

# TEXT ANALYSIS CHECKLIST (Michele Catanzaro - GPC Science communication workshop)

## Newsworthiness

**Is it new?** (Why are you writing it now?)

- Is it a novel fact?

**Is it important?** (For my readership, not for me!)

- Target: Is my reader a layperson or an expert?
- Space: Is it close to my reader?
- Time: Is the subject currently in the public sphere?

**So what?**

- Impact or applications: in health, environment, technology, industry, economy, governance, culture, ethics...
- Past: How does it change things? What problem does it solve or pose?
- Future: What future events can be expected?
- Actions: What actions should be done?

**How solid is it?**

- What is the reputation of the authors? Are they expert in the field?
- At what stage is it? (preprint, peer-reviewed, etc.)
- How strong is the evidence? Is the statistics good? Could it be reproduced?
- Is it correlation or causation?
- What does it explain? What not?

## Effective writing

### Headline, subheads, and lead

- Does it focus on what matters more?
- Does it pick the main topic?
- Does it include the essential information? (What? Who? When? Where? Why? How?)
- Is the reading easy?

### Structure of the text

- Does it apply the inverted pyramid structure?
- Does it have a clear structure/sequence/narrative? (chronologic, list, etc.)
- Does it treat each issue separately or mix things? (eg. one per paragraph)

- Does it keep the attention high?

### **Sentences and words**

- Is it accurate and factual? Does it provide fact & figures?
- Does it provide comparisons to explain numbers?
- Does it provide metaphors/anecdotes/examples to explain complex concepts?
- Does it use short sentences and avoid subordinate clauses?
- Does it use present tense and avoid passive?
- Does it use unnecessary adjectives?
- Does it use first person? (I, we)
- Does it use impersonal expressions? (*"it is thought"*, *"has been announced"*, *"people say"*)
- Does it avoid technical jargon? Does it explain it?
- Does it avoid rethoric, euphemisms or clichés?

### **Quotes**

- Are they used to convey interpretation/opinion?
- Are there too many of them?
- Are they used to clarify or just to please the authors?