



# GWU Clinical Research Administration Program Newsletter

## Writer's Clinic: Know Your Audience...

Some writing may be part of your current job. You may write formal reports for your boss or a regulatory agency. You undoubtedly write informal email memos. You may wish, or be required, to prepare papers for publication.

Graduates of the Clinical Research Administration Programs have to perform any or all of those tasks. Many of you find it intimidating. As is true for many daunting tasks, it is helpful to approach writing step-by-step.

The first step for effective writers is thinking about the readers they wish to reach. An example is the way a clinical investigator chooses formal medical language (insider jargon) to communicate with colleagues, then switches to lay language for explanations in a consent form. The investigator may consult one of the glossaries available to translate technical terms into everyday expressions familiar to most people-- for example, drawing blood rather than phlebotomy.

As students, your primary audience is the faculty member who assigns the paper. With their clinical research background and experience, faculty members can generally "read between the lines"; that is, they will probably understand what you mean even if you omit some foundation information.



So -- whether or not they will actually read your paper -- it's a good idea to include your fellow students as part of your intended audience. Consider including passages in your paper that can make it easier for classmates from a variety of backgrounds and disciplines to make sense of your paper. That first step as a student can become a giant step toward eventual contributions to professional journals.

~Jane Ganter

Students are invited to send Jane ideas for Coach's Corner columns and questions of general interest to [jganter@gwu.edu](mailto:jganter@gwu.edu).

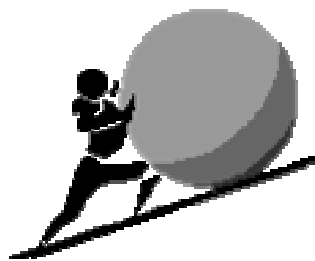
## Thoughts on Perseverance...

As we approach the midpoint of the semester, it seemed fitting to offer some thoughts on perseverance.

"Keep away from people who belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great." ~ Mark Twain

"The price of success is hard work, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand." ~ Vince Lombardi

"The difference between the impossible and the possible lies in a man's determination." ~Tommy Lasorda



"Even the woodpecker owes his success to the fact that he uses his head and keeps pecking away until he finishes the job he starts." ~ Coleman Cox

"Develop success from failures. Discouragement and failure are two of the surest stepping stones to success." ~ Dale Carnegie

"Desire is the key to motivation, but it's determination and commitment to an unrelenting pursuit of your goal - a commitment to excellence - that will enable you to attain the success you seek." ~ Mario Andretti

LeadershipNow. (n.d.). Quotes on perseverance. Retrieved October 16, 2005, from <http://www.leadershipnow.com/perseverancequotes.html>