

# Webinar Series

## Scientific Writing for Early-Career Scientists

Effective communication of scientific findings through high-quality publications is essential for any researcher's career. However, writing and publishing scientific manuscripts can be challenging and time-consuming, especially for early-career scientists who may still need to gain the skills to craft a scientific paper efficiently.



In this 8-lecture webinar series designed for graduate students, postdocs, and researchers working in the biological and biomedical fields, participants will learn how to apply the Publicase Method, an objective and straightforward technique for writing scientific papers quickly and efficiently.

## The Publicase Method

The Publicase Method relies on three main ideas: Microproductivity, Prompt Questions, and Storytelling. Following the concept of microproductivity, in which a large project is split into smaller parts to facilitate its execution, we will split the main sections of the scientific paper into microsections, to streamline the writing process. Prompt questions will be used to help build the outline of the scientific paper. Finally, the classic storytelling 3-arch structure will be applied to build the narrative of the Introduction section.

The Publicase Method is a well-established and globally approved method! Researchers from Harvard Medical School (United States), IDIBELL (Spain), Universidade do Namibe (Angola), Universidade de São Paulo (Brazil), Instituto de Medicina Molecular (Portugal), among many other institutions, have already approved the Publicase Method for writing scientific articles! For a sneak peek into the Publicase Method, [watch this video](#).

To receive more information about this training, please complete [THIS FORM](#).

## Aims

The aims of this training are:

- To provide participants with a powerful technique to help them overcome procrastination
- To make participants aware of current discussions related to fraud in manuscript writing and publication
- To make participants aware of the current reproducibility crisis in sciences
- To provide participants with knowledge and resources to secure the reproducibility potential of their studies
- To present participants with techniques aimed at increasing the visibility of their scientific papers
- To turn participants into efficient writers of scientific manuscripts

## Eight Classes

This training is divided into 8 classes of approximately 90 minutes each, totaling 12 hours. Each class is split into modules that include discussions, quizzes, sharing of tools and resources, and lesson.

The Webinar Series is done entirely remote via Zoom, but we also offer a hybrid or presential format when possible (ask us). All classes are recorded and stored on a platform so that participants can watch a class later in case they missed it. Meetings may take place once, twice or three times per week (we are flexible).

To ensure an optimal learning experience, we limit the number of participants to 50. This allows for a more collaborative and engaging learning environment.

## Tailored Training in Scientific Writing

Our Webinar Series is recommended for graduate students (MSc and PhDs), postdocs, and early-career scientists working in the biological, biomedical fields and life sciences, who need to produce and publish scientific articles in peer-reviewed journals. In our trainings, we always do our best to use relevant examples from papers published in peer-reviewed journals that align with the main fields of work of most attendees.



This training may be offered in English or in Portuguese.

# Syllabus

## Class 1: The Scientific Article and the Publicase Method

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Debate: The role of the scientific article in the researcher's career

Lesson modules:

- Different types of scientific articles
- The history of the IMRaD (Introduction, Methods, Results, and Discussion) structure
- IMRaD and the Scientific Method
- The Publicase Method for writing scientific articles
- The roadmap for writing a scientific article

## Class 2: Figures and Tables

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Debate: Fraud in science and its consequences

Shared resources: Material on Edward Tufte, Retraction Watch website, Storytelling with Data podcast, Elisabeth Bik @MicrobiomaDigest

Homework: Modifying the presentation of a figure according to the data-ink ratio principle

Lesson modules:

- Building figures, tables, graphs, and photos that emphasize the study's message
- Using images to tell the story of the study results
- Introduction to the concept of data-ink ratio proposed by Edward Tufte
- Ethics in digital scientific photos

## Class 3: Article's Outline and Journal Selection

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Debate: Indices in science (H-index and Impact Factor)

Shared resources: Journal/Author Name Estimator, Altmetric it!

Homework: Answering 12 questions to build the outline of the scientific article

Lesson modules:

- 12 steps to build the outline of the scientific article
- 12 points to consider when selecting a journal for article submission
- Identifying predatory journals

## Class 4: Materials and Methods

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Debate: Reproducibility crisis in science

Shared resources: Manuals (guidelines) shared according to the students' group theme

In class quiz: 1. Find what is missing in this description of the Materials and Methods. 2. How many additional papers you will need to reproduce the same method?

Lesson modules:

- Different approaches to writing the Materials and Methods section
- Ensuring the study reproducibility
- Use of manuals (guidelines)(ARRIVE, EQUATOR Network, ISSCR, and others; according to the students' group main field of research)
- Proper use of the Supplementary Material section

## Class 5: Results

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Debate: The Scientific Method

In class quiz: Identifying the microsections of the Results section

Lesson modules:

- Presentation of the four microsections that form the Results section: Subtitle, Prologue, Processing, Closure
- Identifying secondary questions
- Applying the Publicase Method to build the Results section of the scientific article

## Class 6: Introduction

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Debate: What is Storytelling?

Homework: 1. Identifying the microsections of the Introduction section 2. Identifying the research question

Lesson modules:

- Presentation of the four microsections that form the Introduction section: Scenario, Background, Gap, Question
- The different forms to present the research question
- Applying the Publicase Method to build the Introduction section of the scientific article
- Applying the classic storytelling 3-arch structure to build the narrative of the Introduction section

## Class 7: Discussion

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Debate: Giving voice to science

Homework: Identifying the microsections of the Discussion section

Lesson modules:

- Presentation of the five microsections that form the Discussion section: Answer, Positioning, Limitation, Contribution, Continuation
- Applying the Publicase Method to build the Discussion section
- Applying the Publicase technique to write the conclusion: Question, Answer, Contribution

## Class 8: Title and Abstract

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Debate: Ethical use of Chat-GPT in writing scientific manuscripts

Lesson modules:

- Creating informative titles that increase the visibility of the scientific article
- Applying the Publicase Abstract Extraction Technique to quickly and efficiently write the article's abstract.

## About us

Publicase International specializes in training scientists working in the biological and biomedical fields to master the crafting of writing scientific papers by using the Publicase Method, a straightforward methodology developed *in-house*. Publicase was created in 2008 in Brazil, and since then it has held more than 500 workshops for research groups in Brazil, the United States, Portugal, Spain, Angola, to mention a few. More recently, it has opened an office in Lisbon, Portugal. Visit our website at <https://publicaseinternational.com/>



Marcia Triunfol is the current CEO of Publicase International. Marcia has a Ph.D. in molecular biology, a 2- year post-doc training at the National Institutes of Health in the United States, and extensive professional experience as a science writer, editor, and translator. She worked at the American Association for the Advancement of Science, the publisher of the prestigious journal *Science* as an associate editor. She is a published author of research papers and news pieces published in *The Lancet*, *The Lancet Infectious Disease*, *Science*, *Cell*, *The Scientist*, *The Lancet Oncology*, among others. By combining her knowledge as a former scientist, her creativity as a news writer,

and her experience as a scientific editor, she developed the Publicase Method, a straightforward method that has helped thousands of researchers write their papers efficiently and quickly. Marcia is a member of the National Association of Science Writers (USA) and the European Medical Writers Association. Marcia's resume, along with references, is available upon request.

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For the first time, the gigantic task of writing a paper didn't seem so big - the way you break it down made things simpler and each step achievable.  
Brock University, Canada

I'd like to thank you for having created this method and for sharing it with us!  
Gulbenkian Science Institute, Portugal

The course was really helpful and I wish I had known about these tips years ago.  
Harvard Medical School, United States

This course was a watershed in my path as a PhD student.  
University of São Paulo, Brazil

This course is a must for any researcher!  
Bellvitge Biomedical Research Institute, Spain

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