



Steven Pinker

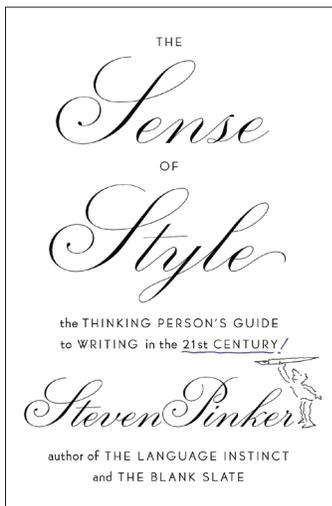
DR. STEVEN PINKER

SATURDAY, OCTOBER 4 at 2pm

Beckman Auditorium, California Institute of Technology

The Sense of Style: The Thinking Person's Guide to Writing in the 21st Century

Is this the first writing style guide based on science, instead of anecdote and tradition? Will it replace all style guides that came before because it is based on how the brain works instead of historical accident?



Why is so much writing so bad, and how can we make it better? Is the English language being corrupted by texting and social media? Do people write badly on purpose, to obfuscate and impress? Have dictionaries abandoned their responsibility to safeguard correct usage? Do kids today even care about good writing? In his latest book the Harvard linguist, cognitive scientist, bestselling author (*The Language Instinct*, *How the Mind Works*, *The Blank Slate*, and *The Better Angels of Our Nature*) and chair of the Usage Panel of The American Heritage Dictionary, Dr. Steven Pinker, answers these questions and more. Pinker applies insights from the sciences of language and cognitive psychology to the challenge of crafting clear, coherent, and stylish prose. Filled with examples of great and gruesome modern prose, *The Sense of Style* shows how the art of writing can be a form of pleasurable mastery and a fascinating intellectual topic in its own right, and that is also informed by science.

Read more about this and our other upcoming talks that are part of our Distinguished Science Lecture Series at: www.skeptic.com/upcoming-lectures

Michael Shermer
Executive Director
Skeptics Society, a Science Education Organization

TICKETS

- \$10 for Skeptics Society members/Caltech/JPL Community,
- \$15 for nonmembers, and
- \$5 for Caltech students.

Ordering tickets ahead of time is strongly recommended. Tickets may be purchased in advance in five ways:

- online at: <http://bit.ly/1uNESdR>
- by calling 626-395-4652 between 9am–4pm Monday–Friday (Do not leave a message),
- in person, by visiting the Caltech ticket office in 101 Winnett between 9am–4pm Monday–Friday,
- by faxing the Caltech Ticket Office at 626-395-1721, or
- at the door on the day of the event.

SERVICE CHARGE ON PHONE/FAX TICKET ORDERS

For all tickets purchased by phone or fax, Caltech will add an \$8 service charge per ticket order (no matter how many tickets are ordered). No service charge will be added to tickets purchased at the door on the day of the event or purchased in person at the Caltech ticket office in advance.