



Gopen Porter Partnership, LLC

Book Release Update #2: SEPTEMBER 15, 2026

THE NEW SCIENCE OF SCIENTIFIC WRITING

**Using Reader Expectations to
Transform Scientific Communication**

George David Gopen

Hello, Friends!

Originally expected to appear in mid-August, *The **New** Science of Scientific Writing* is now scheduled to be issued on **September 15th, 2026**. Within the next half-year or so, this book will appear translated into 17 different languages. Thank you for staying in touch about this exciting milestone in George's career!

Additional thanks go to Barbara Croft and Jerry Porter for all of their constant support, even including diligent proof reading services.

Gratitude is also due to Anthem Press in London for their great vision, their high competency, and their extraordinary collegiality. If you wish, you can sign up below for Anthem Press notifications.



Publisher Notifications

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FRONT COVER

THE *NEW* SCIENCE OF SCIENTIFIC WRITING

Using Reader Expectations to
Transform Scientific Communication



GEORGE DAVID GOPEN

"George is one of the most masterful teachers, erudite scholars and
decent human beings I have ever encountered in the Academy"

—Dr. CORNEL WEST author of *Race Matters* and *Democracy Matters*

A revision and expansion of George's highly acclaimed and widely influential 1990 *American Scientist* article "The Science of Scientific Writing," this book introduces the Reader Expectation Approach which reveals the expectations held by

all readers of English — allowing control of both the writing process and the reader's interpretive process.

Read More Online

FURTHER UPDATED AND FINALIZED BACK COVER

"With admiration and gratitude. I thought of your work with every sentence I wrote in 'If I Understood You, Would I Have This Look on My Face?'" – *Alan Alda, actor, author, and founder of the Alan Alda Center for Communicating Science, The State University of New York, Stonybrook.*

"Dr. Gopen's 1990 article 'The Science of Scientific Writing' is our #2 most viewed online article overall, for the entire period since 2017, with almost 148,000 views. It is certainly fair to say that it is one of our most popular, read, cited, and requested articles." – *Fenella Saunders, Editor-in-Chief, American Scientist (May 26, 2026).*

"George gave me my life, my career, my future. He gave me my dreams. I owe him everything." – *Victoria Seewaldt, MD, Ruth Ziegler Chair in Population Sciences, The City of Hope.*

"George Gopen is nothing less than a prophet leading writers to a promised land free of obfuscated meaning and consequent misunderstanding." – *Anna Mukamal Stevens, Assistant Professor of Digital Humanities in the Department of English and Comparative Literature at the University of North Carolina at Chapel Hill.*

"Both native and nonnative English speakers hearing the principles described in this book tend to exclaim, 'Why didn't someone tell me this before??'" – *L. McPhee-Kimminau.*

A revision and expansion of Gopen's highly acclaimed and widely influential 1990 *American Scientist* article "The Science of Scientific Writing," this book introduces the Reader Expectation Approach which reveals the expectations held by all readers of English — allowing control of both the writing process and the reader's interpretive process.



Creator of the Reader Expectation Approach to writing in the English Language, **George David Gopen, JD, PhD**, is Professor Emeritus of the Practice of Rhetoric at Duke University. His landmark 1990 *American Scientist* article, "The Science of Scientific Writing," has been reprinted and taught at universities worldwide for more than 35 years.

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FIRST HILL BOOKS

5.50 x 8.50
216 mm x 140 mm

0.271
6.88mm

Second Anthem Press Contract Signed

George has entered into a second multi-book contract with his publisher, for an additional three books. All six **Anthem Press / First Hill Books** titles are listed below. Each of the six covers will utilize the same cover art by **Raya Kridel** — varying the color to produce recognizable differences.



The New Science of Scientific Writing: Using Reader Expectations to Transform Scientific Communication



The Shape of English: Understanding the Expectations of Readers



Mark My Words: Punctuation Explained from the Reader's Perspective



Legal Writing & Readers



(a textbook)
Writing Transformed: Understanding the English Language from the Reader's Perspective



Mr. Lincoln's Music: How Elegance Leads to Eloquence

George's new books will be available wherever books are sold. As a subscriber, we will send you links for early ordering as publication dates approach.



George Reads T.S. Eliot's The Waste Land & Provides Analysis

No one understands the musicality of T. S. Eliot like George. His close textual analysis of Eliot's 1922 masterpiece, *The Waste Land*, draws on decades of rhetorical study. George guides the reader through every passage as they build a relationship with the work. If you love poetry, click below and don't miss this epic endeavor.

[Gopen & The Waste Land](#)

"Write well. In your life you will be known by many important people only by your writing."

—George David Gopen



George David Gopen's Reader Expectation Approach

GeorgeGopen.com



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