Apply

# Exercise 11.1

This exercise is meant to help you find support outside your university.

 Type your research topic onto an internet search engine.

 Find other research students working on similar topics.

 Get in touch with them and offer to review their data or papers in return for help with your own work.

 Think about setting up an online discussion group where you post news about your research and details of any useful readings and conferences.

# Exercise 11.2

Select two articles in your area of research from two different journals or books. Work out the audience(s) at which the journal or book is aimed by reading the journal’s ‘instructions to contributors’ or a book’s introductory editorial chapter. Then go through the steps below:

1. In what way does each article attempt to reach its appropriate audience(s)?

2. How successful is it in doing so?

3. How could it be improved to appeal more to its target audience(s)?

# Exercise 11.3

Get invited to give a talk on your research and make sure that somebody attends who is prepared to give you good feedback. Plan the talk to reach the audience (e.g., students, staff, laypeople or a mixture). Having given your talk, ask the attending person for feedback on the success of your talk. Then consider how you could have improved the talk to appeal more to its target audience.