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THE RHETORIC OF APPLICATIONS

 with a 30 min crash course on simplified simplifying Swenglish for project proposals



Part 1.

Why should anybody want to give money to <u>you</u> – for <u>the project proposed</u>?

Convince them!



The art of convincing =

Rhetoric



The basic rhetorical elements

ETHOS

LOGOS

PATHOS



LOGOS – rational purpose



LOGOS – rational purpose

PATHOS – emotional appeal





LOGOS – rational purpose

PATHOS – emotional appeal



ANSWER

The <u>project</u> can be supported because:



ANSWER

The <u>project</u> can be supported because:

(LOGOS) The ideas make rational sense



ANSWER

The <u>project</u> can be supported because:

(LOGOS) The ideas make rational sense

(PATHOS) The ideas have emotional appeal (=sound fascinating)



YOU can be supported only because:



YOU can be supported only because:

(ETHOS) You are trustworthy



An application is not merely a description of a project and its proposed merits...



Your written application is a diagnostic of your being trustworthy (besides being clever)!



Your written application is a diagnostic of your being trustworthy (besides being clever)!

- 1. Follow instructions meticulously!
- 2. Prove your competence (past papers, preliminary data)!
 - 3. Reference adequately!
 - 4. Be structured, lucid and realistic!
 - 5. Mind your language!



As far as possible, make the reviewer's life intellectually comfortable and enjoyable.



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If you annoy him/her with unnecessary and vague expressions, (s)he is likely to feel that you are unreliable.



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Why should the reviewer believe that you are more disciplined in the lab or clinic than when writing?



Part 2.

Reflexions on writing, with some simple examples from real life



What follows is a grant application, drawn at random from the archives of a funding organization. What follows is a grant application, drawn at random from the archives of a funding organization.

For reasons of integrity, some terms have been changed.

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Grammar and syntax are as originally employed.

XYZ Virus: Optimizing Therapy for Treatment Naïve Patients and Relapsers With Genotype α or β Infections, and Evaluation of Factors Affecting Survival Following Pancreas Transplantation

Specific Aims

The proposed work is founded on three ongoing or pending clinical studies in XYZ virus (COD) infection:

- 1. The first study is an investigator initiated, randomized, open-label, parallel group, multi-center study evaluating the efficacy and safety of 14 weeks versus 28 weeks γ -interferon combination therapy with insulin in interferon naïve patients with chronic XYZ genotype α or β infection. This study is ongoing, and a total of 350 patients have been enrolled (Sweden 160, Brazil 100, Latvia 40, Scotland 50). The last patient will have completed the study by November 2009, after which time the samples and data will be analyzed. The aims of this study to be addressed at our center are:
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Tautological redundancy.

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This whole phrase is probably

redundant in title.

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Specific Aims

The proposed work virus (COD) infection.

The preposition, "after", is simpler and more straightforward

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Logically best choice of word? "comprises", "is part

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Redundant here. Not relevant for "aim".

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Not relevant for "aim".

Also: "1. The first study..." is a tautologous expression.

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Specific Aims

Could perhaps also be removed as redundant under "specific aims"?

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Missing "of", and somewhat clumsy phrase.

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One possibility...

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...and another, shorter one.

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Also redundant here, not specific aim.

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The proposed Logically best choice of word? "Find out", "ascertain"?

1. An and samplify?

1. An interferon naïv interferon naïv aims of this study

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. . .

"Non-inferior" is a peculiar double negation. Be straight-forwardly positive when possible!

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Alter this sentence, too, to simplify what follows?

us (COD) infection:

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Compare with the original again!

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. . .

Switch items a. and b. !

Specific Aims

The proposed work comprises three clinical studies in XYZ virus (COD) infection:

- 1. An open-label, parallel group, multi-center study evaluating the efficacy and safety of 14 versus 28 weeks of γ -interferon-insulin therapy in interferon naïve patients with chronic XYZ genotype α or β infection. The study aims at answering the following questions:
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Defines treatment goal, but...

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Simpler!
Now switch a. and b.!

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...and the whole sentence somewhat clumsy.

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Somewhat imprecise:

"evaluate",
"association"

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Repetition preferable to linguistically more elegant but vaguer "it".

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Specific Aims

The proposed work cd

Perhaps possible to shorten even this far.

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EFFECT OF REVISION

XYZ Virus: Optimizing Therapy for Treatment Naïve Patients and Relapsers With Genotype α or β Infections, and Evaluation of Factors Affecting Survival Following Pancreas Transplantation

Specific Aims

The proposed work is founded on three ongoing or pending clinical studies in XYZ virus (COD) infection:

- 1. The first study is an investigator initiated, randomized, open-label, parallel group, multi-center study evaluating the efficacy and safety of 14 weeks versus 28 weeks γ -interferon combination therapy with insulin in interferon naı̈ve patients with chronic XYZ genotype α or β infection. This study is ongoing, anda total of 350 patients have been enrolled (Sweden 160, Brazil 100, Latvia 40, Scotland 50). The last patient will have completed the study by November 2009, after which time the samples and data will be analyzed. The aims of this study to be addressed at our center are:
 - a. To demonstrate whether the efficacy of γ -interferon and insulin given for 14 weeks is non-inferior to 28 weeks.
 - b. To evaluate the predictive value of monitoring of X-RNA levels at multiple time-points during therapy for determining which patients will obtain a sustained virological response (SVR), i.e. are cured from their X infection, when treated for 14 or 28 weeks.
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XYZ Virus: Optimizing Therapy and Evaluation of Factors Affecting Survival After Pancreas Transplantation

Specific Aims

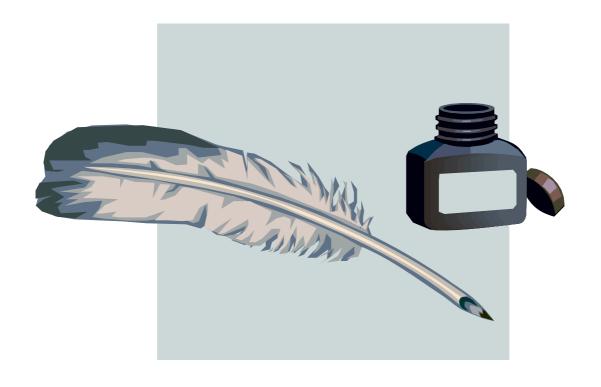
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48 % less words, 45 % less letters. More convenient and faster reading.

Och nu ett exempel på svenska...

I föreläsningen följde ett antal bilder som kommenterade en delvis omgjord text ur en svenskspråkig ansökan. Dessa bilder utelämnas här av hänsyn till den ursprungliga författarens önskemål.



Slut!