

Tailoring your writing to the target journal

- 1 Read the journal's policy document.
- 2 In particular: (a) assess how far your prospective paper aligns with the policy; (b) consider how you can harmonise your language with that of the journal.
- 3 Consider what the composition of the journal's editorial board indicates about the mindset of the journal.
- 4 Analyse back copies in order to deduce the journal's intended audience. In particular, seek to infer what kinds of things (terms, concepts, theories, perspectives, etc.) readers are deemed to know and what kinds of things need to be explained to them.
- 5 Create a model for your paper based on previously published papers from the target journal. Use this to guide you on such decisions as how many sections to have, what the section headings should be, and how many paragraphs there should be in each section.
- 6 Look for opportunities to cite papers from your target journal.
- 7 Read the journal's style guide. Conform to it to the letter.

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Resources

Philippa J. Benson & Susan C. Silver, *What editors want: an author's guide to scientific journal publishing* (University of Chicago Press, 2012)

Pat Thomson and Barbara Kamler, *Writing for peer reviewed journals: strategies for getting published* (Routledge, 2012)

About Frontinus

We help engineers with pitches, presentations, papers, reports, and publications.

Our services include:

- consultancy
- training and mentoring
- editing and writing
- publishing

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