

Steps to success

- .Researching the formal requirements
- .Studying and adopting the journal's style
- .Preparing the article
 - .Content, style, grammar, 'hand-in-glove' tips
- .Getting help from colleagues
- .Submitting
- .The editorial process
- .Reacting to peer reviewers
- .Getting noticed, getting read

Researching the formal requirements

- Read the instructions to authors
- Examine recent articles similar to yours
- Observe how requirements translate into words
- Contact editor to inquire about exceptions

Studying & adopting the journal's style

- Analyse several recent articles similar to yours
 - Sections
 - Lengths
 - Tables
 - Figures
 - Placement of references
- Copy, copy, copy!!!

Preparing the article

- Content

- In abstract, background & discussion, make clear and compelling statements about the unique contribution of the article to the literature

- Style

- Copy exemplars' style, but above all, keep it simple
 - Short sentences
 - Period and comma and (ref)
 - Transitions at the end and start of sections
 - Start at the top, each new draft

- Grammar

- Choose language, turn on spell and style
- Play the 'make the red and green' go away game

Tips

- Single, linear story line
 - Tell them what you are going to tell them
 - Tell them
 - Tell them what you told them
- Write to first year graduate student level
- Write to teach, not to dazzle

Excerpted from Walt Whitman's "The Assassination of President Lincoln, Washington, America, 14 April, 1865. In Lewis JE (1998) The Mammoth Book of How it Happened. Robinson, London, pp 224-228.

The acts and scenes of the piece — one of those singularly written compositions which have at least the merit of giving entire relief to an audience engaged in mental action or business excitements and cares during the day, as it makes not the slightest call on either the moral, emotional, aesthetic, or spiritual nature — a piece, (*Our American Cousin*) in which, among other characters, so called, a Yankee, certainly such a one as was never seen, or the least like it ever seen, in North America, is introduced in England, with a varied fol-de-rol of talk, plot, scenery, and such phantasmagoria as goes to make up a modern popular drama — had progressed through perhaps a couple of its acts, when in the midst of this comedy, or tragedy, or non-such, or whatever it is to be called, and to offset it or finish it out, as if in Nature's and the Great Muse's mockery of those poor mimes, comes interpolated that Scene, not really or exactly to be described at all (for on the many hundreds who were there it seems to this hour to have left little but a passing blur, a dream, a blotch) —

One sentence, the dash, comma and parenthesis used in punctuation

Edited by MB Mittelmark

It was that type of play meant to relieve the audience of the cares of the day. As such it did not make demands of the audience of an emotional, aesthetic or spiritual nature. The play was titled The American Cousin. One character was a Yankee in England but not one that was typical in America. The play progressed as plays do with plot and all that goes into modern drama. In the midst of all this came the assassination. It is hard to describe since it seemed to pass in a blur. It was like a dream to all the hundreds who were there.

Eight sentences, only the 'period' used in punctuation.

Remember!!!

Your paper is a story

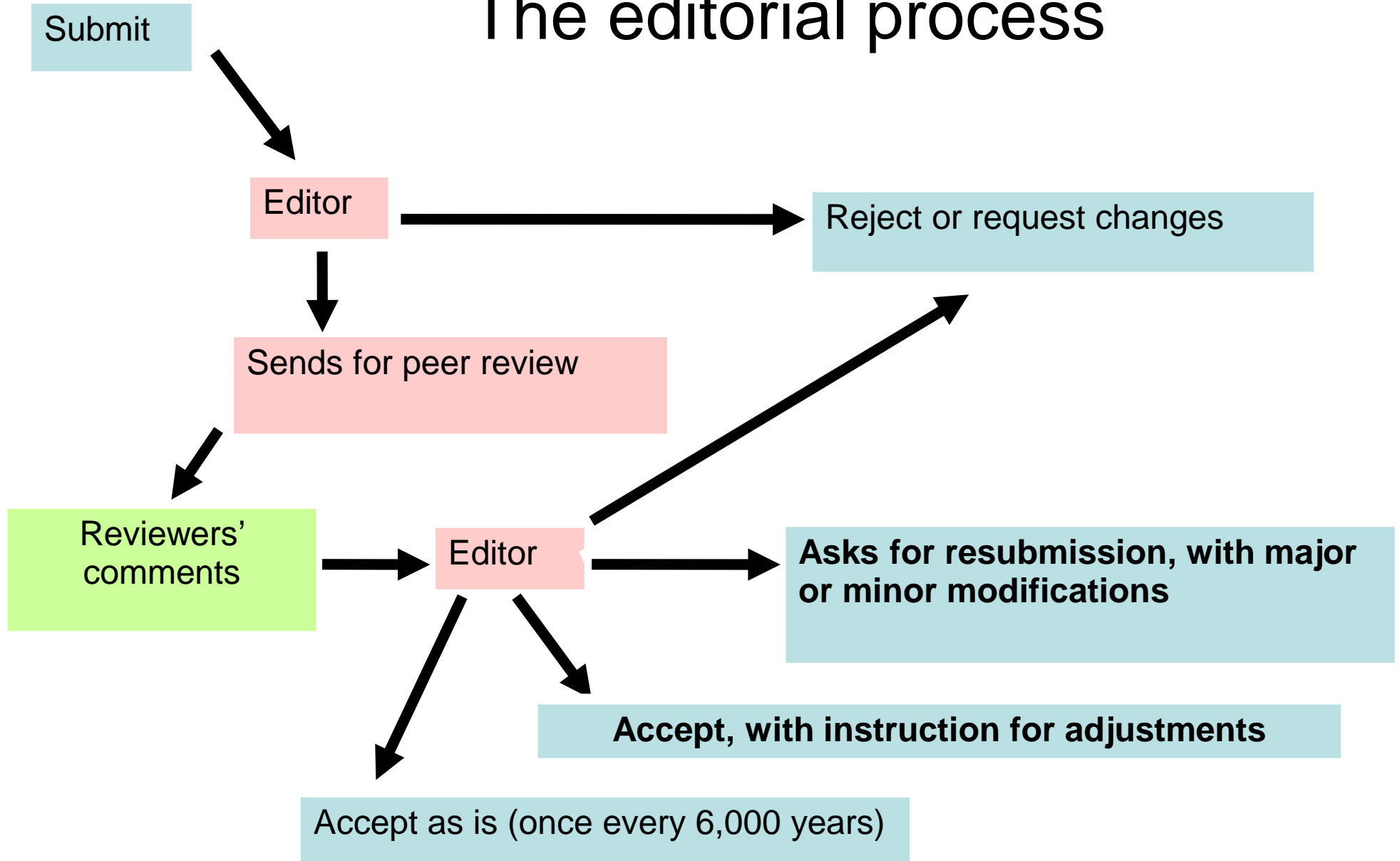
It is not an account
of what really happened

Getting help from colleagues

- Seek co-authors that REALLY have something to contribute
- Require each co-author to work
 - The comment “nice work!” is not good enough
- Pay for 'language washing' if you know you must; start saving now
- Ask 1-2 colleagues to read the article critically
- Produce multiple drafts (the more the better, 6-10)

When forced to cut a lot of words, get someone else to do it

The editorial process



Getting noticed, getting read

The Long Yellow River

I.P. Freely

Abstract:

The long yellow river was the subject of an ecological investigation to discover the source of the yellowish colour from which the river got its name. The primary method was to swim the entire length of the river, and zig-zag from bank to bank, requiring 36.5 years, working a 37.5 hour work week and taking all holidays off. The temperature and speed of flow of the river varied greatly during data collection, causing the observer no end of difficulty, and the source of the yellow in the river was never discovered. An untoward side effect was noted, namely the substantial wrinkling of the author's skin, causing others to constantly suggest that he stop smoking, a habit he had actually given up upon finding the habit hard to maintain in the river.

Key words: Long, yellow, river, ecology

Getting noticed, getting read

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Key words: Long, yellow, **river**, ecology

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(Google the chapter title to get it online)