



Gopen Porter Partnership, LLC

Welcome, Friends!



**Thank you for your interest in the scholarship of
George David Gopen. We have some exciting news to**

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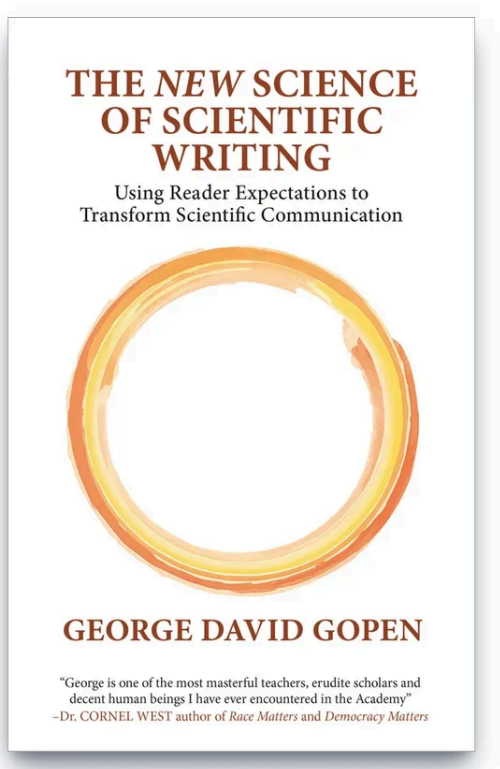
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Announcing New Books by George David Gopen

George is thrilled to announce he has signed multi-book contracts with the distinguished Anthem Press of London.

- ***The New Science of Scientific Writing: Using Reader Expectations to Transform Scientific Communication*** is an updated and expanded book version of George's highly acclaimed 1990 *American Scientist* article "The Science of Scientific Writing," which has been independently reprinted and taught at universities worldwide for 35 years. Within the year, this book will be available in 18 different languages.

"The online version of Dr. Gopen's article 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



"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 Communicative Science at Stony Brook University.*

"*The Science of Scientific Writing*, I can say, without exaggeration, that this article changed my life." – *James Bagrow, Professor Bagrow is an Associate Professor of Mathematics & Statistics at the University of Vermont.*

"George gave me my life, my career, my future. He gave me my dreams. I owe him everything." – *Victoria Seewald, MD, Ruth Ziegler Chair in Population Sciences at 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—how writers need to understand certain expectations of readers in order to control both the writer's 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.

Pre-order from The Anthem Press

- ***The Shape of English*** is a synthesis of the major works of George's career. Release is expected late 2026 with translations in at least two languages.

Four additional volumes will be following these two books. The first is a book on legal writing, the title of which has not yet been chosen. The second is a book on punctuation as seen by the reader instead of society. The working title is *Mark My Words*.

The third will be a textbook with the working title *Writing Transformed*.

The fourth is George's book on the music of English prose. The focus throughout is on the lifelong development of the rhetoric of Abraham Lincoln. The working title is *Mr. Lincoln's Music: How elegance produces 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.

New Site Design for GeorgeGopen.com



George's website has been redesigned especially for those seeking training in his revolutionary **Reader Expectation Approach (REA)** that teaches professionals to write clearly and persuasively in English.

The new site brings together the results of *National Institutes of Health* funding data for six universities invested in George's seminars and workshops. There is a section presenting scientific corroboration for REA concepts from cognitive psychology and psycholinguistics. You'll also find a section linking a broad collection of studies proposing and applying the REA framework across multiple disciplines. Individual pages speak to select audiences from research institutions to law firms, businesses, and non-native speakers of English, which share details on all the available training formats and expected outcomes. A News section presents updates and exclusive essays from George. You can even download brochures and customizable event fliers. The site wouldn't be complete without a helping of celebrity endorsements and moving client stories. There's even a dedicated press kit!

Visit the new GeorgeGopen.com and let us know what you think!



Coming Soon: GopenBooks.com

George is launching a third website this spring! A lifelong collector of rare books, George will be offering a selection for purchase from his personal collection. If you share a love of exceptional books, we hope you'll visit GopenBooks.com when the site goes live. We'll keep you posted!

Host a Seminar with George at Your Institution



“The two days spent in the writing seminar were among the most profitable professional training days I have known.”

— Katherine Bartlett

Professor Emerita of Law, Duke University

George's Reader Expectation Approach has helped researchers and professionals at leading institutions dramatically improve the clarity and persuasiveness of their writing.

Seminars and workshops are customizable for your professional development goals. [Explore training options](#) on George's website.

Learn how REA can benefit high stakes writers at your own organization by submitting a [request](#) for a complimentary discovery call.

***Another update coming soon.
Thanks again for subscribing!***

***"Write well.
In your lifetime, you will be
known by many important people
only by your writing."
— George David Gopen***



**George David Gopen's Reader
Expectation Approach**

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