Guide for Submissions

Introduction: How to Write an Article
The purpose of this brief guide is to help would-be writers to formulate well-crafted articles. An article is considered to be well-crafted if it is free from misspellings, clear in its expression, and has conveyed its purpose effectively.

Correct Spelling
A correctly spelled article implies that every written word reflects its intended meaning. For example an article should always appropriately differentiate the use of 'than' from 'then', 'its' from 'it's', etc. Bad spelling is always the first indication that an article should be returned.

Before an article is submitted the author should always **check for red lines** underneath words, which indicate the presence of a misspelling, and amend those words accordingly. Similarly, the title of an article should always be capitalised correctly. If the author is unsure of how a title is capitalised then the following resource should be used: https://capitalizemytitle.com/

Clarity, Brevity and Accessibility
Clarity of expression is necessary on the level of an individual sentence, but also for an article as a whole. What is necessary for a clear sentence is relevance; every sentence should always be relate back to the main point of the article, and brevity; sentences should be no longer than **three lines long** whilst using **font size 12**.

For the overall article to be both clear and brief the length of each paragraph should no more than **six lines**, and the overall length should be approximately **800 words**. This last suggestion may seem rather short but a good writer can and should be able to succinctly express his or her point within that recommendation. Articles in excess of 1000 words may be published but do require a special justification.

Most importantly the overall clarity and accessibility of an article relies upon the assumption that **the reader does not have foreknowledge of the topic being discussed**. This assumption requires the writer to **briefly explain** to the reader each technical concept or reference after it is evoked in the article.

What's the Point?
The first step in creating an effective article is always to make yourself aware of whatever point it is that you would most like to convey to an audience. As a writer you should always **write down on a page what the point of your article will be before starting work on the actual article**.

Therefore that written statement can and should be used as a reference point to frame the entire creation of the article. If the author has not first written down why he or she is writing an article, then the article can and does often degenerate into incoherence. Also, an article should always start with the most basic information; the who, what and when first before the how and why.

Furthermore, if you are writing an opinion piece it is generally counter-productive to try to convince the reader of multiple opinions in a single article. One opinion piece, one opinion.

Similarly an opinion piece's tone can be serious or satirical, but not both at the same time. This dilemma is avoided by **stating in advance what position and what tone the piece will take**. A well-crafted plan, however brief, will generally lead to a well-crafted article. Happy writing!