Guide to Article Writing

This initiative is an outstanding opportunity to share your knowledge.
Take advantage of it. Best of luck with your writing!

Publication standards

Please make sure to comply with all of the criteria outlined below before submitting your article.

Expected length

From 775 to 825 words.

Structure

The structure of a science popularization article follows the principles of the so-called inverted pyramid. But what is meant by that? A popularization article should invert the classic expository structure (introduction, development, conclusion) and start with the basics of the topic being covered. You then develop your topic in the following paragraphs. The conclusion, meanwhile, should be open-ended.

Also, keep in mind that your text is meant for readers who are not specialists in your field. That means avoiding the jargon specific to it. Furthermore, the main purpose of a popularization article is to inform, not to persuade, so you must, as far as is possible, avoid using superlatives and giving your opinion. Make sure you place the subject in context—this helps pique your readers' curiosity.

Also pay close attention to the following:

Keep the title short (maximum 7 words)

Your title must be interesting and intriguing to your readers, be informative by summarizing the core aspects of your project, and employ imagery and a punchy style.

Compose a compelling lead (one or two sentences)

The lead is the introductory paragraph to your article. It must announce the subject and, ideally, cover the "Five Ws" (**Who** is directly concerned? **What** is being discussed? **Where** and **When** is the project / field of study being conducted? **Why** is this an important subject for discussion?)

Simply reading the title and the lead should be enough for the reader to grasp the subject of the article and its main conclusions.

Have a well-defined angle

The angle is THE most effective/interesting/original way of explaining your research project in your own words. This means you should ask yourself what your target audience (the extended IVADO community and members of the public interested in digital intelligence) would want to know, and which aspect of your research project (e.g., economic, social, scientific) is most likely to interest them. Focusing on just one aspect of your research project will make your article easier to write as well as allow you to go into greater depth.

If your angle is well defined, you should be able to summarize your article in a single, clear, short sentence containing no commas (the main thrust).

Writing standards

To draw the reader in, give concrete examples that illustrate your statements, follow the throughline linking your topic and the general public (focus on the "people" aspect of your project), offer analogies, and include one or more telling statistics.

> ➤ Whenever possible, use inclusive, gender-neutral writing.
> ➤ Start your text with the core of your subject. In a popularization article, the most important points (the core) are mentioned at the beginning, with the less important ones covered later on.
> ➤ Ideally, your article should not include any references at the end. Instead, you should include all information directly in the text of the article (e.g., "A report by XX stipulates YY. . ."
> ➤ Feel free to include hyperlinks when you consider it useful.

If your article is selected for publication, you must supply a passport-format photo of you to accompany it. The photo must be high-resolution (at least 300dpi) and have a uniform background.

IVADO

Some useful resources

A Field Guide for Science Writers: The Official Guide of the National Association of Science Writers by Deborah Blum, Mary Knudson and Robin Marantz Henig

Dire, science writing journal, Université de Montréal (FICSUM)

Écrire pour être lu by Marie-Paule Primeau

Guide de rédaction d'un article de vulgarisation by Gilles Provost

Guide de vulgarisation by Pascal Lapointe

Guide pratique de vulgarisation scientifique by Sophie Malavoy

Ideas into Words: Mastering the Craft of Science Writing by Élise Hancock

La synthèse, student journal on science writing (INRS)

Le métier de journaliste by Pierre Sormany

The Science Writers' Handbook by SciLance