

Writing For The General Public

The main changes from scientific writing that I've noticed in public scholarship:

1. Less jargon
 - a. Jargon is everywhere!!
 - b. Including "violence victimization" instead of "being abused", etc.
2. Use short, grammatically simple sentences
3. Don't bury the lede
 - a. Meaning, you showcase the importance at the top, and then explain why.
Not the other way around
4. End with hope
 - a. People will become emotionally paralyzed or disengage if they get dumped with the heaviness w/o hope for the future
5. Put in actionable steps that people can do
 - a. Even an outright list can do it; if not general stuff in a paragraph
 - b. See here for outright list towards end of piece: <http://freydlawsuitopenessay.blogspot.com>

Strategies:

1. **Lull them in briefly and then do an about face**
2. **Open w/questions that are timely and of public interest**
3. **Frame around current event, then pump in psycho-ed and stats**
4. **Personal pull that then builds to larger issue**
5. **Bring in current event that links in w/big past event and creates a sense of urgency now**
6. **Purport the strawman argument, then detail why it's actually a harmful fallacy**

Strategies w/examples below

==

Jennifer M. Gómez, Ph.D.
Wayne State University/Center for Institutional Courage
~2019/2020

Lull them in briefly and then do an about face:

<https://www.registerguard.com/opinion/20191107/guest-view-live-up-to-to-your-mission-uo>

*A part of me can't help but be proud to be an alum of the University of Oregon. The excellent education I received in the **UO clinical psychology Ph.D. program** prepared me for my current position as a tenure-track assistant professor at a large research-intensive public university in the Midwest.*

However, when people from across the country hear where I am from, invariably someone will ask, "What is the matter with University of Oregon?"

==

Open w/questions that are timely and of public interest:

<https://theconversation.com/the-unique-harm-of-sexual-abuse-in-the-black-community-114948>

What makes R. Kelly's alleged sexual abuse of black girls different than that of other big-name alleged perpetrators, like Woody Allen?

What are the different pressures faced by Anita Hill and Christine Blasey Ford regarding their testimonies of alleged sexual and gender mistreatment by Supreme Court Justices Clarence Thomas and Brett Kavanaugh?

As the founder of the #MeToo movement, why is Tarana Burke, a black woman, getting death threats from black men?

The underlying core of these questions is: What really makes trauma traumatic?

--

<https://www.thefreelibrary.com/inequality+plays+a+role+in+campus+sexual+violence.-a0438338769>

Sexual violence unfortunately occurs across the lifespan. Being sexually assaulted while pursuing higher education is disturbing, but so is being raped in childhood by a parent. What explains the recent national focus on campus sexual violence?

==

Jennifer M. Gómez, Ph.D.
Wayne State University/Center for Institutional Courage
~2019/2020

Frame around current event, then pump in psycho-ed and stats

<https://culturalbetrayalrkellyblackfemales.blogspot.com>

With the release of Surviving R. Kelly—a documentary that recounts allegations of predatory sexual abuse against the R&B superstar—we find ourselves in an all-too-familiar reckoning that has recurred for at least the past 25 years with this Black man. Independent but undeniably related to the sexual abuse allegations against R. Kelly, should, I sincerely hope, be two undeniable truths we can all agree upon. First, rape is not okay. Using your power to systematically prey on teen girls is not okay. Sexually abusing anyone is unacceptable.

The second truth is where it seems we consistently get into trouble: The rape of Black women and girls does matter. It matters that this sexual violence is happening. It matters that Black males are the majority of perpetrators. It matters that 40% of confirmed victims of sex trafficking are Black females.

==

Personal pull that then builds to larger issue

<http://freydlawsuitopenessay.blogspot.com>

There are few emotions as potent as those caused by the pain of watching someone you respect, admire, and care for be discriminated against. Understanding how this discrimination, which feels so isolated and personal, actually is endemic of academia's dirty little secret of systemic gender discrimination—contributing to the leaky pipeline for women—is more painful still.

==

Bring in current event that links in w/big past event and creates a sense of urgency now

http://blackcommentator.com/767/767_guest_gomez_black_women_and_metoo.html

Dr. Christine Blasey Ford's testimony and the subsequent confirmation of Supreme Court Justice Kavanaugh has exposed a turbulent underbelly of gendered, sexual, and discursive violence against women in the U.S. In a déjà vu a full 27 years in the making, the testimony of Anita Hill, J.D., which exposed sexual harassment by subsequently confirmed Supreme Court Justice Clarence Thomas, hangs like a spectre of American society. Reminding many of us of all the progress we have not made.

==

Jennifer M. Gómez, Ph.D.
Wayne State University/Center for Institutional Courage
~2019/2020

Purport the strawman argument, then detail why it's actually a harmful fallacy

https://www.dailymerald.com/opinion/op-ed/guest-viewpoint-the-hidden-harm-of-required-reporting-at-the/article_cb3b7785-abd0-5139-b098-806c3ab60e5a.html

It seems like a simple matter.

An undergraduate student discloses to a university employee, such as a faculty member, that they were the victim of sexual violence or another form of discrimination (e.g., racism). To protect that student and the university community, that faculty member reports all information to the appropriate official university office. In doing so, this student is also connected with campus resources for help.

Sounds good.

However, through critical interrogation of the ramifications of this scenario, the problems with a required reporting policy like that being reviewed by the University of Oregon appear: removing autonomy and privacy from adults; silencing reports; infringing upon academic freedom and potentially First Amendment rights; disproportionately affecting minorities, who are subject to both sexual violence victimization and discrimination and potentially violating Title IX federal legislation as it may cause 'unintended discrimination' against those most likely to be victims.