

Workshop:
Writing for a scholarly journal
10 June 2020

Know your audience...

...from choosing a journal
to marketing your article

Linda Fick
Managing Editor: SAJS
Academy of Science of South Africa (ASSAf)



science & innovation

Department:
Science and Innovation
REPUBLIC OF SOUTH AFRICA



Knowing our audience



Why write up your research?

- To convey your research results and conclusions
- To add to the knowledge and literature on your subject
- To contribute to a discussion or debate in your field
- To share/disseminate that knowledge with those to whom it is relevant – your peers, but maybe also policymakers, practitioners, the public...? Your audience depends on your research and aims.



You may have different messages for different audiences

Create a dissemination plan as part of your research plan

Dissemination plan

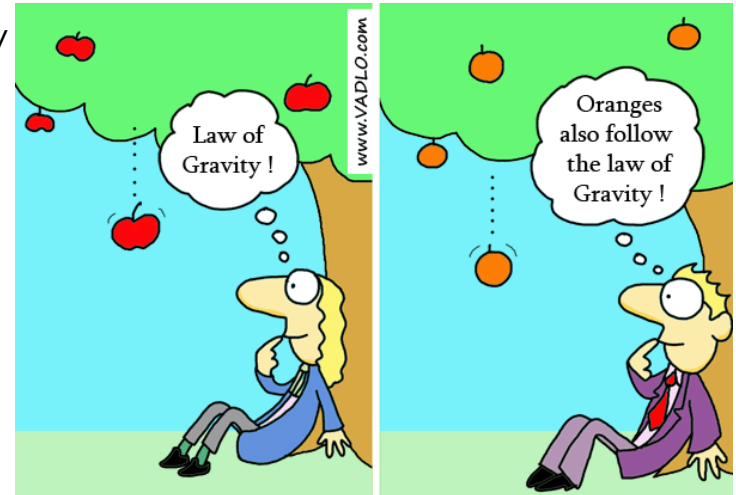
- **Scholarly formats**, e.g. journal articles, preprints, reports, books and monographs, and conference presentations
- Typically involves peer review
- Purpose is to contribute new knowledge
- Style and register are formal
- Longer length
- **Non-scholarly formats**, e.g. blogs, newsletters, professional magazines, media reports, social media, interviews, podcasts
- Typically does not involve peer review
- Purpose is to inform, persuade, entertain
- Style and register are informal
- Shorter length

*Each format can have a different audience,
different requirements (length, scope, style) and
different policies
which will influence your dissemination plan.*

Journal requirements

Journal articles are typically more accessible and more frequently read and cited than are books, but journals have specific requirements.

- Originality – not been published before and not currently being considered elsewhere
- Novelty – is it new? Or is it oranges also fall? with exceptions, e.g. PLoS ONE
- Exemptions – conference presentations, theses/dissertations, [preprints]
- Check the journal's policies and media embargo
Sherpa Romeo <https://v2.sherpa.ac.uk/romeo/>
How can I share it? <https://www.howcanishareit.com>
verify with the journal



Why is this relevant? Because it will inform your dissemination plan

e.g. Conference presentation / thesis / preprint → SAJS article → social media posts / media reports / self archiving ✓

e.g. Conference presentation / thesis → news/magazine article → SAJS article ✗

Choosing a journal

Journal type and purpose

- Different journals have different purposes and therefore different audiences, e.g.
- specialist journals for researchers in that field
- multidisciplinary journals for all researchers
- journals for professionals/practitioners (doctors, teachers)
- review journals
- methods journals

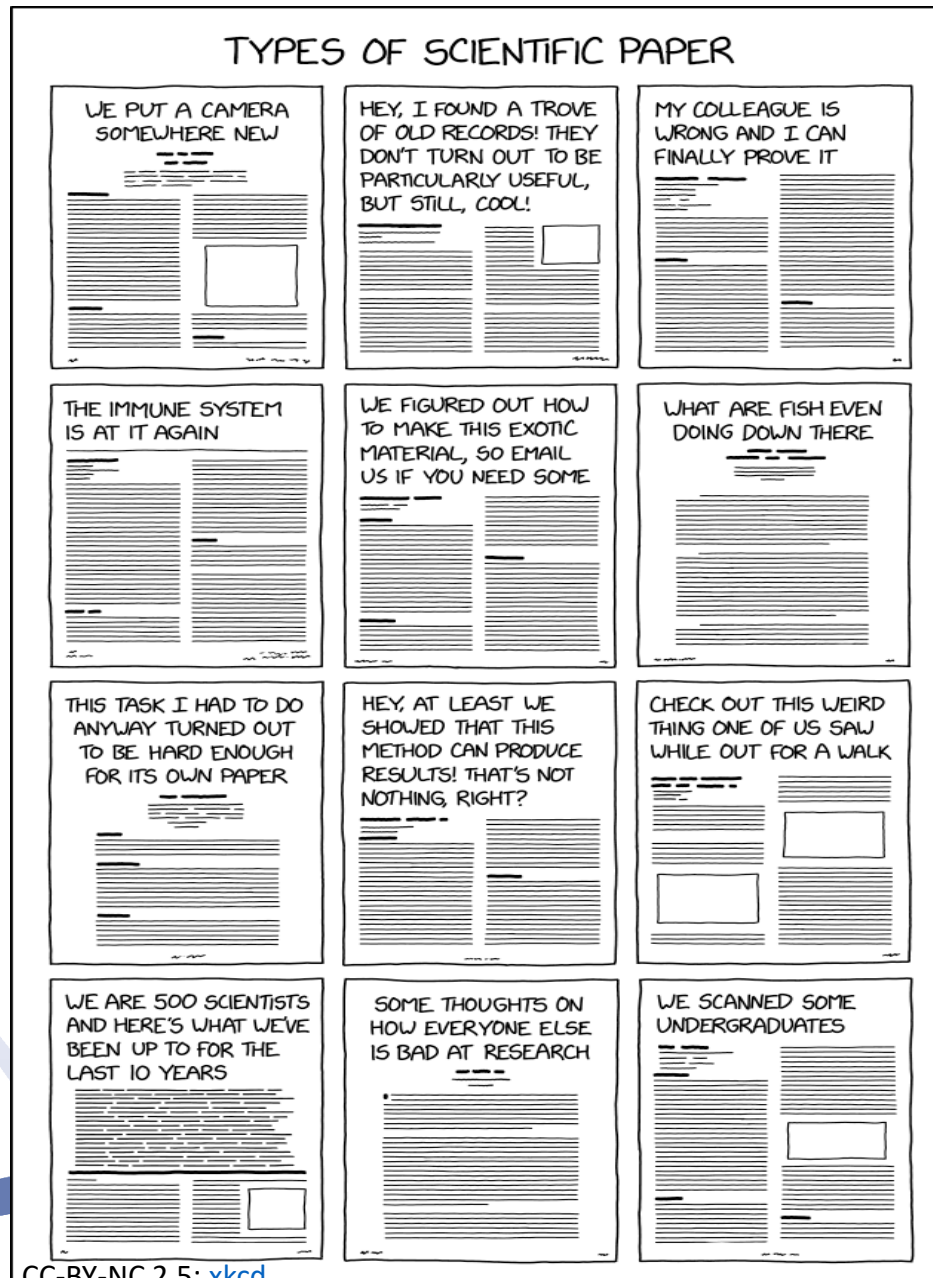
What is your purpose/message?

e.g. To change policy (target policymakers) or to guide professional practising (target a specific group – doctors/teachers) or to report a new method?



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Choosing a journal



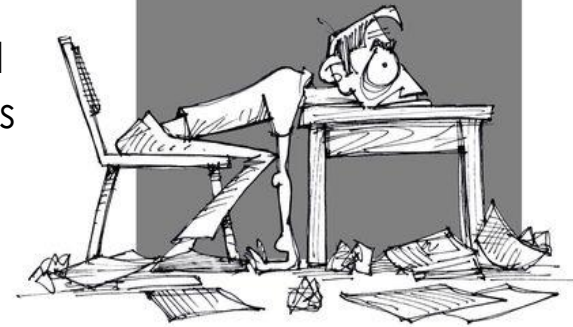
- Consider the article types published in the journal.
- If your purpose / message and audience aligns with the journal's purpose / policy and readership, then the article type you choose should be an article type available in that journal.
- There are various article types, e.g. review article, research article, case study, clinical trial, methods, case notes

Choosing a journal

Journal scope

- geographical (Int J, Afr J, S Afr J)
- topic (theology, medicine, zoology)
but also, Old Testament, oncology, herpetology
and osteo-oncology, neuro-oncology
- Choose a journal that is appropriate for your topic and purpose. Many desk rejections are not because there is a flaw in the manuscript, but because the manuscript is not suitable for the scope of the journal (e.g. SAJS desk rejection rate is about 90%)
- The right journal for your manuscript on the “Challenges of teachers in rural Limpopo, South Africa” could be a local journal with a narrower target audience, rather than an international journal with a broad readership

Congratulations! Your paper was accepted by the Yak Breeders Journal! !



CC-BY: [John R. McKiernan](#)

Choosing a journal

Journal characteristics

- editorial board
- quality and accreditation
- publication frequency and turnaround times
- transparent policies and processes
- metrics (impact factor, article-level metrics)
- coverage (where is it indexed)
- readership (audience)

Be wary of predatory practices when choosing a journal (and after): flattering invitations, very fast turnaround times, lack of transparency in regard to publication fees and peer review process, no contact information, no archives, no review reports.

Think. Check. Submit. <https://thinkchecksubmit.org/>

“helps researchers identify trusted journals and publishers for their research”

Choosing a journal

- **Policies** – e.g. novelty, preprints, copyright, open access, APCs, publishing ethics, peer review
- **Requirements** – e.g. length
- If still in doubt – and after you have read the journal's guidelines – email the editor to enquire if your manuscript is likely to be considered for publication – include the title, topic, article type, audience, a summary
- Include a cover letter, especially if you are submitting to a journal that has a high rejection rate, and indicate why you have selected that journal and why you believe your manuscript is suitable for the journal's scope and readership

Finding a journal

Where do you start? With what you know. If you want to target your peers, consider the journals you have read and cited the most.

Don't know where to start?

- Journal databases and directories
e.g. WoS, Scopus, JSTOR, SciELO SA, DOAJ, Ulrich's
- Journal suggesters (abstract)
e.g. JANE (Journal Author/Name Estimator), Open Journal Matcher, EdanzJournal Selector
- Journal analysers
e.g. Journal Evaluation Tool, Metrics Toolkit, Cabell's Journalytics, Scopus Journal Analyzer

Examples of resources available

Please check terms of use of each resource/tool

Journal directories:

- Ulrich's Web <https://www.ulrichsweb.com>
- DOAJ www.doaj.org
- Journals Directory <https://www.journalsdirectory.com/>
- MLA Directory of Periodicals <https://www.mla.org/Publications/MLA-International-Bibliography/>

Examples of resources available

Please check terms of use of each resource/tool

Journal suggesters:

- JANE (Journal Author/Name Estimator) <https://jane.biosemantics.org/>
- Open Journal Matcher <https://ojm.ocert.at/>
- EdanzJournal Selector <https://www.edanz.com/Journal-Selector>
- JSTOR text analyzer <https://www.jstor.org/analyze/>
- Elsevier Journal Finder <https://journalfinder.elsevier.com/>
- IEEE Publication Recommender <https://publication-recommender.ieee.org/home>
- Springer Journal Suggester <https://journalsuggester.springer.com/>

Examples of resources available

Please check terms of use of each resource/tool

Journal evaluation tools:

- Cabell's Journalytics <http://www2.cabells.com/about-journalytics>
- Journal Evaluation Tool
https://digitalcommons.lmu.edu/cgi/viewcontent.cgi?referer=&httpsredir=1&article=1041&context=librarian_pubs
- Scopus Journal Analyzer www.scopus.com
- Metrics Toolkit <http://metrics-toolkit.org/>

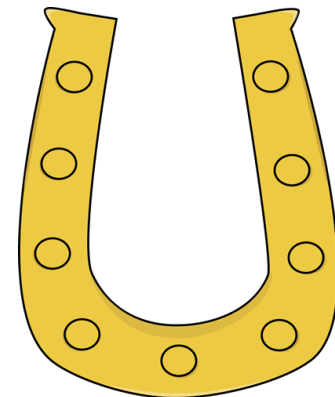
Writing the article

- Select a journal and article type BEFORE you write your paper (or at least before you start adding muscles to the skeleton of your paper)
- Read and follow the journal's guidelines to authors – length of your paper, format/structure, referencing style
- Journal articles are shorter than theses/dissertations and books:
 - be concise and focussed
 - do not include everything that you did, or that was in your thesis – only what is relevant to the message you want to convey
 - generally, do not include table of contents, list of acronyms/abbreviations, pages of acknowledgements
- Consider your audience (specialist or generalist) and what is relevant and known to them with your choice of title, word choice, descriptions and use of acronyms

After you have:

- decided on an article type and journal,
- read the journal guidelines and policies,
- written your manuscript,
- submitted and revised your manuscript

....your manuscript is accepted!



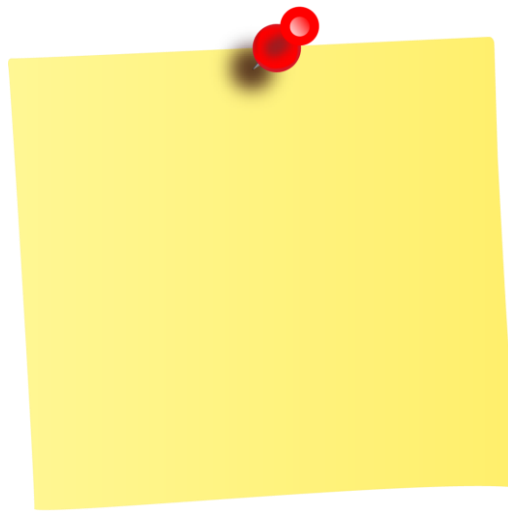
Your journal article has been published... now share your article...



- Check the policies of the journal regarding sharing and archiving of the submitted, accepted and published versions of the article
- Refer to your dissemination plan for other audiences – and frame your message/findings for your target audiences (policymakers, the public, etc.)
- Promote your article in the form of lay summaries and news stories on news sites (e.g. EurekAlert, AlphaGalileo)
- Inform your institution's media office of your recent publication
- Use social media and blogs to promote your article and convey your findings

Sharing on non-scholarly platforms

- Writing may be more informal, but should still be accurate, non-offensive, free from bias, and ethical (observe copyright, do not plagiarise and give credit to sources)
- Always cite and link to your article
- Keep your writing short and to the point





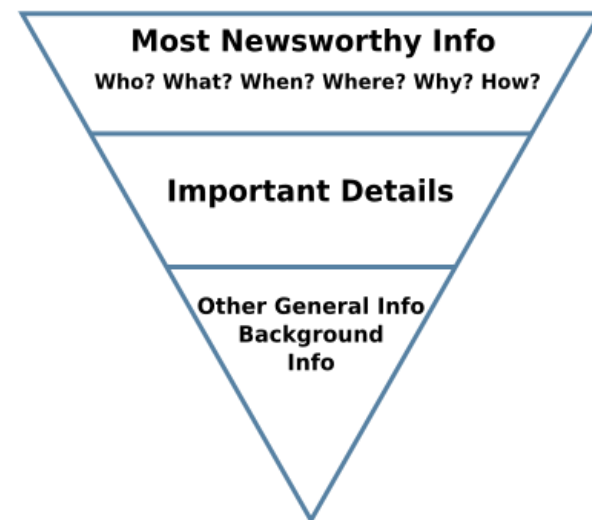
News / blogs



News/blog articles and press releases

- Catchy titles that indicate message/relevance
- Eye-catching graphics/images
- Can use hyperlinks for references
- Avoid jargon and acronyms. If necessary, explain.
- Follow an inverted pyramid shape: most important news goes at the top, in the lead paragraph, usually the 'what', followed by the who, where, why, when and how. As you read down, the information becomes less important, and the least important information goes at the bottom.

Compare with hourglass shape of journal articles





Social media



- First determine your strategy and brand – and audience (don't mix personal and professional)
- Is your strategy broadcast (tweet and link) or interact (respond)?
- Use graphics - images, videos, infographics
- Keep it short and to the point (character or word limit)
- Short-lived – post regularly – use a social media scheduling tool (e.g. Buffer or Hootsuite), which also can include analytics to enable you to track the attention and see what audience is engaging with your posts.

Twitter

- Topic centred
 - Short and simple – character limit – use short words, contractions and ampersands (that you wouldn't usually use when writing a journal article)
 - Threads for connected posts
 - Include:
 - @handle (journal, institution, network, society) – audience
 - #hashtag – topic/s and audience
 - Image
 - Link to your article – use a URL shortener e.g. bit.ly or TinyURL
- e.g.
- <https://theconversation.com/what-can-a-1-7-million-year-old-hominid-fossil-teach-us-about-cancer-63627>
- <https://tinyurl.com/fxh498x6>

Examples of resources available

Please check terms of use of each resource/tool

URL shorteners and trackers:

- Bit.ly <https://bitly.com/>
- TinyURL <https://tinyurl.com/app>
- Hootsuite <https://hootsuite.com>
- Buffer <https://buffer.com>

Hashtag identifier:

- Hashtagify.me <https://hashtagify.me/>

About This Blog



Student Voices

is a collaborative blog by student writers managed by Kyle Hill, a research fellow and science writer.

Tara Tai
Dayan "Jack" Li
Anders
Aufderhorst-Roberts
Jack Scanlan

We cover emerging research, strange animals, health issues, alternative energies... whatever catches our interest.

email:
sciencebasedlife@gmail.com
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Fish Skin Band-Aids: a natural way to speed wound healing...
- **March 19, 2014**
Do "Smart Pills" Really Make You Sm...
- **February 24, 2014**
The Invasive Species
Wriggling Beneath Your Feet
- **December 09, 2013**

Student Voices

A blog about science by students, for students



May 27, 2015 | By: Sedeer el-Showk

Fish Skin Band-Aids: a natural way to speed wound healing

Aa Aa Aa

In this guest post, Mae Staples looks at how fish skin may hold the key to improved wound healing.



Have a cut on your hand? You're apt to reach for the box of Band-Aids or roll of gauze in the medicine cabinet. But what about some fish skin protein to cover that wound? It may sound like a remedy straight out of *The Little Mermaid*, but, in fact, researchers in China have recently discovered that collagen obtained from Tilapia fish significantly speeds up wound healing in rats.

While fish skin bandages are a possibility for wound healing in the future, the researchers note that more work must be done before Tilapia collagen appears in your local drug store. Namely, tests on larger mammals must be carried out before human trials are feasible. The researchers are also looking to chemically alter the protein fibers in order to introduce antibacterial properties that safeguard against possible skin infection.

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Mae Staples is a recent graduate of Colgate University with a degree in Molecular Biology. She is interested in microbiology and biomedical research, and enjoys exploring the wonderful world of microbes through her scientific endeavors.



Refs ←

- 1) Zhou T, Wang N, Xue Y, et al. Development of Biomimetic Tilapia Collagen Nanofibers for Skin Regeneration through Inducing Keratinocytes Differentiation and Collagen Synthesis of Dermal Fibroblasts. *ACS Appl. Mater. Interfaces* 7: 3253-3262 (2015). ← article title
- 2) Pereira RF, Barrias CC, Granja PL, et al. Advanced biofabrication strategies for skin regeneration and repair. *Nanomedicine* 8(4): 603-621 (2013). ← journal type
- 3) Kumar PS, Raj NM, Praveen G, et al. In vitro and in vivo evaluation of microporous chitosan hydrogel/nanofibrin composite bandage for skin tissue regeneration. *Tissue Engineering Part A* 19(3-4): 380-392 (2012).
- 4) Turley, Andrew. "Fish skin dressing helps heal wounds." *Chemistry World*. 18 Feb. 2015. Web.

Image credits ← image credit

The *Tilapia* is free of copyright (Source: Dutch Fish Marketing Board). The *keratinocyte* image by ZEISS microscopy on Flickr Commons is distributed under a CC-BY-NC-ND license.

RESEARCH ARTICLE

Drivers of fatal bird collisions in an urban center Benjamin M. Van Doren, David E. Willard, Mary Hennen,  Kyle G. Horton, Erica F. Stuber, ...[+ See all authors and affiliations](#)PNAS June 15, 2021 118 (24) e2101666118; <https://doi.org/10.1073/pnas.2101666118>

Edited by James A. Estes, University of California, Santa Cruz, CA, and approved May 5, 2021 (received for review February 2, 2021)

Article

Figures & SI

Info & Metrics

 PDF**Significance**

Collisions with built structures are an important source of bird mortality, killing hundreds of millions of birds annually in North America alone. Nocturnally migrating birds are attracted to and disoriented by artificial lighting, making light pollution an important factor in collision mortality, and there is growing interest in mitigating the impacts of light to protect migrating

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Biological Sciences » Sustainability Science



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NEWS RELEASE 7-JUN-2021

Darkened windows save migrating birds

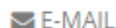
New study finds decreasing lit windows could reduce bird collisions by 60%

CORNELL UNIVERSITY

Research News



PRINT



E-MAIL

ITHACA, N.Y. - Building lights are a deadly lure for the billions of birds that migrate at night, disrupting their natural navigation cues and leading to deadly collisions. But even if you can't turn out all the lights in a building, darkening even some windows at night during bird migration periods could be a major lifesaver for birds.

Research published this week in *PNAS* found that over the course of 21 years, one building sustained 11 times fewer nighttime bird collisions during spring migration and 6 times fewer collisions during fall migration when only half of the building's windows were illuminated, compared to when all windows were lit.

In the study, the factors that had the strongest effect on bird collisions were the intensity of

Media Contact

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<http://pressoffice.cornell.edu>

More on this News Release

Darkened windows save migrating birds

CORNELL UNIVERSITY

JOURNAL

Proceedings of the National Academy of Sciences

KEYWORDS

Darkened home windows save migratory birds

By Roofing Daily News - June 7, 2021

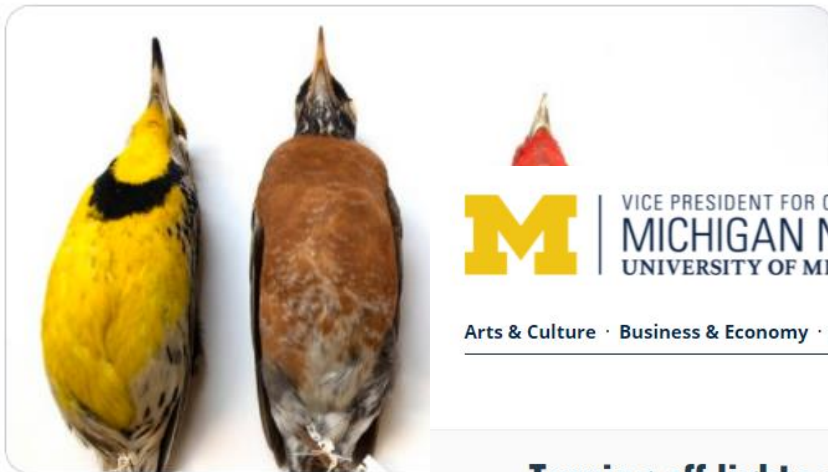
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Benjamin Van Doren @bvdbirds · 12h

Collisions kill hundreds of millions of birds each year in North America alone—but turning off lights and darkening windows can make a huge difference. Our latest research in @PNASNews describes how: pnas.org/content/118/24...



Kyle Horton and 5 others

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Turning off lights can save migrating birds from crashing into buildings



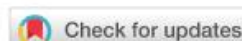
June 7, 2021

Contact: [Jim Erickson](mailto:jim.ericson@umich.edu)
ericksn@umich.edu,
[Kate Golembiewski](mailto:kgolembiewski@fieldmuseum.org)
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Earliest hominin cancer: 1.7-million-year-old osteosarcoma from Swartkrans Cave, South Africa



DOI: <https://doi.org/10.17159/sajs.2016/20150471>

KEYWORDS:

palaeopathology, oncology, malignant neoplasia, metatarsal, micro-computed tomography

ABSTRACT

The reported incidence of neoplasia in the extinct human lineage is rare, with only a few confirmed cases of Middle or Later Pleistocene dates reported. It has generally been assumed that pre-modern incidence of neoplastic disease of any kind is rare and limited to benign conditions, but new fossil evidence suggests otherwise. We here present the earliest identifiable case of malignant neoplastic disease from an early human ancestor dated to 1.8–1.6 million years old. The diagnosis has been made possible only by advances in 3D imaging methods as diagnostic aids. We



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Fossil tumour is oldest evidence of human cancer discovered yet



THE HUFFINGTON POST

Earliest Human Cancer Found in 1.7-Million-Year-Old Bone

Huffington Post, 31 Aug 2016

PHOTOGRAPH BY PATRICK RANDOLPHQUINNEY, UCLAN In the fossil-rich region of South Africa known as the Cradle of Humankind...

The New York Times

The Known: Cancer Is Really, Really Old. The Unknown: How Common It Was.

New York Times, 23 Aug 2016

Photo Carcinogens abounded 1.7 million years ago in Early Pleistocene times when a nameless protohuman wandered the South...

In this section

[Frequently Asked Questions](#)[Swartkrans cancer paper](#)[Sediba tumour paper](#)[Download media pack](#)

Cancer on a Paleo diet?

29 July 2016 - Wits University

Discovery of 1.7 million-year-old foot bone is the oldest evidence of cancer in human ancestors.

An international team of researchers led by scientists from the University of the Witwatersrand's [Evolutionary Studies Institute](#) and the South African Centre for Excellence in Palaeosciences today announced in two papers, published in the *South African Journal of Science*, the discovery of the most ancient evidence for cancer and bony tumours yet described in the human fossil record.

The discovery of a foot bone dated to approximately 1.7 million years ago from the site of Swartkrans with definitive evidence of malignant cancer, pushes the oldest date for this disease back from recent times into deep prehistory. Although the exact species to which the foot bone belongs is unknown, it is clearly that of a hominin, or bipedal human relative.



Match the audience



“When does spring become summer? @jenfitchett and @AdriaanJvanderl propose new seasonal divisions for SA based on daily temperature. <https://bit.ly/33FN9LH> @WitsUniversity @UFSweb @SSAGTweets”

However, researchers, based at the University of Witwatersrand and the University of the Free State, analysed the daily temperature data from 35 weather stations around the country, from 1980 to 2015.

Daily maximum and minimum temperature data were obtained from 35 selected South African Weather Service meteorological stations that had sufficiently complete data sets and homogeneous time series, spanning the period 1980–2015.

Match the audience

“When does spring become summer? @jenfitchett and @AdriaanJvanderl propose new seasonal divisions for SA based on daily temperature. <https://bit.ly/33FN9LH> @WitsUniversity @UFSweb @SSAGTweets”



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AUTHORS:

Adriaan J. van der Walt^{1,2}

Jennifer M. Fitchett¹



Statistical classification of South African seasonal divisions on the basis of daily temperature data

BUSINESS INSIDER | TRAVEL

SA's summer lasts for six months, say researchers – and starts earlier in Joburg than in Cape Town

Sarah Wild, Business Insider SA

Sep 30, 2020, 11:48 AM



↻ SSAG Retweeted



SAJournalofScience @SAJS_Official · 7 Oct 2020

When does spring become summer? @jenfitchett and @AdriaanJvander1 propose new seasonal divisions for SA based on daily temperature.

bit.ly/33FN9LH

@WitsUniversity @UFSweb @SSAGTweets

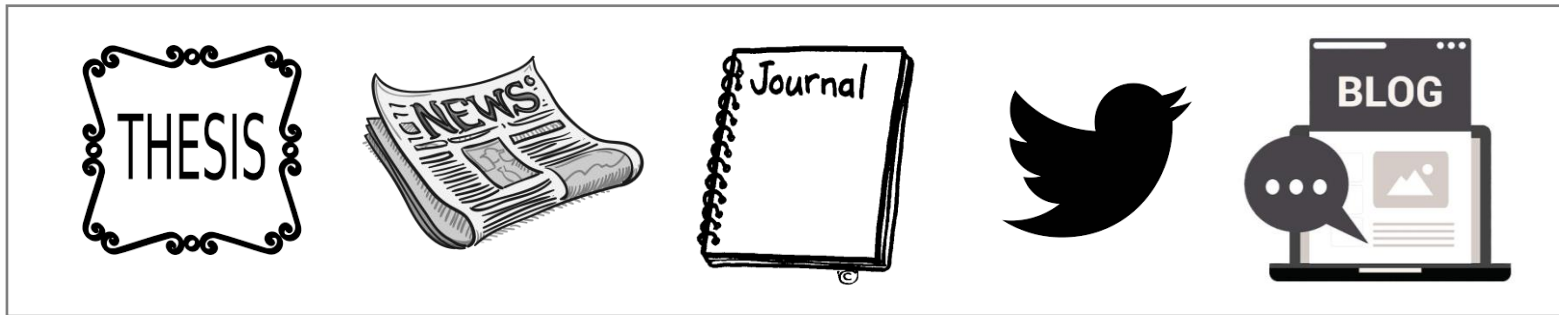
South African
Journal of Science

Writing for a scholarly journal

Know your audience

10 June 2021

Match the audience



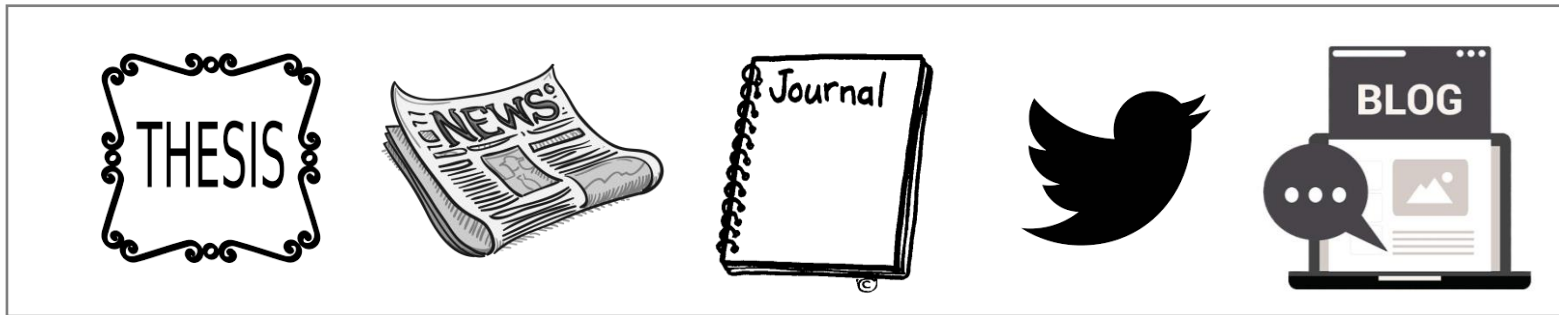
- I am immensely grateful to my husband who has supported me throughout my studies, my children who are the light of my life, my mom who made me endless cups of tea whilst I was writing, my supervisor who always believed in me, my uncle's neighbour who...
- I thank Big Funders Anonymous for funding (grant no. 1234), Mr Lab Assistant for assistance with data collection, and the anonymous reviewers for their helpful comments.

Match the audience

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Match the audience



- **“Sunlight and skin cancer: Another link revealed”**
- **“Inguinal Lymph Node Dissection for Advanced Stages of Plantar Melanoma in a Low-Income Country”**

Match the audience

- “Sunlight and skin cancer: Another link revealed”







- “Inguinal Lymph Node Dissection for Advanced Stages of Plantar Melanoma in a Low-Income Country”





Inguinal Lymph Node Dissection for Advanced Stages of Plantar Melanoma in a Low-Income Country

Ollo Roland Somé ¹, Malick Diallo ², Damien Konkobo,³ Nassirou Yabré,¹ Valentin Konségré ⁴, Issouf Konaté,⁵ and Sidy Ka ³

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Sunlight and skin cancer: Another link revealed

Kenneth H. Kraemer

[+ See all authors and affiliations](#)

Now that you know your audience...

