



Reading list

On pitching a story and selling your message

- *Make it stick*. Peter Brown, Henry L. Roediger, and Mark A. McDaniel (Belknap Press, 2014)
- *On the origin of stories: evolution, cognition, and fiction*. Brian Boyd (Belknap Press, 2009)
- *Story smart: using the science of story to persuade, influence, inspire, and teach*. Kendal Haven (Libraries Unlimited, 2014)
- *Story proof: the science behind the startling power of story*. Kendal Haven (Libraries Unlimited, 2007)
- *The storytelling animal: how stories make us human*. Jonathan Gottschall (Mariner Books, 2013)
- *To sell is human: the surprising truth about moving others*. Dan Pink (Riverhead Books, 2013)
Here is a video about *To sell is human*: <https://www.youtube.com/watch?v=GAiUqZoy2SI>
- *Wired for story*, Lisa Cron (Ten Speed Press, 2012)

On using metaphors

- “On whimsy, jokes, and beauty: can scientific writing be enjoyed?” by Stephen B. Heard, *Ideas in Ecology and Evolution* 7: 64–72, 2014
(<http://library.queensu.ca/ojs/index.php/IEE/article/view/5310/5197>)
- “The use of metaphor as a science communication tool: Air traffic control for your brain” by Nathaniel Kendall-Taylor, Michael Erard and Abigail Haydon, *Journal of Applied Communication Research* 41:4, 412-433

On humour in writing

- *Humor code: a global search for what makes things funny*. Peter McGraw and Joel Warner (Simon & Schuster, 2015)
- “It’s no joke: humor rarely welcome in research write-ups” by Tom Bartlett
(<http://chronicle.com/article/Its-No-Joke-Humor-Rarely/149025/?cid=inline-promo>)

General resources on academic writing

- *Clear and simple as the truth*, Francis-Noël Thomas and Mark Turner (Princeton UP, 2011)
- *The sense of style: the thinking person's guide to writing in the 21st century*, Steven Pinker (Viking, 2014)
- *Stylish academic writing*, Helen Sword (Harvard University Press, 2012)
- “Why academic writing stinks”, *The Chronicle of Higher Education*, Steven Pinker, 26 September 2014, 2-22 (note that the same article appears online under the title “Why academics stink at writing”: <http://stevenpinker.com/why-academics-stink-writing>)
- “Zombie nouns”, *The New York Times Opinionator*, Helen Sword, 2012,
<http://opinionator.blogs.nytimes.com/2012/07/23/zombie-nouns/>

On 4MAT

- 4MAT website Australia, <http://www.4mat4learning.com.au/>
- *Engage: The trainer's guide to learning styles*. Jeanine O'Neill Blackwell (Pfeiffer, 2012)
- *Experiential learning*. David A. Kolb (Prentice Hall, 1984)
- *Hold on you lost me: use learning styles to create training*. Jeanine O'Neill Blackwell and Bernice McCarthy (ASTD, 2007)