# ese:o workshop

## Writing & publishing: keys for social change

ese:o
Writing and publishing
for collaborative leadership

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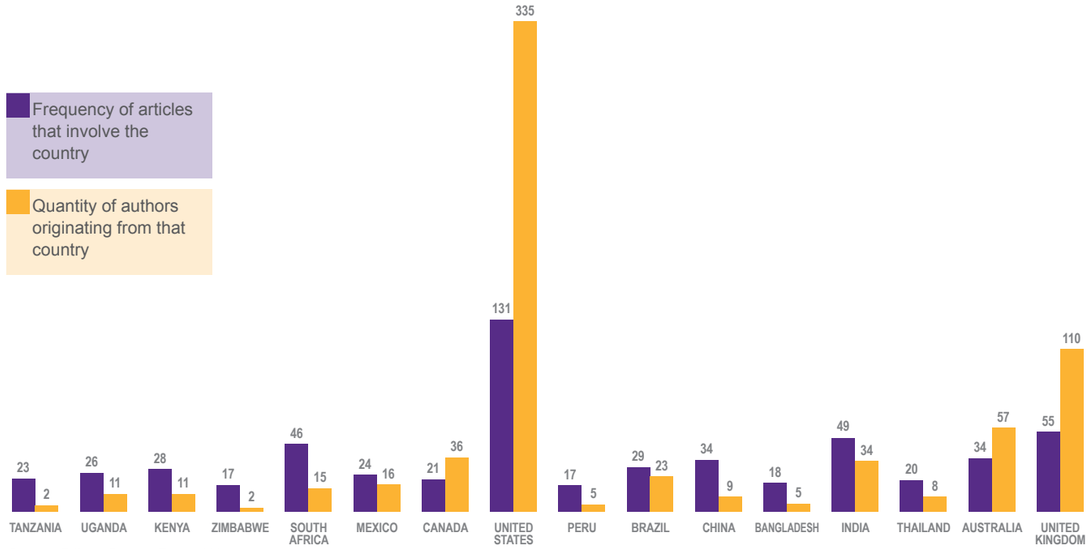
# Writing & publishing

- There is an unequal distribution of power in the international dissemination of scientific knowledge.
- One of the divides in this distribution separates North from South (there are others).
- Researchers from the “South” face three main barriers to publication in leading international journals:
  a. Preeminence of academic English.
  b. Locally produced knowledge is not validated as “international knowledge”.
  c. Isolation from discourse communities.
- Access is important because:
  a. Scientifically validated knowledge determines policies that impact local communities.
  b. Knowledge circulation has an effect on knowledge production, through funding sources.
  c. It is a key for changing the unequal distribution of power from within.
- New information technologies play an important part in promoting “logodiversity”, a more egalitarian distribution of power.

## Comparative analysis: countries represented by quantity of authors by country of origin

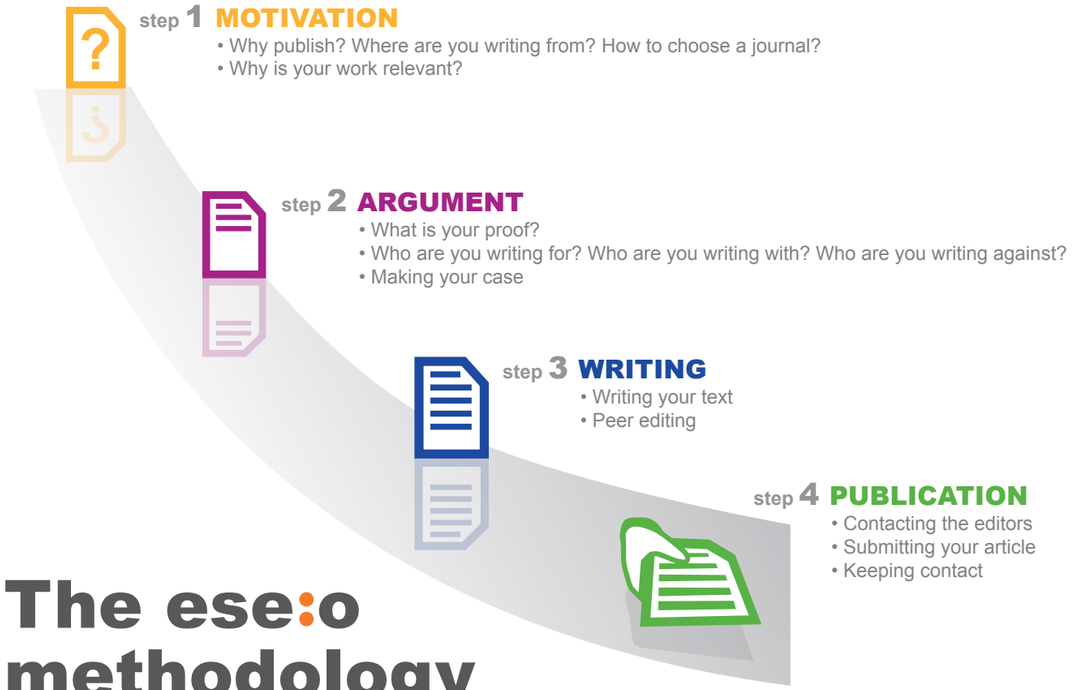



Source: Editors Report, Ese:o, 2007



# Relevance of writing and publication in academia:

- Main output by academics.
- Key tool for formulation and dissemination of knowledge.
- Key tool for communicating findings of scientific research to a community of specialists.
- Main evaluation parameter for academic work: “Publish or perish”.




# The ese:o methodology



# WRITING & PUBLISHING: keys for social change

**Ese:o's methodology** is a tool for the online teaching of writing and publishing at different educational levels: it can be used to help young scholars hone their writing skills for publication in international journals or to help teachers teach writing as a collaborative process. This methodology is based on a flexible, performative approach to writing and it follows a series of user-friendly steps. The key ingredient of Ese:o's online courses is interaction: between students and instructors, and between participants through peer editing of each other's work. By revising their colleagues' writing and having their work edited by them in return, participants in Ese:o's courses and workshops develop their critical thinking, their outlining and writing skills, and their capacity for participating productively in virtual discourse communities. The steps summarized here are adapted from the series of courses "Writing for Publication in Peer-Reviewed Journals in Sexual and Reproductive Health and Rights, Gender and Sexuality" funded by the Ford Foundation. These courses aim to promote the writing and publication of findings of researchers from the 'South' in international peer reviewed journals in the abovementioned field.

1 step

# Why publish?

# Where are you writing from?

# How to choose a journal?

It is crucial to be clear about your motivations for writing and publishing. Defining your aim will help you choose the right audience for your work and will enhance your success in publication.



- Define your motivations to write and publish.
- Target the main journals in your field and identify the characteristics of your chosen journal.
- Highlight your geographical and methodological advantage in addressing your research problem.
- Observe the specific type of proof admitted by the journals in which you intend to publish in order to determine which journal would best fit your research.
- Examine the kind of evidence you have gathered and determine whether it corresponds with the kind of evidence favored by your chosen journal.

1 step

**Why publish?**
**Where are you writing from?**
**How to choose a journal?**

# Why is your work relevant?

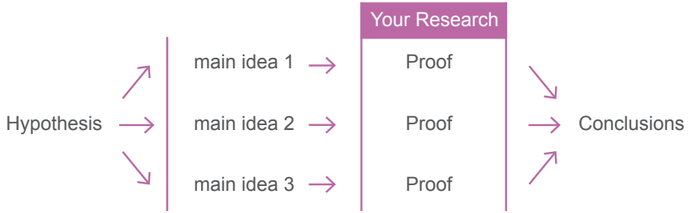
Editors look for articles that cause impact and are relevant to their field. During this step you will develop strategies to organize your ideas, situate your work and choose a title for maximum impact. The type of evidence or proof that supports your ideas will determine which journal will publish your research.



- Learn how to structure your ideas for impact.
- Situate your work strategically so as to maximize its relevance.
- Choose a title and key words that optimize indexation.
- Keep in mind that the evidence you have gathered is what makes your research unique within your field.

# What is your proof?

To publish your work it is crucial to validate your ideas and findings to the peer-reviewers who will evaluate your article. We can teach you how to do this. Your evidence may be quantitative, qualitative or both. Having the right kind of evidence is a key component for your article to be accepted by a specific journal.






- Select the data that makes a difference.
- Organize your information considering the journal's formal requirements.
- Prove that your research, main ideas and conclusions are worth publishing in an international context.
- Define the general kind of evidence you have (quantitative, qualitative or both) and specifically determine the proofs that support your ideas (empirical findings, literature, statistical data, examples, illustrations, etc.).

# Who are you writing for? With? Against?

Writing is political. Be aware of the field's background and debates. Reflect on the place you are writing from and how this determines the validity and pertinence of your research. This will allow you to outline your argument effectively.



- Map other authors' discussions in the field.
- Situate your work within this context.
- Construct your text politically and in dialogue with the tradition in your field and stressing its pertinence and innovation.





2 step

**Who are you writing for?**
**Who are you writing with?**
**Who are you writing against?**

# Making your case

Regardless of the type of publication you are aiming for, all writing is narrative. You need to tell the story.



- Try out different narratives to shape your research and information and be sure to discuss them with colleagues.
- Structure the outline according to your working style, privileging either a visual map or a line of argument.
- Display your evidence in a manner that supports your narrative and argument.

# Writing your text

Writing is performative: you have to ***do*** it. It is important to find a balance between the creative impulse and your inner editor. The main objective of this step is to accumulate a body of material that can be revised at a later stage.



- Tell your story.
- Do not worry about your language; do not edit as you go.
- Focus on producing a body of work.

# Peer editing

Writing means communicating with an audience. Do others understand what you have written? Do they get the point? Through the peer-editing process, you will make sure your article works.



- Identify valid readers for your text, including colleagues with experience in publishing.
- Think of a set of questions about your article.
- When editing, keep in mind the reactions of your audience.
- Regard the weight of your data as a potential factor in convincing your audience.

# Contacting the editors

You can start a conversation with the editor of a journal to find out whether your article is of interest to the publication. To do this, you must be direct and clear about your research and the value of your findings.



- Identify the journals most appropriate for your article.
- Explain why your article is a contribution to the journal.
- Be sure to communicate that you are familiar with the publication's content and editorial style.

# Submitting your article

Each journal has its own culture. Be sure to be familiar with the process for the correct submission of an article. When in doubt, ask the editors.



- Follow the submission guidelines to send your manuscript.
- Most journals have online tracking systems.

# Keeping contact

Academic journals are made of communities of researchers and writers. Once you enter a community, it is important to keep the communication alive.

- Be responsive and proactive in your contact with the journal's editors.
- Make sure to respect deadlines.



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