

In order to decide, it would be helpful to look at the meaning of an oxymoron. “Oxy” comes from the Greek word *oxus*, meaning “sharp”. The meaning of “moron” may be more easily deduced, sharing its etymological origins with antiquated psychological terminology. “Moron” is also from Greek, *moros*, meaning stupid. An oxymoron is essentially where contradictory terms are used in conjunction as a rhetorical device. The word oxymoron is autological; the word oxymoron is



On the other hand, one could contend that you are being creative in regulatory writing in that you are creating something new. Certainly it

In conclusion, is “creative medical writing” an oxymoron? I would argue that although medical writers cannot be creative with the facts and data that form the basis of their communications, in areas such as medical marketing, education, and journalism they have a wide scope to be creative in order to get their messages across to their intended audience. So no, thankfully for my future career aspirations, creative medical writing is not an oxymoron!

1. Sharma S. How to become a competent medical writer? *Perspect Clin Res*. 2010(1):33-7.

82 | June 2018 **Medical Writing** | Volume 27 Number 2