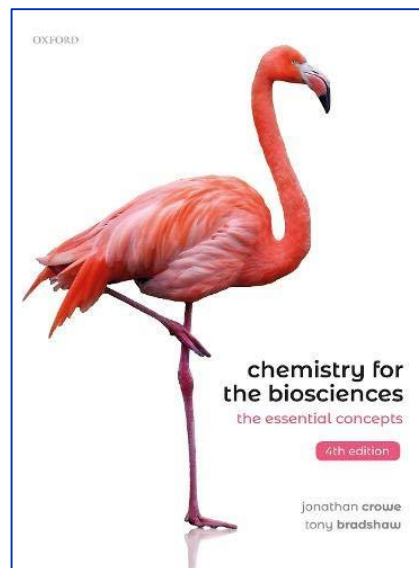
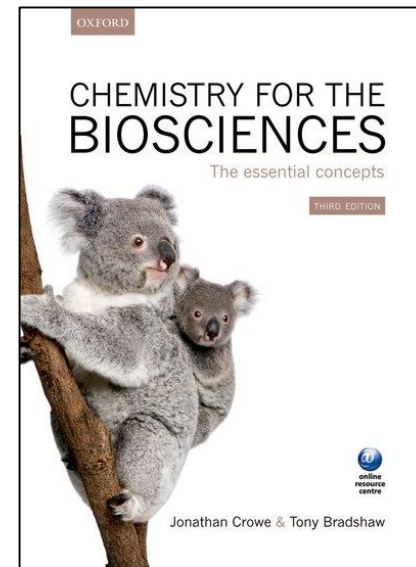
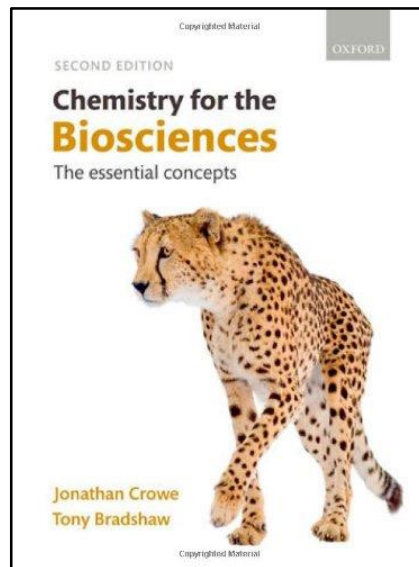
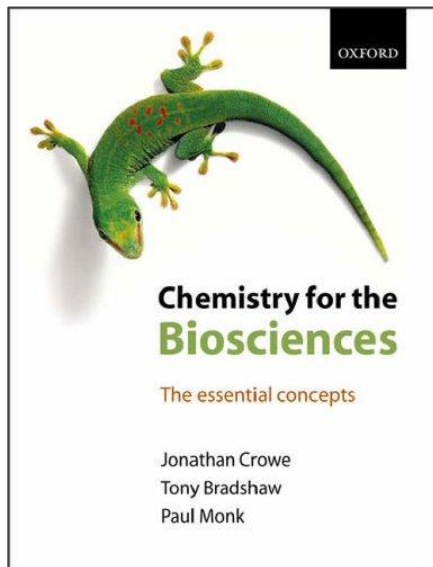






What do I do?







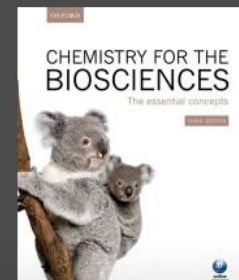
SciWhys: Why do we eat food?

BY JONATHAN CROWE

JANUARY 30TH 2012

Every month OUP editor and author Jonathan Crowe answers your science questions in the monthly [SciWhys](#) column. Got a burning question about science that you'd like answered? [Just email it to us](#), and Jonathan will answer what he can. Today: Why do we eat food?

You may well be thinking that the question posed in the title of this blog has an all-too-obvious



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Issue 17: Evolution 2.0

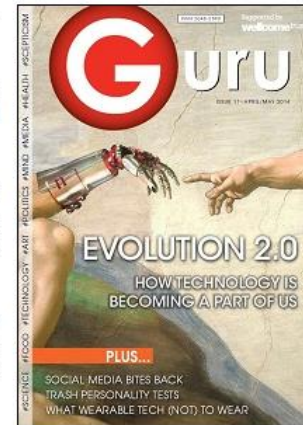
How technology is becoming a part of us

Hi there! I almost didn't recognize you behind all that tech-bling you're wearing. You've got your Google Glass, smartwatch, and... is that a robotic hand you're wearing? Nice.

In this issue of *Guru Magazine*, we give you a taste of just how deeply technology has permeated culture. We also ask the important question: why would anyone seriously want to wear a pair of internet-enabled spectacles, or put on a sweater that glows with your mood?

As ever, we mix the serious and playful in this issue. Janske Nel delves into the 'personalised' future of medicine while Media Guru, Ben Veal attempts to answer the question: "Does commuting have to be such a burden?" (Expect lots of useful alternatives to playing *Angry Birds* while waiting for the train to arrive.)

This issue also marks something of a turning point in *Guru's* evolution. Issue 17 of *Guru* will be the last of its type; we're taking a pause from publishing as we work behind the scenes to rebrand and redesign our unique science lifestyle production. Click here to find out more about the excitement that awaits...



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Issue 17: eBook version

Text and a few images.
For e-Readers and smartphones.



What's inside this issue

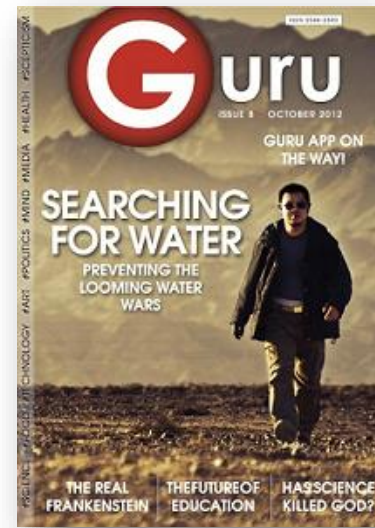
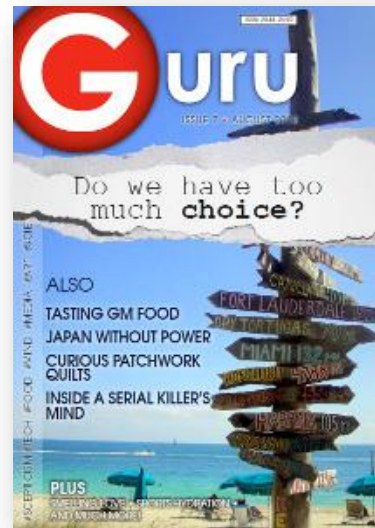
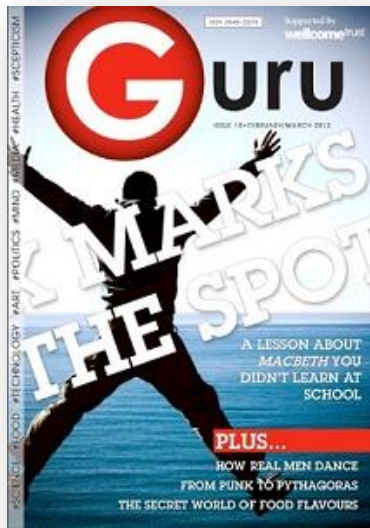
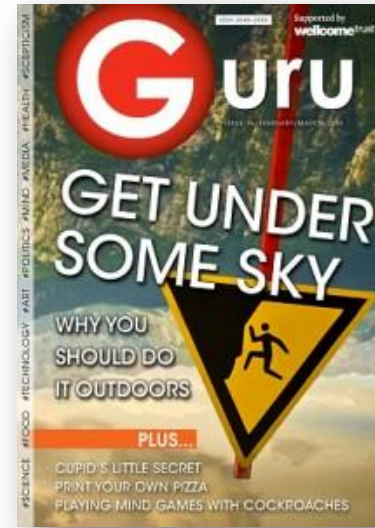
- **Ditch the personality tests:** they lessen you.
- **Does technology make you a better person?**
- **Social media bites back:** when sharks learn to tweet.
- **Keep you body clock in sync...** very easily.
- **5 ways to make funky tunes**
- **Plus:** your questions, reviews and lots of

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about health,
psychology,
nature, life,
science –



anything

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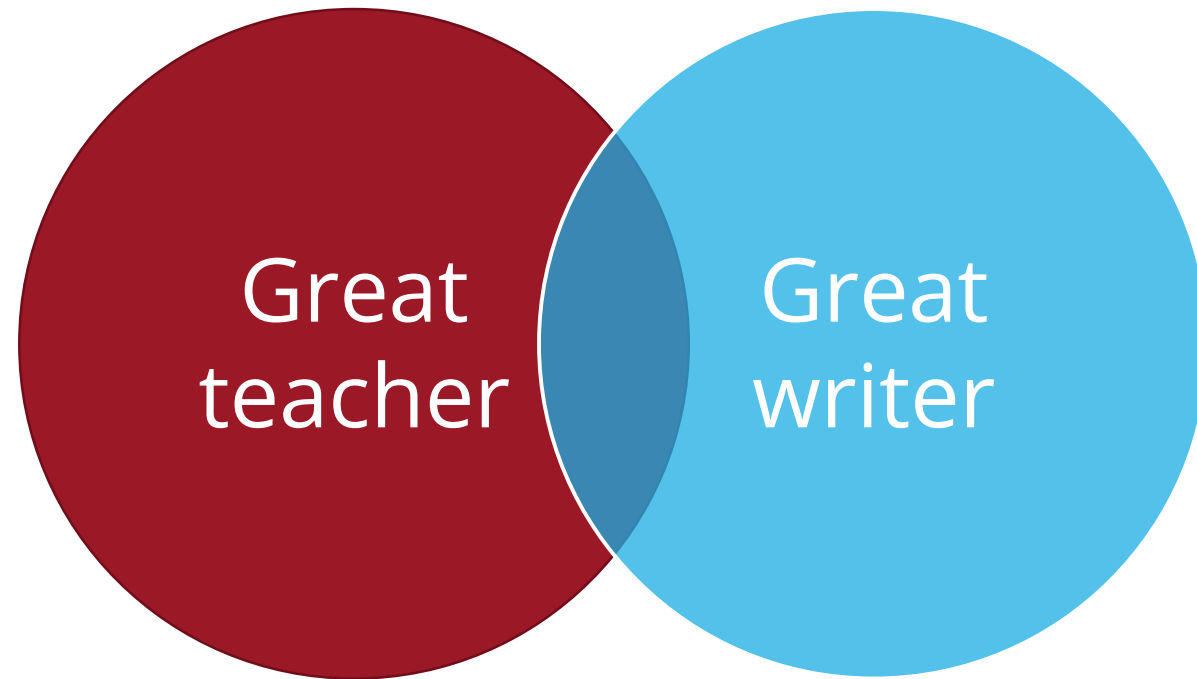


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BATH
SPA
UNIVERSITY





What do I look for?

Great communicator

- Able to engage *and* educate
- Able to visualize *and* articulate

Great judge of audience

- Can avoid being overcome by the curse of knowledge

Enthusiastic + determined

- Willing to learn and respond to feedback
- Willing to persevere!



Publishing is not (usually) a path into writing

- Identify commercially-viable opportunities ('gaps in the market')
- Collaborate with authors
 - Help them to find an appropriate 'voice'
 - Make sure the end result meets market needs
- Project manage: spin plates!
- Some roles can be more 'hands-on'





Routes in?

Develop your writing voice: have a go!

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