

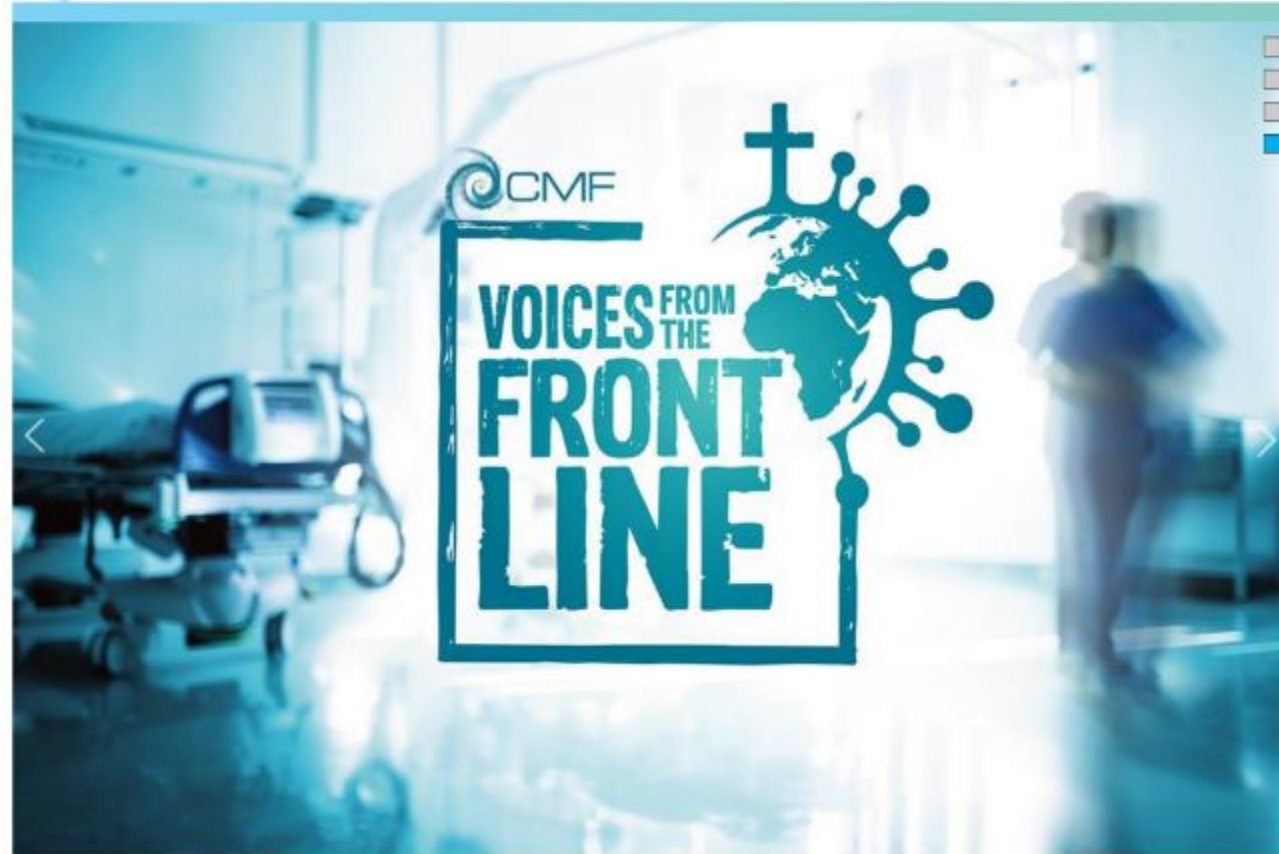
Influence through writing

European Leadership Forum

21 May 2022

Peter Saunders

CEO, International Christian Medical and Dental Association (ICMDA)

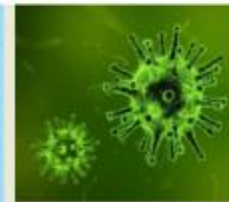


latest
COVID19:
When
demand
outstrips
supply

briefing paper



Pastoral care and
well-being
programme
supporting members



CMF COVID-19
Resources
news and updates



CARE NOT KILLING promoting care, opposing euthanasia



search carenotkilling.org.uk

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Denying conscience – the Canadian experiment

Recent reports from Canada reveal a worrying trend of doctors being pressurised and bullied into participating in Medical Assistance in Dying (MAiD, the Canadian euthanasia programme).



RCP clarifies: it does not support PAS law change

CNK welcomes an 'extensive and unusually frank statement from the UK's oldest

personal stories [more »](#)



Euthanasia in Belgium - a son's story

Godelieva De Troyer had been suffering from chronic depression for twenty years when she was euthanised, her family unaware, by the doctor who co-chairs the federal euthanasia regulator and who co-founded an organisation De Troyer had just given money to.



Assisted suicide law 'would make

twitter

RT @hospiceuk: There are more than 200 #hospices across the UK. Together, they support more than 225,000 patients and their families every...

ca Recent reports from Canada reveal a worrying trend of doctors being pressurised and bullied into participating i...

<https://t.co/NoDaxHvjvY>

Further details of the Royal

to ensure you get the best experience on our website. [Learn more](#)

Coronavirus Update, Advice & Resources



A Christian witness
through doctors and
dentists in every
community in every nation.

1. The power of writing

**“The pen is mightier
than the sword”**

**Trying to convince
people with ideas
and words is more
effective than trying
to force people
to do what you want.**



Writing that changed the world

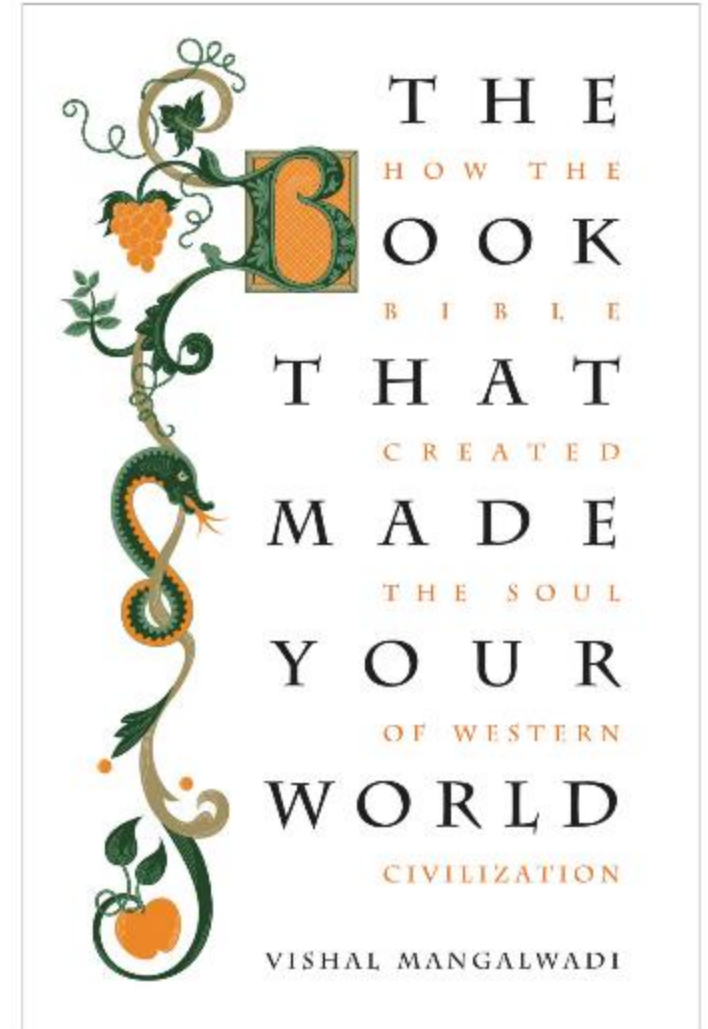
- The Analects – Confucius
- Elements – Euclid
- The Republic – Plato
- The Qur'an – Muhammad
- Mein Kampf – Adolf Hitler
- The Communist Manifesto – Friedrich Engels and Karl Marx
- The Little Red Book – Mao Tse-tung
- The American Constitution – James Madison

Writing that shaped cultures

- Comedies, Histories & Tragedies - William Shakespeare
- The Origin of the Species – Charles Darwin
- The Second Sex – Simone Beauvoir
- Gender Trouble – Judith Butler
- The Selfish Gene – Richard Dawkins

World's most influential book

- The Bible
 - 3,384 translations
 - 5 billion copies sold
- Jerome (Latin Vulgate), Erasmus (Greek New Testament), Tyndale, Luther
- The Book that made your world - 'Vishal Mangalwadi'



The Power of God's Word

- Creates of the universe (Genesis 1:1)
- Sustains all things (Hebrews 1:3)
- Discerns all thoughts (Hebrews 4:12)
- Becomes Flesh (John 1:14)
- Brings new life (John 6:63)
- Teaches, Reproves, Corrects, Trains (2 Timothy 3:16, 17)

The Power of God's Word

'As the rain and the snow come down from heaven,
and do not return to it without watering the earth
and making it bud and flourish,
so that it yields seed for the sower and bread for the eater,
so is my word that goes out from my mouth:
It will not return to me empty,
but will accomplish what I desire
and achieve the purpose for which I sent it.'

(Isaiah 55:10,11)

The Apostle Paul – Persuasion

'Since, then, we know what it is to fear the Lord, we try to persuade others. What we are is plain to God, and I hope it is also plain to your conscience.'

(2 Corinthians 5:11)

'The weapons of our warfare are not the weapons of the world. Instead, they have divine power to demolish strongholds. We tear down arguments and every presumption set up against the knowledge of God; and we take captive every thought to make it obedient to Christ.'

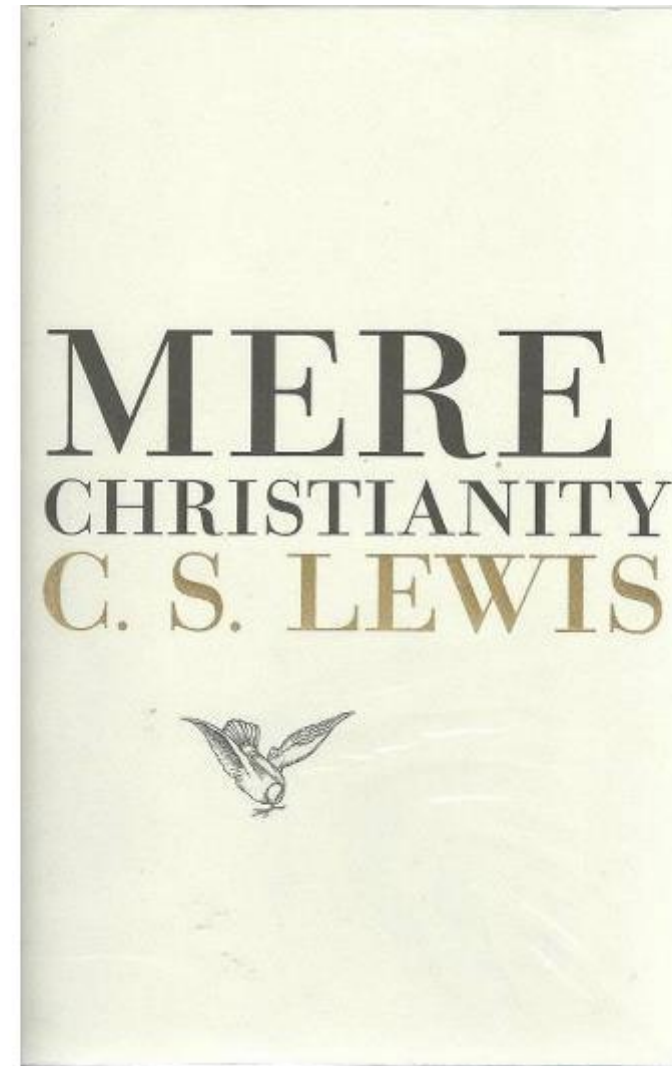
(2 Corinthians 10:4,5)

Influential Christian Authors – Older

- Jonathan Edwards – Religious Affections
- John Owen – The mortification of sin
- Augustine – Confessions, City of God
- Martin Luther – 95 Theses
- John Calvin - Institutes of the Christian Religion

Influential Christian Authors – Modern

- CS Lewis
- Francis Schaeffer
- John Stott
- JI Packer
- Josh McDowell
- Don Carson
- John Piper



Why write? (George Orwell)

- Sheer egoism
- Aesthetic enthusiasm
- Historical impulse
- Political purpose

George Orwell – ‘Why I write’

- Political purpose – using the word ‘political’ in the widest possible sense. Desire to push the world in a certain direction, to alter other people’s idea of the kind of society that they should strive after.

‘The Spanish war and other events in 1936-37 turned the scale and thereafter I knew where I stood. Every line of serious work that I have written since 1936 has been written, directly or indirectly, against totalitarianism and for democratic socialism.’

Why should you write?

- To persuade others in order to change their thinking and behaviour
- To teach the truth (because truth sets people free (John 8:32))
- To counter wrong ideas (because lies enslave)

Exercise 1

Share in small groups

- Which writers have most inspired you and why?
- What sort of writing have you done already?
- Why have you come to this workshop?

2. What when and where?

What should you write about?

- What life-giving truths do you feel passionate about?
- What enslaving lies do you feel angry about?
- What is your area of expertise?
- What important issues are others not addressing?
- What talks or drafts could you adapt?

When should you write?

- When the issue is relevant
- When you feel most passionate about it
- When God prompts you to do so
- But you have to make time to do it
- Make it a regular part of your life

Where should you write?

- Where you can get published
- Where you can best target your desired audience
- But depends on topic, format and audience
- For a mailing list (eg. mailchimp)

Where should you write?

- Social Media – Twitter, Facebook and Blog
- Friendly publications
- Targeted publications
- Public domain

Print Media - Find out what kind of article/piece it is

Letters column

Rapid responses online

Balancing quotes

Head-to-head

Op-ed piece

Headline news

Personal interest story

Regular column – eg. 'Thunderer'

Style and political positioning

My own main focus

- Target audience – Christian doctors and medical students and thinking Christian non-medics
- Topics – Issues at the interface of Christianity and medicine but especially life issues
- Format – Articles, blog posts, papers and booklets
- Level – Popular rather than academic



autumn 2006



summer 2006



spring 2006



winter 2005



summer 2018



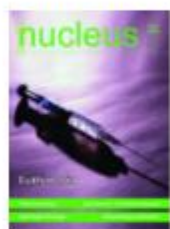
spring 2018



autumn 2017



summer 2017



spring 2005



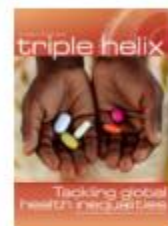
winter 2004



autumn 2004



summer 2004



summer 2016



spring 2016



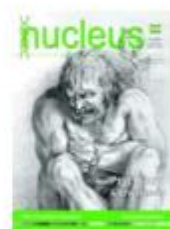
winter 2015



summer 2015



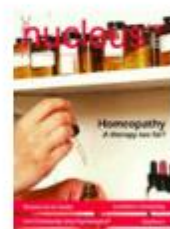
autumn 2003



summer 2003



spring 2003



winter 2002



summer 2014



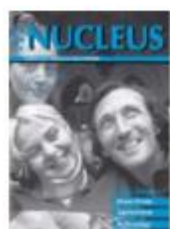
spring 2014



winter 2013



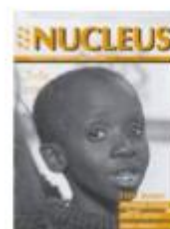
summer 2013



spring 2002



winter 2001



autumn 2001



summer 2001



summer 2012



spring 2012



Christmas 2011



summer 2011



cmf file 66 (2018) - Contraception



cmf file 65 (2018) - Understanding Obesity



cmf file 64 (2017) - Mindfulness



cmf file 63 (2017) - Non-Invasive Prenatal Testing



summer 2018



spring 2018



summer 2017



spring 2017



cmf file 60 (2016) - mental capacity and consent



cmf file 59 (2016) - gender dysphoria



cmf file 58 (2015) - is Christian faith delusion?



cmf file 57 (2015) - hard cases and the law



spring 2016



winter 2015



summer 2015



spring 2015



cmf file 54 (2014) - Christian doctors in a post-Christian society



cmf file 53 (2014) - depression and cognitive behavioural therapy



cmf file 52 (2013) - cosmetic surgery



cmf file 51 (2013) - three parent embryos for mitochondrial disorders



spring 2014



winter 2013



summer 2013



spring 2013



cmf file 48 (2012) - brain death



cmf file 47 (2012) - surrogacy



cmf file 46 (2011) - regarding the image



cmf file 45 (2011) - maternal & newborn health in the developing world



spring 2012



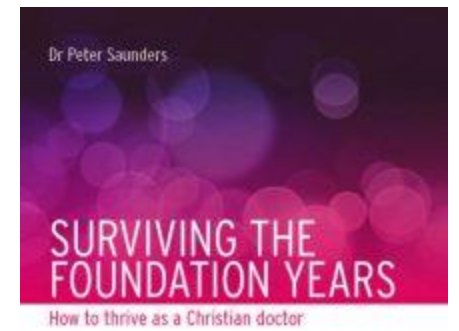
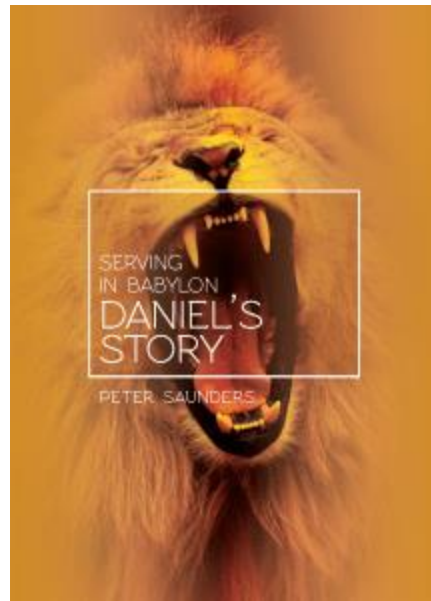
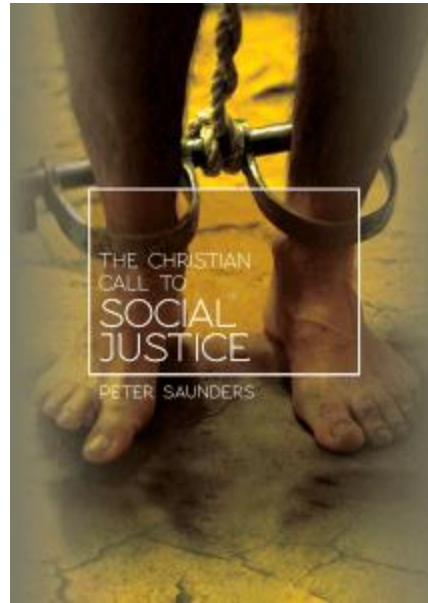
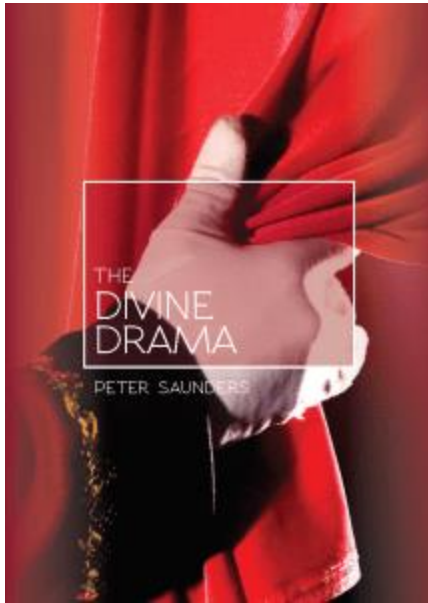
winter 2011

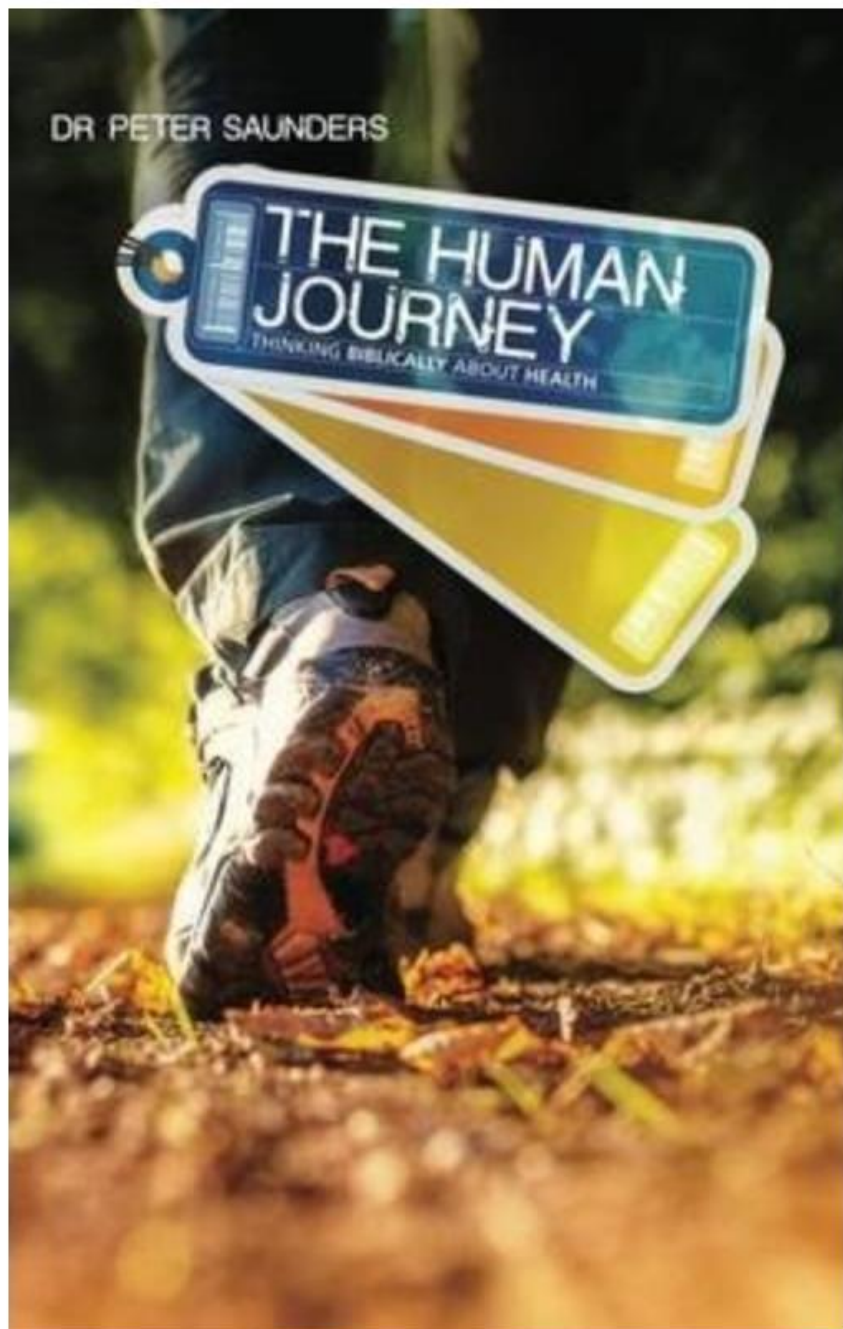


summer 2011



spring 2011





The Human Journey Study Guide by Dr Peter Saunders

The Human Journey has two main aims:

1. To establish a biblical framework that will help Christians and churches engage wisely and sensitively with current issues relating to health.
2. To encourage more effective incorporation of healthcare expertise into pastoral life and ministry.

The Human Journey aims to equip Christians to think biblically about health. But the issues covered need to be seen in the greater context of God's design for man, the universe and everything – his great plan of redemption to unite everything under Jesus Christ. We will begin by sketching out the grand "metanarrative" – the overarching storyline of the Bible in which all our individual stories make sense. Don't be tempted to skip this. It makes sense of all that follows. Having laid this foundation we will then focus in on issues at the interface of Christianity and health under eight big themes – each accompanied by a key question.

Originally published as a book, this resource has now been made available as a small group or personal study course. We suggest you start a study group that meets regularly with each participant reading the material before coming together to discuss the questions listed at the end of each session.



FULL STUDY GUIDE



LEADER'S GUIDE

- Session 0:** The Divine Drama: The grand "metanarrative"
- Session 1:** Humanity: What does it mean to be human?
- Session 2:** Start of Life: When does life begin?
- Session 3:** Marriage & Sexuality: What is marriage for?
- Session 4:** Physical Health: How should I live?
- Session 5:** Mental Health: Am I supposed to feel like this?
- Session 6:** End of Life: How should life end?
- Session 7:** New Technologies: Are we playing God?
- Session 8:** Global Health: Who is my neighbour?
- Epilogue & Glossary**

VIDEO SESSIONS



New draft guidance from the BMA will enable doctors to dehydrate and sedate to death large numbers of non-dying patients with dementia, stroke or brain damage

August 14, 2018 Written by [Dr Peter Saunders](#) End of Life

This story was broken on 14 August 2018 by the Daily Mail. Is it justifiable to withdraw food and fluids from patients with dementia, stroke and brain injury who are not imminently dying? New 'confidential' draft guidance from the British

Medical Association (BMA) – the doctors' [...]



Severely brain-damaged patients are commonly misdiagnosed, often aware and may well recover, says authoritative new report

August 13, 2018 Written by [Dr Peter Saunders](#) End of Life

People with severe brain damage are difficult to diagnose reliably, not uncommonly recover and are often much more aware than we think. Specifically: Four in ten people who are thought to be unconscious are actually aware One in five people

with severe [...]



Dignity in Dying's response to last week's Supreme Court ruling reveals its real agenda

August 10, 2018 Written by [Dr Peter Saunders](#) End of Life

The former Voluntary Euthanasia Society, re-branded 'Dignity in Dying' (DID) in 2006, in order to disguise its real objectives, has always been quick to emphasise that it only supports a change in the law to allow so-called 'assisted dying'. By this it means allowing mentally [...]

Coronavirus vaccines – history, logistics, questions and conspiracies

By Dr John R Ling | 7 December 2020 | 1



The long-awaited news So, on Wednesday 2 December, the UK became the first nation in the world to approve the Pfizer-BioNTech coronavirus vaccine for medical use. The UK's Medicines and Healthcare products Regulatory Agency (MHRA), the medicines watchdog, had given it the thumbs up and granted it temporary authorisation. The roll-out could begin. Indeed, a...

[Read More](#)

Reflections on a falling wall

By Dr Huw Morgan | 23 November 2020 | 0



The 9th of November this year marked the 31st anniversary of the fall of the Berlin Wall. I can still remember watching in excited incredulity as the TV news showed pictures of jubilant Berliners hacking at the concrete structure with hammers and pick axes, and friends and family members from both sides joyfully embracing as...

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ICMDA Blogs

The blog posts on this site provide comment on topical issues concerning healthcare, Christianity and world mission.

Our authors write in a personal capacity and the views expressed are not necessarily those of ICMDA.

The **VISION** of ICMDA is to see a Christian witness through doctors and dentists in every community in every nation.

Our **MISSION** is to start and strengthen Christian national medical and dental movements throughout the world.

[Visit the main ICMDA website](#)



Starting and strengthening national Christian medical and dental movements

ICMDA CEO's eNewsletter December 2020

Dear friend,

Thank you for keeping in touch with ICMDA. Below are a few of my highlights from the last month.

COVID – an end in sight?

Company	Type	Doses	How effective	Storage
Oxford Uni- AstraZeneca	viral vector (genetically modified virus)	2	62-90%	Regular fridge temperature
Moderna	mRNA (part of virus genetic code)	2	95%	-20C up to 6 months
Pfizer- BioNTech	mRNA	2	95%	-70C
Gamaleya (Sputnik V)	viral vector	2	92%	Regular fridge temperature (in dry form)

12,243 people worldwide died on 25 November from complications of COVID, the highest daily total thus far. With the total deaths expected to hit 1.5m in the next three days the pandemic is far from over but hope is on the horizon with four vaccines (Moderna, Pfizer, AstraZeneca and Sputnik 3) having now completed phase 3 trials and shown to be 90% effective in preventing the disease. Peer-reviewed studies and regulatory approval is still awaited but there is

now a real possibility of an end to this ongoing saga. There are still many unanswered questions about vaccination and myths and hesitancy to overcome – the WHO has some useful information on vaccines ([here](#), [here](#) and [here](#)). Meanwhile, mortality has fallen 30% since April as a result of advances in treatment including oxygen therapy, prone positioning, corticosteroids and anticoagulants and we see God's mercy in operation each day – things could have been so much worse. We are planning an extra webinar this month on COVID vaccines with two Christian experts – watch this space.

Webinars

Our ICMDA webinar series continues to attract a wide following with four more presentations held in November. These included talks on [Theology of Surgery in Africa](#) (Ker Thelander), ["Is reality actually constructed?"](#) (James Paul), [Medical Education post-COVID](#) (Anna Pellwood) and [Dentistry in Remote Settings during COVID](#) (Bashan Khanal). Between 100 and 200 doctors, dentists and students from 40 to 50 countries each week watch live on Zoom or Facebook. We have more webinars booked up until the end of January and continue to praise God for the experts all over the world who are willing to share their professional experience and spiritual wisdom to educate and encourage us. Next up are 'Strengthening Mission Hospitals' (Dave Stevens), 'Coping with anxiety in a dangerous world' (Richard Wintler) and 'Restoring Joy' (Gene Rudd). All webinars are held at 1400 BST on a Thursday and you can watch past webinars on our [YouTube channel](#) and book for future events on our [website](#). Do join us.



Strengthening mission hospitals
200 Attendees • 14th November 2020
Free webinar with Dr Dave Stevens

[REGISTER NOW](#)



Coping with anxiety in a dangerous world
100 Attendees • 11th November 2020
Free webinar with Dr Richard Wintler

[REGISTER NOW](#)



Starting and strengthening national Christian medical & dental movements

COVID-19 Bulletin – Issue 10 December 2020

Welcome to the tenth edition of the ICMDA COVID-19 Bulletin, an newsletter bringing news, updates and encouragement to the ICMDA family in the face of the coronavirus pandemic. Please feel free to cascade it on to your doctor and dentist contacts or link them to the [online version](#) and our [COVID-19 resource pages](#).

Global situation



There have now been over 1,600,000 deaths due to COVID-19 worldwide with over 748,000 – just under half – occurring in just four countries: USA, Brazil, India and Mexico. But five of the next six countries are European (Italy, UK, France, Spain and Russia) and account for another 284,000 deaths between them. In terms of deaths per million population, Belgium is still the worst with 1,555, but four small Balkan

countries (Bosnia, Slovenia, North Macedonia and Montenegro) are now in the top ten. With [deaths now halving](#) averaging over 72,000 on weekdays we are now on target to reach two million deaths worldwide by the end of January 2021.

ICMDA webinars

Over 400 doctors from over 50 countries attended an excellent ICMDA webinar on 'COVID vaccines – effectiveness, safety, ethics & deployment' on 14 December. The speakers were Gagandeep Kang Professor at All India Institute of Medical Research, Director of Gastrointestinal Sciences at the Christian Medical College (CMC) in Vellore, and Annemiek Wiersema-Smith, Professor of Emerging Infectious Diseases at the London School of Hygiene and Tropical Medicine, both of whom advise the WHO on vaccines. You can watch it again on our [YouTube channel](#). Check out too [Richard Wintler](#) on 'Coping with Anxiety in a dangerous world' and don't forget to look for [Gene Rudd](#) on 'Restoring Joy'.



Vaccine conspiracies



Conspiracy theories and misinformation fuel mistrust in vaccines and could push levels that potentia COVID-19 vaccines are taken in the US and Britain below the rates needed to protect communities against the disease, according to a [new study](#). The study of 8,000 people in the two countries found that fewer people would 'definitely' take a COVID-19 vaccine than the 55% of the population

scientists estimate is needed to provide so-called herd immunity. In both countries, people without a college degree, those in low-income groups and non-whites are more likely to reject a COVID-19 vaccine, the study found. Vaccines only work if people take them.



ICMDA

Starting and strengthening national Christian
medical and dental movements

ICMDA CEO's E-newsletter May 2021

Dear friend,

Thank you for keeping in touch with ICMDA, especially if you've joined us at one of our recent webinars. I hope you are keeping well and knowing the Lord's presence and blessing. Below are a few highlights from the last month.

What we do



A Christian witness
through doctors and
dentists in every
community in every nation

'A Christian witness through doctors and dentists in every community in every nation'. That is the vision of ICMDA and by God's grace we achieve it by starting and strengthening national associations of Christian doctors and dentists – currently there are over 80 worldwide. That in turn is best achieved by training and developing leaders. The work of our global team

of four staff and 55 voluntary fieldworkers is highlighted in this [four-minute video](#) which was shown this year at the US and UK annual conferences in April. Do take the time to watch it – it's a very quick and comprehensive guide to what we do and how we have adjusted to the COVID pandemic. Half of our annual £250k income comes from national body subscriptions – with 54% of the total from the US and UK. But our fieldwork, conferences and training are only made possible by individual donations – of which over 80% comes from doctors and dentists in the UK and US. We had a big



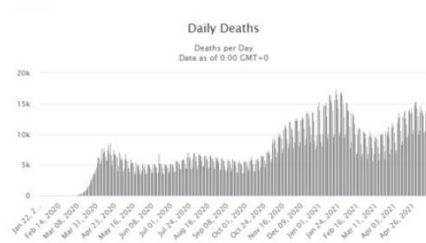
ICMDA

Starting and strengthening national
Christian medical & dental movements

COVID-19 Bulletin – Issue 15

Welcome to the May 2021 edition of the *ICMDA COVID-19 Bulletin*, an e-newsletter bringing news, updates and encouragement to the ICMDA family in the face of the coronavirus pandemic. Please feel free to cascade it on to your Christian doctor and dentist contacts or link them to the [online version](#) and our [COVID-19 resource pages](#).

Global situation



There have now been over 3.4 million recorded deaths due to COVID-19 worldwide with 1.78 million - over half - [occurring](#) in just six countries: USA, Brazil, India, Mexico, UK and Italy. But 16 of the 20 countries with the highest number of deaths per million population, including all the top 12, are still in Europe. Worldwide, daily cases and daily deaths peaked at 904,000 and 17,300

respectively on 29 April and 20 January. Second wave deaths in India seem just to have peaked at over 4,000 per day but Colombia, Argentina and Brazil are now experiencing a third wave. Vaccination programmes have had a dramatic preventive effect in countries like the UK and Israel.



[About +](#) [Regions +](#) [Get Involved +](#) [Learn +](#)

[Donate](#)

Webinars

ICMDA doctors and experts run webinars on issues relating to healthcare practise, leadership and the current coronavirus pandemic. They are free to join, you just need to register in advance.



Organ trafficking, tourism and trading

2:00-3:00pm GMT, THURSDAY 7 JANUARY 2021

Free webinar with Dr Trevor Stammers

REGISTER NOW

Exercise 2

Write down your goals

- Why do you want to write?
- Who do you most want to influence?
- How much time do you want to spend on writing?
- On what subjects do you want to concentrate?
- What publication(s) would be most suitable?
- What are your specific writing goals
 - For the next six months?
 - For the next six years?

3. The writing process

The writing process – five stages

- Setting the brief
- Doing the research
- Planning the structure
- Writing the article
- Rewriting the article

Setting the brief

- What is my message?
 - Write it down in <10 words containing a verb
- Who is my audience?
- What's the length?
- What's the deadline?

Be prepared to adapt as you proceed

Doing the Research

- Two main problems
 - Using research as an excuse for not writing
 - Letting research expand beyond the time available
- The key is to research the brief and **not** the subject
 - Decide on your destination and set a time limit
 - Formulate the specific questions you want to answer
 - Seek the answers to those specific questions
- Avenues of enquiry
 - Your own files and notes
 - Books and journals (Your own and library)
 - Electronic – internet
 - Conference and sermon notes
 - Your own previous writing / talks

Don't get distracted / Be focused

Planning the Structure

- The three elements in a successful piece of journalistic writing are:
 - The Hook – Grab their attention
 - The Argument – Maintain their interest
 - The Punch – Make them go on thinking
- Avoid specialist structure such as:
 - IMRAD (Introduction, Methods, Results and Discussion)
 - IBPSS (Introduction, Background, Problems, Summary, Solution)

You want them to read the whole piece effortlessly!

Planning the Structure

■ The Hook

- Six words to grab attention
 - Newspaper headlines
 - Editorial subtitles
 - A gripping illustration or the argument in microcosm

■ The Argument

- Bones (argument) and Flesh (illustrative material)
- Start paragraphs with key sentences (highlighter test)
- Be ruthless with extraneous material
- Make every sentence count
- Use a clearly visible structure

■ The Punch

- Your message in words they won't forget
- A searching question

Great opening lines

To create a hook, you need to get your reader's attention

- 'It was a bright cold day in April, and the clocks were striking thirteen'
- 'Mother died today. Or maybe, yesterday; I can't be sure'
- 'It was a queer, sultry summer, the summer they electrocuted the Rosenbergs, and I didn't know what I was doing in New York'

Writing exercise

The Association of Christian health experts (ACHE) has just appointed a new financial advisor, Mr Ben Ainslie.

Write the opening and closing sentence of a 600 article introducing him to members.

The Association of Christian health experts (ACHE) has just appointed a new financial advisor, Mr Ben Ainslie. He is to start on 1 June and will have the following responsibilities:

- Management of ACHE's share portfolio*
- Setting the annual budget*
- Overseeing ACHE's three full time accountants*
- Internal Audit*

Mr Ainslie qualified in 1998 as a chartered accountant whilst working for Arthur Grabbit and co and then later spend ten years with Darings Bank before becoming chief accountant for TEAM Fund (The Evangelical Alliance Mission Fund). He also offers financial advice to other organisations. He lives with his wife and three sons in Fareham, Hampshire. A keen yachtsman, he won a gold medal in the Finn class at the London Olympics in 2012.

The first draft

- Be creative not critical. Set enough time aside to write it preferably in one sitting. Let it flow.
- Three prerequisites
 - A means of recording the words
 - A plan (See 'Setting the brief')
 - Peace and quiet
- Overcome writer's block by just writing
- Come back to it when you are fresh

Rewriting

- Do nothing at first. Put it away.
- Self criticism – Shorten to length and make changes
- Criticism by others – find regular advisors
 - Expert advisor – factual errors
 - Nit-picking advisor – errors of spelling and grammar
 - Style advisor – clumsy sentence structure
 - Political correctness advisor – who will this offend?
 - Warm fuzzy advisor – encouraging you to keep going
- Expect to make lots of changes
 - Making a good piece better

Summary - How should I write?

- To fit the chosen medium and audience
 - What is my message?
 - Who is my audience?
 - What level should I write?
 - Clearly and simply
 - With a title aimed to attract
 - What do I want them to do?
 - With a hook, argument and punch...

Exercise 3

- Write out the key message of your article in fewer than 10 words containing a verb
- Highlight the main sentences in your article – are they prominent in the structure
- Look at the first and last sentence – how could they be improved?

Exercise 4

Take ten minutes to go over the piece of writing you brought with you:

- Does it fit the brief for the medium / publication in which it was published?
- Does it focus on a particular readership [if so, which]?
- What sort of structure does it have?
- Looking at it again, what would you change?

4. Improving your writing

How do I improve my writing?

- Some people are natural writers – but writing is also a learned skill...
- Read good writers
- Experiment with different methods
- Find a regular outlet for your writing
- Find a 'critical friend' to help you
- Put aside time to do it (discipline)
- Practise, practise and practise...

Effective writing style – Key points

- Short logical sentences
- Active not passive
- Positives not negatives
- Simple words
- Be specific

Short and long sentences

I looked out of the window to see what the weather was like and because it was fine I grabbed hold of my fishing rod, ran out of the door, and started hurrying across the fields toward the river.

I looked out of the window to see what the weather was like. It was fine. So I grabbed hold of my fishing rod, ran out of the door, and started hurrying across the fields toward the river.

Saunders was a political hireling. His enemies recognised this and accused him accordingly.

Saunders enemies accused him of being a political hireling. He was.

Writing Style

Use active voice for verbs rather than passive wherever possible

Pray that decisions **will be made**

VS

Pray that **we will make** decisions

Pray that she **will be guided** by him

VS

Pray that **he will guide** her

Some things to avoid

- Uniform sentence length
- Repetition of words
- Cliches
- Unnecessary changes of tense
- Dead words (very, quite, extremely, just, rather, really)
- Unspecific words (e.g. 'thing', 'says', 'gets')
- Inflated words ('owing to the fact that', 'for the purpose of')

Write Music

<https://www.aerogrammestudio.com/2014/08/05/this-sentence-has-five-words/>

This sentence has five words. Here are five more words. Five-word sentences are fine. But several together become monotonous. Listen to what is happening. The writing is getting boring. The sound of it drones. It's like a stuck record. The ear demands some variety.

Now listen. I vary the sentence length, and I create music. Music. The writing sings. It has a pleasant rhythm, a lilt, a harmony. I use short sentences. And I use sentences of medium length. And sometimes, when I am certain the reader is rested, I will engage him with a sentence of considerable length, a sentence that burns with energy and builds with all the impetus of a crescendo, the roll of the drums, the crash of the cymbals—sounds that say listen to this, it is important.

So, write with a combination of short, medium and long sentences. Create a sound that pleases the reader's ear. Don't just write words. Write music.

Paint pictures with words

'They had a house of crystal pillars on the planet Mars by the edge of an empty sea...'

Ray Bradbury – *The Martian Chronicles*

'To begin at the beginning: It is spring, moonless night in the small town, starless and bible-black, the cobble streets silent and the hunched, courters' and rabbits' wood limping invisible down to the sloeblack, slow, black, crowblack, fishingboat-bobbing sea.'

Dylan Thomas – *Under Milk Wood*

Writing style

- Using shorter words can increase clarity
 - *'The infant observed the juvenile canine consuming its repast'*
 - *'The baby watched the young dog eating its meal'*
- But words that are too simple lack colour
 - *'The dog ate its dinner'*
 - *'The Doberman gulped down a plucked chicken'*
- As a rule – use a varied vocabulary in your writing
- Rewrite this sentence to add more colour and detail
 - *'The man got into his car'*

Gunning Fog Index

1. Take a passage of text at least 100 words
2. Divide the total number of words in the sample by the total number of sentences. This will give you the Average Sentence Length (ASL).
3. Count the number of words that contain three or more syllables that are not proper nouns, combinations of easy or hyphenated words or familiar jargon.
4. Divide that number by the total number of words in the sample passage and multiply by 100. This will give you the Percent Hard Words (PHW).

Gunning Fog Index formula: $\text{Grade level} = 0.4 (\text{ASL} + \text{PHW})$.

Gunning readability scores

Numbers roughly correspond to years of formal education needed to read

- 11 – a 16-year-old school leaver
- 12-13 – a final year college student
- 16-17 a university graduate
- Average UK reading age = 9

The Sun reading age = 8, *The Guardian* = 12

For *general* readership – max 12

For *near universal* - max 7-8

Generally – 9-12 is a good target range

High fog factor writing

'Although holistic care is often associated with fringe therapies, authors usually acknowledge that nursing and medical practise may be described as holistic without implying complementary or alternative therapy and Holmes identifies the holistic approach as the cornerstone of both nursing and alternative therapies. The word holistic is thus used in relation to both the philosophy of holism and alternative therapies and, not surprisingly, is therefore a source of much confusion in nursing and medical literature. Neither discourse has identified the level meaning or context in which they conceptualise or utilise the philosophy of holism compounding confusion and inviting criticism. The present paper outlines these criticisms in relation to nursing and attempts to unravel some of the confusion.'

From a Nursing Journal – Fog factor 23

Cf The Ten Commandments (5.6); The Beatitudes (7.2) – God speaks clearly!!!

How many style errors can you spot in this passage? How could you improve it?

'It was the general consensus that all this pushback had paradoxically been helpful because it clearly demonstrated that what had previously been denied – that traditional church teaching and those who taught it would not be attacked and potentially criminalised – is exactly what had happened and would happen if what the ban's proponents desire is actually enacted in law.'

'Most agreed that fighting the proposed ban would make it more likely that the new law would discriminate against Christians'

Exercise 5

Take ten minutes to go over the piece of writing you brought with you:

- Highlight the issues of style that could be improved (passives, sentence length, repeated words, fog factor etc)
- How might you rewrite the article to address these?

**5. Where to from
here?**

What most helped me as a writer?

- Having a message I was passionate to deliver
- Wanting to influence others
- Finding a critical encourager
- Discovering friendly outlets to write in
- Becoming an editor and being able to shape a publication

What most helped me as a writer?

- Getting involved in social media
- Starting my own blog
- Getting into a position of influence
- Making a regular commitment to write even when busy
- Seeing ways to encourage others

How to get published

- Choose the appropriate publication
- Write to length
- Meet the deadline
- Write clearly and colourfully
- Use the in-house style

Style guide

Follow the basic style of the publication

Referencing styles

Punctuation preferences (use of quote marks “” or ’’, N-dash – vs. M-dash—, etc)

Spelling preferences (US v British, etc.)

How to get read

- Use a provocative title
- Begin and end well and use a logical structure
- Use social media – especially Facebook and Twitter
- Use influencers who will promote you
- Help and promote others (Matthew 7:12)



Peter Saunders



Peter

Home

Create



Peter Saunders

Update Info 2

Activity Log 6



Timeline

About

Friends 1,104

Photos

Archive

More



Peter, what city are you from?



7/9 complete



London, United Kingdom

Howard Lyons and more than 50 other friends are from here



Paris, France

John Musubao is from here



Dubai, United Arab Emirates

Create Post

Photo/Video

Live Video

Life Event



What's on your mind?



Photo/Video



Tag Friends



Play with Fri...



Posts

Manage Posts

List View

Grid View



Peter Saunders

11.9K Tweets



Edit profile

Peter Saunders

@drpetersaunders

CEO of ICMDA. Past CEO of CMF and Director of CNK. Formerly General Surgeon. Christian. Kiwi. Blogger. Broadcaster. Opinions my own.

London pjsaunders.blogspot.com Joined March 2009

994 Following 3,413 Followers

Tweets

Tweets & replies

Media

Likes



Peter Saunders @drpetersaunders · Apr 9

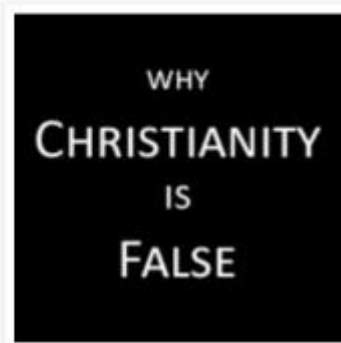
The Kenyan clothing factory that transformed into a surgical mask assembly line overnight making 30,000 masks a day

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Sunday, 6 January 2013

Twelve good arguments atheists advance against Christianity



Are there any good arguments for Christianity? Of course! That's why so many intelligent thinking people are Christians (here are [twenty](#)).

Are there any good arguments against Christianity? Of course! That's why so many intelligent thinking people are not Christians.

So what are the best arguments against Christianity? Well it depends on whether you are a Muslim, a Jew, an atheist, a Hindu or something else. Every 'worldview' has its own particular set of arguments.

But given that atheism seems to be the most rapidly growing 'worldview' in Britain, and at least in part at the expense of Christianity, what are the best arguments atheists bring against Christianity?

Here's a list of twelve of the most common ones I have heard over my twenty years working with Christian Medical Fellowship.

In listing them, I'm not saying that I find any of them particularly convincing (I don't and none of them have led me personally to doubt any of the teachings of Jesus Christ).

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Tuesday, 9 April 2013

Why Christians may eat shellfish but may not have sex outside marriage



An argument frequently advanced by those attempting to defend homosexual practice is that Christians 'cherry pick' the commands in the Bible – that is, they chose to emphasise some commands while ignoring others.

The Old Testament may forbid homosexual acts (Leviticus 18:2; 20:13) but it also forbids

eating seafood without fins and scales (Leviticus 11:9-12; Deuteronomy 14:9, 10).

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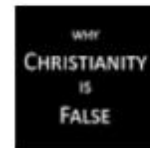


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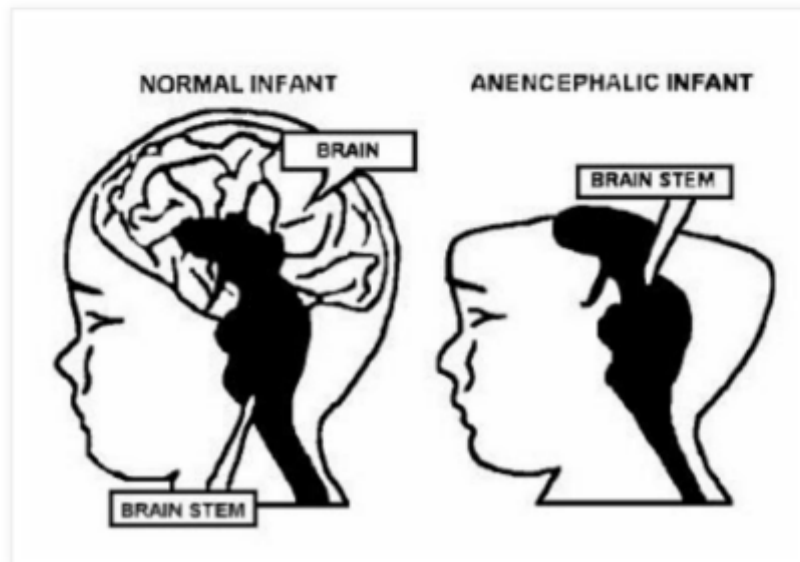
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Showing posts sorted by relevance for query **anencephaly**. [Sort by date](#) [Show all posts](#)

Sunday, 13 October 2013

Defending the 'indefensible'? Twenty reasons to think twice about aborting a baby with anencephaly



Note: This is a long post but the main points can be easily scanned. You can listen to my interview on the Stephen Nolan show on BBC Radio Ulster on this issue [here](#).

A woman who is carrying twin girls with a fatal foetal abnormality [has appealed](#) to the Northern Ireland Minister for

Health Edwin Poots to allow her have an abortion in Northern Ireland.

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Sunday, 25 August 2013

Do you know what happened to the girl in this iconic Pulitzer prize winning photo from the Vietnam War?



On 8 June 1972, a plane bombed the village of Trang Bang, near Saigon (now Ho Chi Minh City) in South Vietnam after the South Vietnamese pilot mistook a group of civilians leaving the temple for enemy troops.

The bombs contained napalm, a highly flammable fuel, which killed and badly burned the people on the ground.

The iconic black-and-white image taken of children fleeing the scene won the Pulitzer Prize and was chosen as the World Press Photo of the Year in 1972.

It communicated the horrors of the Vietnam War in a way words never could, helping to end one of the most divisive wars in American history and later becoming a symbol of the cruelty of all wars for children and civilian victims.

In the centre of the photo was a nine year old girl, who ran naked down the highway after stripping off her burning clothes.

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BMJ gives platform to Secular Medi... Dec 5, 2011, 4 comments	151876	
Twelve good arguments atheists ad... Jan 6, 2013, 216 comments	139754	
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Why give a Platform to Others?

- Increases your kind of thought leader output
- Increases your own reach and influence
- Expresses your position better than you can
- Signals where you stand on an issue
- Makes it easier to retrieve later

Why give a Platform to Others?

- Encourages those with a message to stand up
- Helps develop young authors
- Provides an opportunity for those who need it
- Models Christian servant leadership
- Helps you not to get isolated as an writer

How do you give a platform to others?

- Tweet links to their material
- Repost their material on your organisational blog
- Commission an article from them
- Invite them to lead a webinar
- Run a seminar like this!

Exercise 6

- Take five minutes to write the three main teaching points you are taking away from this workshop
- What three things are you going to do to take your writing forward to the next level?
- Share these in small groups and pray for each other

Your questions?

