



Academics Going Public: How to Write and Speak Beyond Academe

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Academics Going Public makes the case for academics to enter the public sphere and simultaneously gives them the tools to do so. This important book helps faculty members who want to become more active on a national scale and would like to move beyond publication in scholarly journals and books. Expert contributors explore how to have a voice about salient higher education issues and engage traditional media, new medias, policymakers, funders, and the general public. Chapters offer best approaches and concrete strategies for diverse audiences, helping faculty have an impact on society by becoming more publicly engaged and writing for broader audiences in more inclusive ways. This critical guide also covers strategies for confronting obstacles academics might encounter along the way and presents tactics for responding to controversy and backlash.

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