



How to Write a Paper for (International) Publication



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Why write a paper?

- Leave your mark
- Share your ideas
- If you don't write it you ain't done it!
- If you don't someone else will!
- Writing helps you develop
- Feedback is important for development
- For your CV



Why write a paper in *English*?

- English is International Language
- To publish in high impact journals
- To reach a greater public
- To open doors and horizons
- For your CV

To write...or not to write (in English) ■
...that is the question!





¡No puedo, no puedo, no puedo...!







English paper production possibilities

- Full Monty: DIY
- Half Monty: write in English & get/pay expert to check/improve your text
- Write in Spanish and pay a translator



...a Word or Warning

- DON'T TRUST Computer Tranlations
- A bad translation = a bad paper
- Collaborate with your translator



Where do I start?





...the basic idea (the basic product)





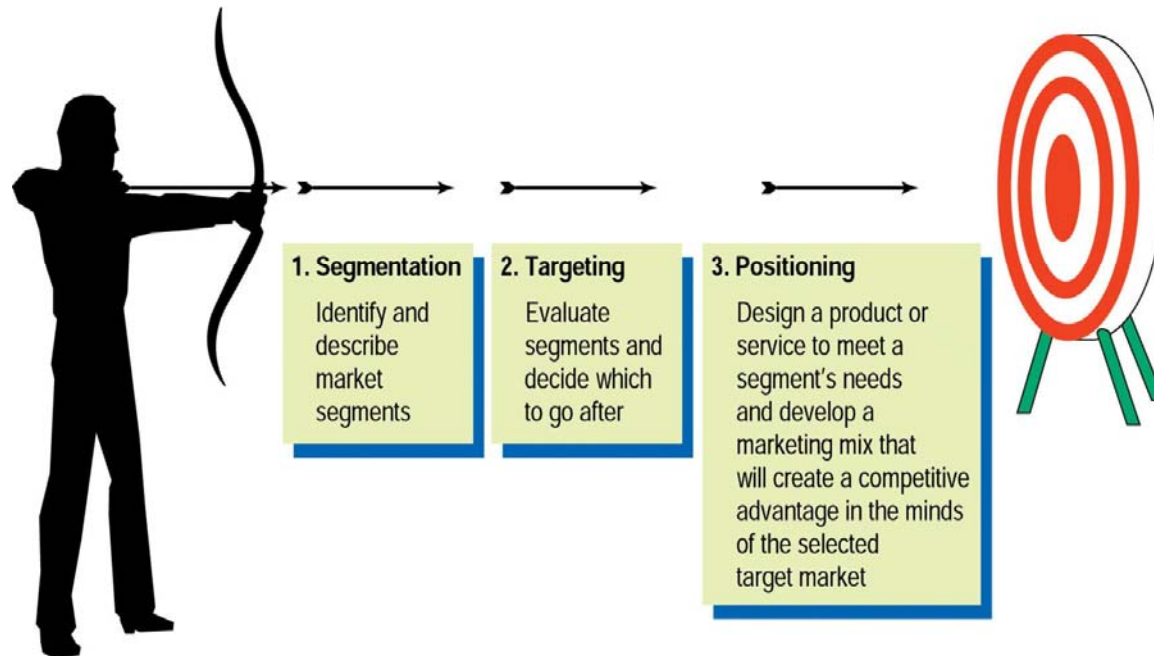
5 basic steps

1. *Target the Market*
2. *Develop the Idea or Concept*
3. *The first outline & draft*
4. *Plan, construct & organize*
5. *Correct, Fine Tune and Package the final product*



1. Target the Market

Target Marketing Process: Linking Customer Needs to Marketing Action





...i.e. Who is going to read your paper?





Types of *Papers*

- A thesis/dissertation
- A paper for a congress
- A paper for a journal
- A research proposal
- A popular article



Who is going to read your thesis?

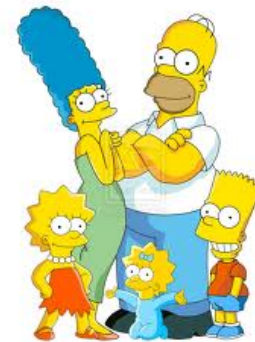


Who is going to read your thesis?

- Your examiners



- your family...*maybe*





What do the examiners want to find?

- Original research in a recognizable academic framework
- Relevant details of your research
- Clear structure and argument
- Why you chose to write it
- The background
- Your thinking
- What you did
- Your findings and conclusions
- Future direction



What DON'T they want to find?

- Irrelevant details
- What we all know
- Bad writing
- Unclear arguments
- Unclear tables & diagrams
- Bad grammar & spelling
- Unstructured work
- plagiarism



MARK	MEANS	MARK	MEANS
1	Something	##	remove an underline
2	insert in the text	o	spell out (three or number for 1, 2 or one hour)
3	delete a punctuation, word, or letter	#	indicate a paragraph
4	delete and close up space	¶	run in no paragraph
5	close up space	[]	center
6	add space	^	superscript or subscript (x ² or H ₂ O)
7	transpose change order	∧	comma
8	insert word or phrase	∩	period or colon
9	set in lowercase letters (lowercase)	⊖	double or single quotation marks or an apostrophe
10	set in ALL CAPS (CAPITALS)	∪	hyphen (first class)
11	set in small capitals (100 n.c.)	=	en dash (hyphenized as two hyphens—without space)
12	italic (italic)	1/4	on dash (100–300 r.s.)
13	boldface (boldface)		

1. Papers & their Readership

Type of paper	Who will read it?	Why will the read it?
<i>Thesis</i>	<ul style="list-style-type: none">- <i>Supervisor</i>- <i>Referees</i>- <i>Examiners</i>	<ul style="list-style-type: none">- to judge- to mark- to rank
<i>Paper (Journal, book, proceedings)</i>	<ul style="list-style-type: none">- <i>Referees</i>- <i>Experts</i>	Judge originality, quality & suitability
		<ul style="list-style-type: none">- Extract information- Learn
<i>Research Proposal</i>	<ul style="list-style-type: none">- <i>Funding body</i>- <i>Referees</i>	Judge aims/potential Appropriateness of proposal
<i>Popular articles</i>	<i>Intelligent uninformed public</i>	Learn a new field To be entertained



5 basic steps (2)

1. *Target the Market*
2. **Develop the Idea or Concept**
3. *The first outline & draft*
4. *Plan, construct & organize*
5. *Correct, Fine Tune and Package the final product*



How do ideas come and develop?

- Thinking
- Observing
- Talking
- Reading
- Reading
- Reading
- ...Reading



Why do you need to read a lot? ■

- to get the tone and style of the journal you are going to submit to
- to be able to cite & refer to others
- to help you learn what is known about the topic
- this literature will form basis of your Introduction and Discussion.



Before writing...ask yourself

- Who is going to read it?
- Is there a gap in the market?
- Why am I writing?
- Have I anything new to say?
- Is what I am saying “earthshattering”?
- Do I want to make a splash or a ripple?

Do you want to make a ripple?
...or a splash?





Before you start

- Organization
- Make a plan
- Brainstorm – points you want to say
- Make list of sections

- Lots of coffee/cigarettes etc
- Changes of environment



The outline

- Write outline for each section
- In one or two sentence summarize what you want to say in each paragraph
- Add references & ideas as you go along
- If you are using tables write a line about what you want to demonstrate before making pretty diagrams
- Don't start writing until the outline is complete. This will save you time!



Planning & Organization

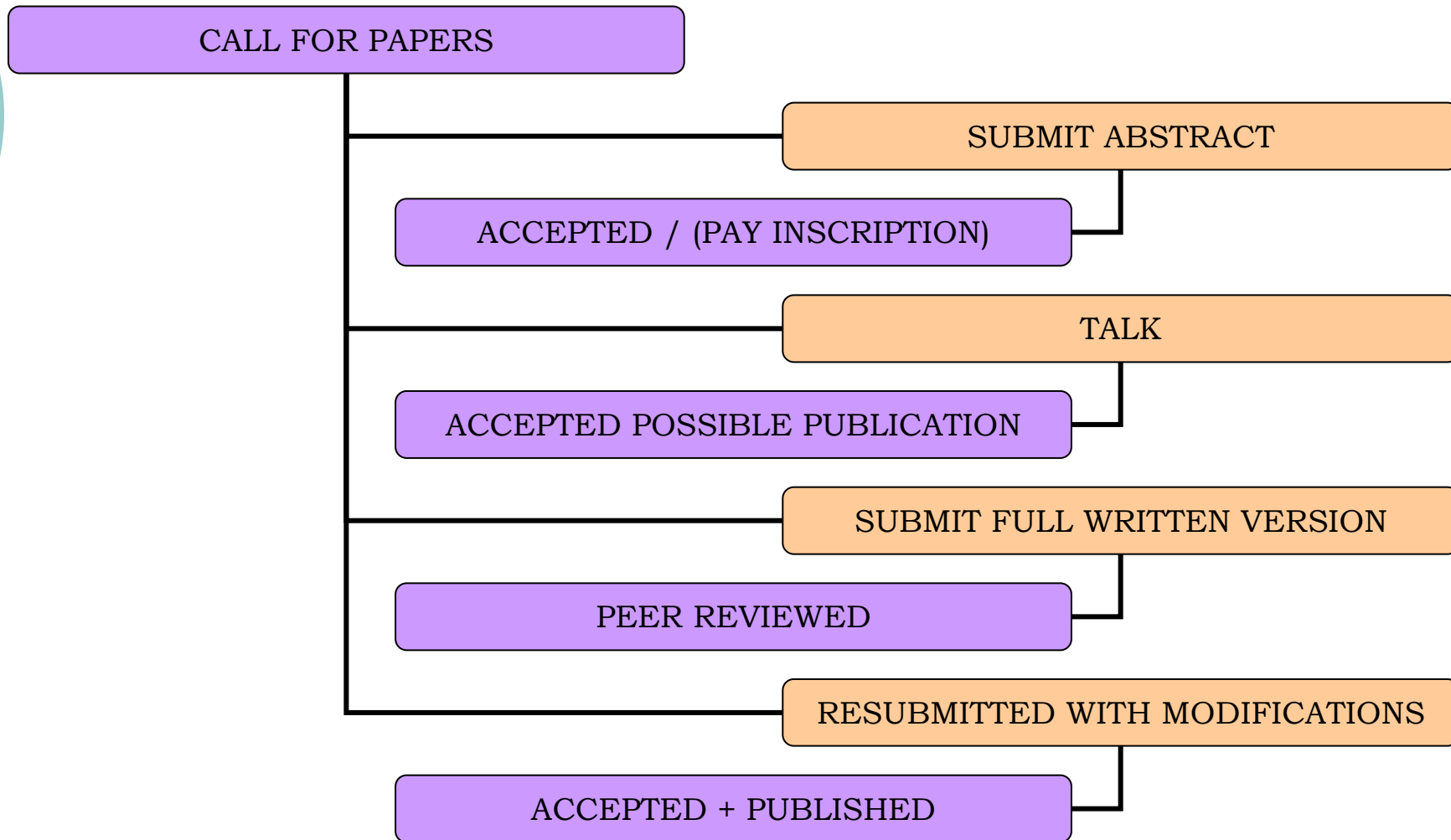
Abstract (+ Title)	What I did (in a nutshell)	5th
Introduction	What's the problem?	1st
Methods & Experiment	How did I try to solve the problem	2nd
Results	What did I find out?	3rd
Conclusion/Discussion	What does it mean?	4th
Acknowledgments (optional)	Who helped me?	Last
Literature cited	Whose work did I refer to?	Always



The Most Important Elements

- The title
- Abstract
- Introduction
- The conclusion
- The bibliography
- The sections & organization
- The graphs & tables
- Overall style
- Layout

Conference Route





The Title ***

- Meaningful
- Brief (avoid long titles)
- Memorable



The Abstract

- 150 words
- Motive
- Method
- Key findings
- Conclusions
- -----
- No waffle
- No extra details



10 Abstract acceptance guidelines

Does it...

1. capture the interest of a potential reader?
2. say what the paper is about; Does the title reflect the content?
3. use appropriate terminology and is it well written?
4. clearly state the topic of the paper and the research question?
5. say how the research was undertaken?
6. indicate the value of the findings and to whom it will be of use?
7. describe the work to be discussed in the paper?
8. give a concise summary of the findings?.
9. conform to the word limit (150-250 words)?
10. have 5-10 keywords/phrases reflecting the content of the paper?



The Introduction ***

- Be concise (7% / 350 words)
- Memorable: Seduce the reader
- Use a good first sentence
- Show authority & instil confidence
- Show you understand issues & will provide answers and information
- Show intentions, structure and plan, main ideas
- Show you have carried out research
- Quotable line



Introduction (Typical Mistakes)

- Too long/too short
- Unappealing & Unrevealing
- Gives too much away too soon
- Loses/bores reader

Conclusion/Discussion ***

- (10% / 500 words)
- Memorable: draw everything together
- Don't simply repeat...it is NOT a summary
- Authoritative & convincing
- Quotable lines
- Show confidence in your statements
- ...but don't overstate



Tables & Graphs

- Make sure they are clear
- Don't put in too much information
- Keep statistic language to a minimum

Broadband Speeds (OfCom survey chart reported by BBC 28 July 2009)



Because the measured speeds varied so much, a simple league table of ISP speeds is difficult to make.

However, Ofcom released a table which shows comparisons for nine major ISPs, showing which are faster and slower.

HOW UK ISPS COMPARE		
	...is slower than...	...is faster than...
AOL	O2, Orange, Plusnet, Sky, Talktalk, Virgin Media	
BT	O2, Virgin Media	Tiscali
O2	Virgin Media	AOL, BT, Tiscali
Orange	Virgin Media	AOL, Tiscali
Plusnet	Virgin Media	AOL, Tiscali
Sky	Virgin Media	AOL, Tiscali
Talktalk	Virgin Media	AOL, Tiscali
Tiscali	BT, O2, Orange, Plusnet, Sky, Talktalk, Virgin Media	
Virgin Media		AOL, BT, O2, Orange, Plusnet, Sky, Talktalk, Tiscali

All services at 8Mbit/s except Virgin Media at 10Mbps

Source: Ofcom



References & Bibliography

SHOW

- You have read a lot
- You have read the important works
- You have read recent works
- You have read your referees' works

- Always provide source for citations
- Only include works you have cited in your paper



Citing authors in your paper

- According to Smith (2010: 72), “the rain in Spain is a pain”.

OR

- ...“the rain in Spain is a pain” (Smith, 2010: 72)
- It is widely believed that the weather is changing (Jones, 2011: 336; Dylan, 2012: 63-64; Lewis, 2013: 101-6)

Bibliography

a) Books

- Crystal, David (1969): *Prosodic systems and intonation in English*. Cambridge: CUP
- Gordon, Diana & Gil, Antonio (eds.) (2012): *Spanish Weather*. Barcelona: Ariel.
- Smith, Brian (2010): *Changes in International Weather*. London: Cudos Press

b) Articles in books / Book chapters

- Dylan, John (2012): “La lluvia en Sevilla es una maravilla”, *In*: Gordon, Diana & Gil, Antonio (eds.). *Spanish Weather*. Barcelona: Ariel, 59-69.

c) Articles in journals

Jones, Kate (2011): “The Spanish frying pan”. *International Geographics*. 17/4: 333-54.

d) Congresses and conferences

- Lewis, Rafael (2013): “Hablando del tiempo”. *In* Alonso, Ana *et alii* (eds.). *Proceedings of the XVIII International APEN Conference*. Huelva: Universidad de Huelva, 101-123.

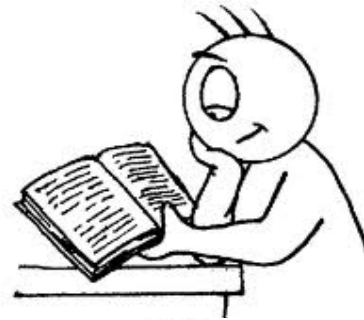
e) Internet sources

- Gurak, Laura *et alii* (eds.) (2004): *Into the Blogosphere: Rhetoric, Community, and Culture in Weblogs*. <<http://blog.lib.umn.edu/blogosphere>> [downloaded 15/04/2013].



Well-written papers are...

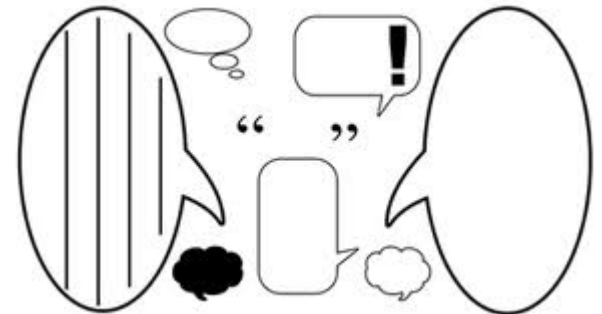
- Read



- Remembered



- Cited



Badly written papers...

o...are not!





Academic English Style

- Writing is Communication
- Make it easy to read and follow
- Use short words rather than long ones
- Use familiar words not obscure ones
- Simple and concise constructions
- Use appropriate terminology
- Be clear don't be ambiguous
- Don't waffle – get to the point
- Make figures, tables & graphs clear
- Avoid repetition



Academic style Do NOTs

- use contractions
- phrasal verbs
- colloquial language
- overstate and overemphasize
- undermine reader's judgement in you
- condescend to your readers
- be “immodest” (use passives or “we believe”)



Checking and Rewriting

- Take breaks
- Change places
- Check on printed paper
- Don't always check from the beginning
- Read & Reread
- Ask second opinions
- Check publishers norms
- Make it look nice: 1st impressions count

Final Checklist

- Is the title effective?
- Does the paper look organized and clear?
- Is my Introduction clear and effective?
- Is the conclusion/discussion convincing?
- Does my bibliography show I have read?
- Have I cited the relevant authorities?
- Is it readable?
- Is it in the style of other articles in the journal?
- Have I followed the style guide?
- Is my paper in the style of the journal?
- Have I checked my grammar and spelling?
- Have I said anything *new*?

Rejection and Criticism

- Criticism may not be agreeable, but it is necessary. It fulfils the same function as pain in the human body. It calls attention to an unhealthy state of things. (Winston Churchill)
- To avoid criticism, do nothing, say nothing, and be nothing. (Elbert Hubbard)
- The better a work is, the more it attracts criticism; it is like the fleas who rush to jump on clean white sheets. (Gustave Flaubert)



GOOD LUCK



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