



### The New Science of Scientific Writing

Using Reader Expectations to Transform Scientific Communication

By George David Gopen

**Pub Date:** 15 September 2026

**Binding:** Paperback

**Price:** £10.99 / \$14.95

**ISBN:** 9781801360937

**Extent:** 100 pages

**Size:** 140 x 216 mm /  
5.5 x 8.5 inches

**BISAC CATEGORY:** LANGUAGE ARTS &  
DISCIPLINES / Writing / Academic & Scholarly  
LANGUAGE ARTS & DISCIPLINES / Study &  
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**BISAC CODE:** LAN005010

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**A practical guide to scientific writing that applies George David Gopen's Reader Expectation Approach to help researchers communicate with greater clarity, precision, and reader impact.**

For more than three decades, George David Gopen's Reader Expectation Approach (REA) has quietly transformed how scientists write—not by telling them what to say, but by revealing how readers read. REA was first introduced in his highly acclaimed 1990 American Scientist article, “*The Science of Scientific Writing*,” co-authored with Judith A. Swan, which has become the publication's second most viewed online article—approaching 148,000 views since 2017. The framework offers a principled, reader-centered framework grounded in how the structure of a sentence shapes the meaning a reader constructs from it. The New Science of Scientific Writing expands and deepens that foundational work, drawing on decades of seminar teaching across research universities, national laboratories, medical schools, and law firms. Gopen shows that unclear scientific writing is rarely a problem of vocabulary or grammar—it is a problem of misaligned reader expectations. When writers learn to place information where readers unconsciously look for it, clarity follows naturally. This book gives scientists, researchers, and grant writers a repeatable, teachable method for communicating their work with the force and precision their ideas deserve.

#### Readership

Scientists, researchers, grant writers, graduate students, and academic professionals seeking to communicate their work with greater clarity and force. Also valuable for writing instructors, journal editors, and anyone navigating the demands of technical and scholarly scientific publication.

#### Key selling points

#### About the Author(s) / Editor(s)

Creator of the Reader Expectation Approach to writing in the English Language, **George David Gopen**, JD, PhD, is Professor Emeritus of the Practice of Rhetoric at Duke University. His landmark 1990 American Scientist article, “The Science of Scientific Writing,” has been reprinted and taught at universities worldwide for more than 35 years.

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