



Reader Expectations

- Left → Right
- Subject → verb
- Old information → new finding
- Course → effect
- 1 paragraph, 1 topic
- Topic VS context

A>B. B>C, C>D vs D>A, A>C, B>C





Reader Expectations

- Information is interpreted more easily and more uniformly if it is placed where most reader expected to find it.
 - Beware of subject-verb interruption
 - Past tense, active voice, and brevity phase

The goal is to report your finding and conclusion clearly, with as a few words as necessary.

What does Scientific Report expect?

- A rare or unreported feature, condition, complication: Case report
- A novel item : Full article

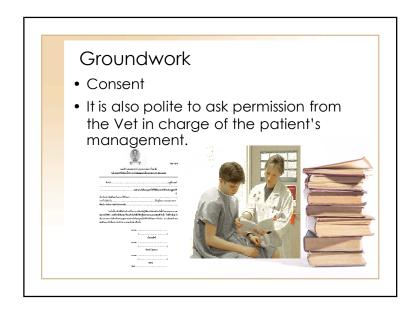
If your report is published it will be an asset to your CV.

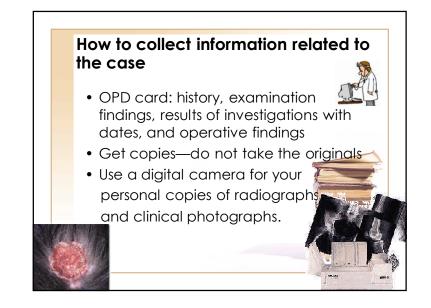


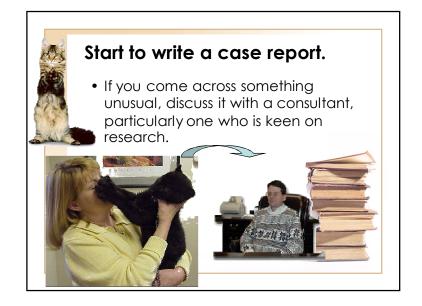
How to start a case report

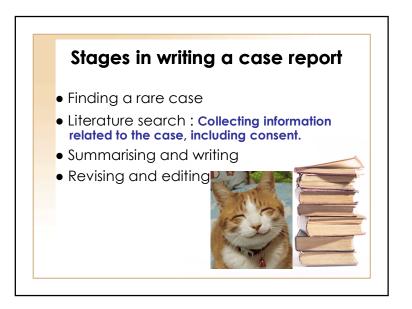
- Consults a senior doctor what cases are suitable for publication
- Search relevant literature—PubMed, Medline,Science direct and even search engines like Google
- A standard textbook or appropriate journal



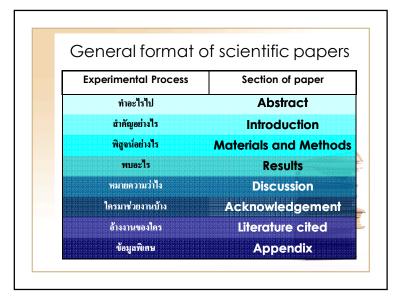


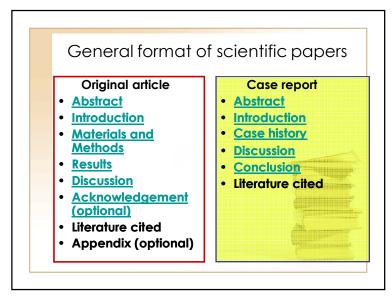


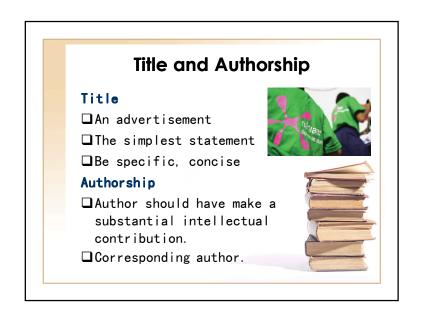




Before writing an original article Organize the information you wish to present Documentation system Outline ... (ordering the data) What is the topic? Why is it significant? What background material is relevant? What is the study purpose? What plan will best support my purpose?





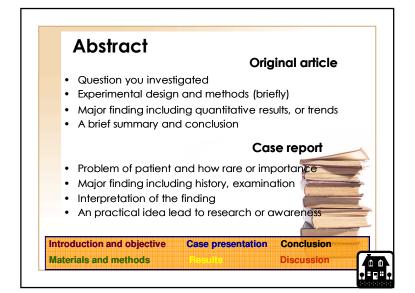


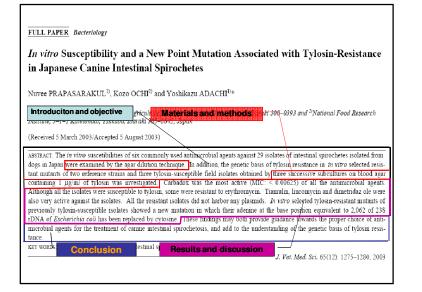
Samples:

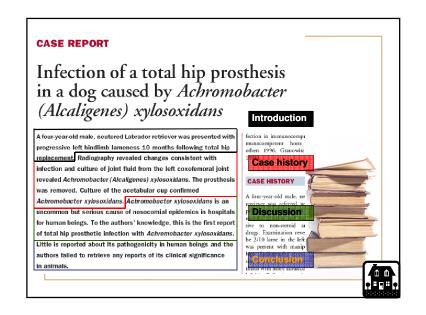
- Onion poisoning in a dog.
- Daffodil toxicosis in an adult cat.
- Systemic Candidiasis in a dog, developing Spondylitis.
- Liposuction-removal of giant lipomas for weight loss in a dog with severe hip osteoarthritis.
- Infection of a total hip prosthesis in a dog caused by Achromobacter xylosoxidans.

Have a guess!?!

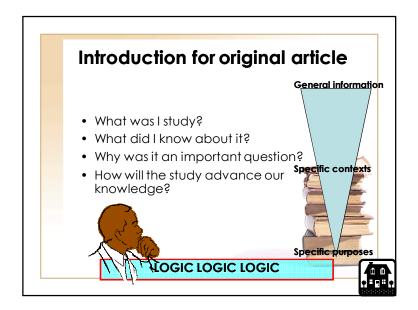
- Zoonotic Brachyspira pilosicoli in two Thai healthy dogs.
- Thoracoscopic-guided lung biopsy in dogs.
- Tracheal necrosis following tracheal intubation in dogs.
- Effect of humidity and temperature to cat behavior.

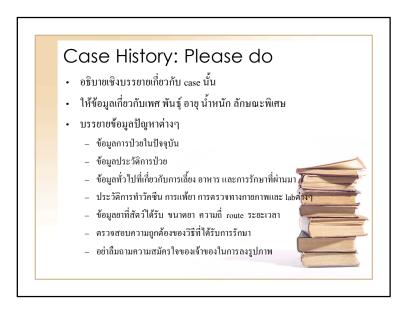










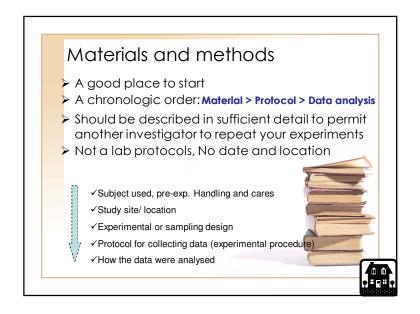


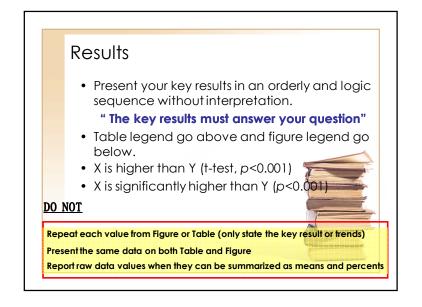


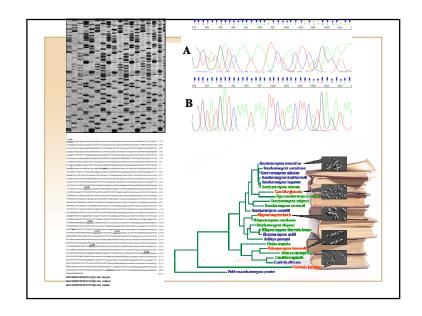


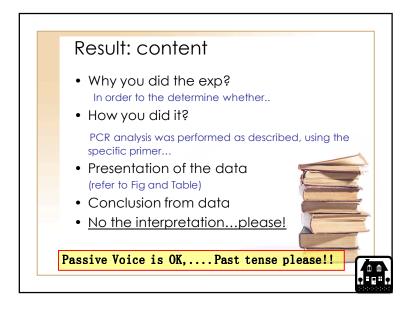


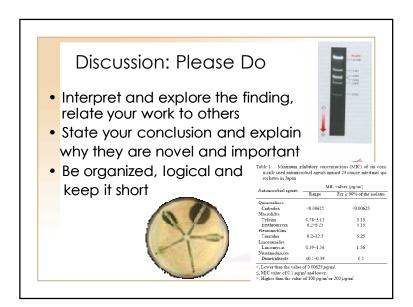












Discussion: Please Do not • A repeat or rearranged the introduction • Restate the result, use "bridge sentences" to relate the result to interpretation - The increased ADG in the treatment group suggested that..... • Introduce the new result • Over-claiming of the observation

