

# Publishing backstage policies: increasing the odds of getting published

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# The Rule of Impact Factor

- The Chinese experiment
- Publishing in natural and social sciences
  - Where does the IF originate?
  - Where does the scientific knowledge originate?
- Impact factored editorial strategies
  - Pragmatic environmentalists

# Strategies of getting published

- Don't care about the impact factor
- How to choose the right journal?
  - General vs. issue specific (& multidisciplinary) journals
  - Monothematic issues (and volumes)
  - What the journal's web site can tell us?

# Strategies of writing: preparation

- Read a lot before starting to write
  - Choose the right literature
    - And read it selectively
  - And read good writers
- Have an issue
  - And know why you are writing about it
- Think of the reviewers from the start
  - And read other reviews
- Be ready to be declined
  - And be yourself

# Ways of writing I

- The Vonnegut rule (the golden one)
- Be as transparent as possible
  - Still thinking of the reviewer
    - Simple but not simplistic
    - Logical in building your story
- Avoid categorical ideological statements
  - The critical is the opposite of the partisan
- The Orwell rule
  - Meaning looks for word, not the other way
  - Language is your tool and product at the same time

# Ways of writing II

- Be impersonal
- Cite
- Watch your style
  - Short sentence is always better than long one
  - How long a paragraph?
  - And how much “scientific” terminology?
  - Avoid journalistic and bombastic jargon
- Don't avoid contradictions
  - The Simmel rule

# START TO WRITE

The first sentence is the most difficult  
and the most important

Have fun with writing!