Abstract
The article proposes a reflection on the nature of writing, analyzing argumentative and enunciative procedures, as well as devices of production of regimes of truth within academic texts. It discusses the tension between the writer and the reader, making writing a turbulent field of dispute and negotiation of meanings and senses so that mutual interpellation produces displacements toward the constitution of the writer and reader subjects. It presents a review of academic writing styles, pointing out potentialities and fragilities, highlighting the risks that exaggeration and excess can bring to content apprehension and understanding. To conclude, it proposes weighing and plausibility as strategies to establish a measure of what is reasonable within the academic culture.

Keywords
Writing, weighing, plausibility, subjectivation, academic culture.