



The poster features the BRAC School of Public Health and BRAC University logos at the top left. The main title is 'Getting Your Research Across: A Guide to Writing Opinion Columns'. Below the title, two slots are listed: Slot 1 on Dec 2, 2021, from 3:00 PM to 4:00 PM (BST), and Slot 2 on Dec 6, 2021, from 11:00 AM to 12:00 PM (BST). A circular portrait of Shuprova Tasneem is shown on the right, with her name and title, 'Senior Editorial Assistant, The Daily Star', listed below it.

Getting Your Research Across: A Guide to Writing Opinion Columns

Time and Date: SLOT 1: December 2, 2021; 3:00 PM - 4:00 PM; SLOT 2: December 6, 2021; 11:00 AM - 12:00 PM

One of the best ways for the research done in institutions to get across to the general public is to write research-based opinion columns in daily newspapers.

To help you get more insight on writing more effective and precise opinion columns in daily newspapers, BRAC JPGSPH conducted a one-hour workshop which attempted to give participants an outline of the basics of opinion writing, and use practical examples to show how research findings can be put in front of readers in an engaging way. It also focused on newspaper requirements on opinion columns, and the ways to get your message across while also adhering to these guidelines.

This workshop also covered applications of:

- tone and framing of perspectives
- avoiding jargon when writing critically
- balancing between academic and other forms of writing

The first workshop was held on **Dec 2, 2021** and it was repeated on **Dec 6, 2021**.