

**Marcia Bjornerud**

Science Writer for The New Yorker, and a Structural Geologist

**Writing about science for the public: Merging *mythos* and *logos***

An irony of our technological advancement is that it has created a society that is in many ways scientifically more naïve than pre-industrial civilizations, in which no citizen who learned physics through back-breaking work and understood soils and weather through subsistence agriculture would have assumed that he or she was exempt from the laws of nature. We urgently need voters who have some grasp of the dynamics of natural phenomena like climate, groundwater, and terrestrial and aquatic ecosystems. Good science writing can help.

In this talk, Marcia Bjornerud will share her insights as a geologist writing for public audiences in popular books (*Reading the Rocks: The Autobiography of the Earth* and *Timefulness: How Thinking Like a Geologist Can Help Save the World*) and essays for the *New Yorker's* science and technology blog, *Elements*. Part of the talk will be in workshop format, with a creative assignment for those in attendance.