

ENSC 894: Writing for Publication

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Outline

- Introduction
- Highlights
- Conclusion
- References



Introduction

ENSC 894: Writing for Publication

- Writing process identification
- Analysis of journal articles
- Persuasion in writing



Highlights

- Writing process
- Organizational strategies
- Publication process
- Presentation strategies



Writing process

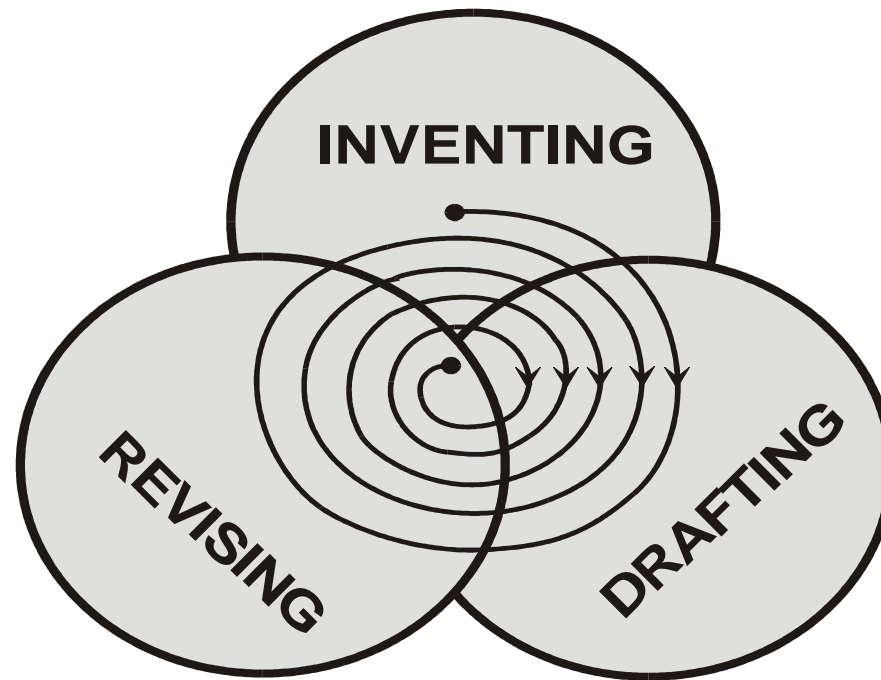
- Rule-based
 - Adhere to 'never' rules: "That is the sort of effrontery up with which I shall not put."
Winston Churchill
- Strategy-based
 - Break the 'rules': That is the sort of effrontery with which I shall not put up with.



Writing process

- Four key factors:
 - practices, environs, attitudes, and audiences
- Three main components:
 - inventing, drafting, revising
- Two broad types:
 - iterative and linear

Writing process



Iterative



Writing process



Linear



Writing process

	Inventing	Drafting	Revising
Inexperienced writer	50%	45%	05%
Experienced writer	25%	35%	40%



Organizational strategies

- Issues:
 - time management
 - procrastination
 - outlining
 - organizational patterns



Organizational strategies

- The **why** of procrastination:
 - uncertainty, perfectionism, dislike
- The **how** of procrastination:
 - questions, excellence, positive goals



Organizational Strategies

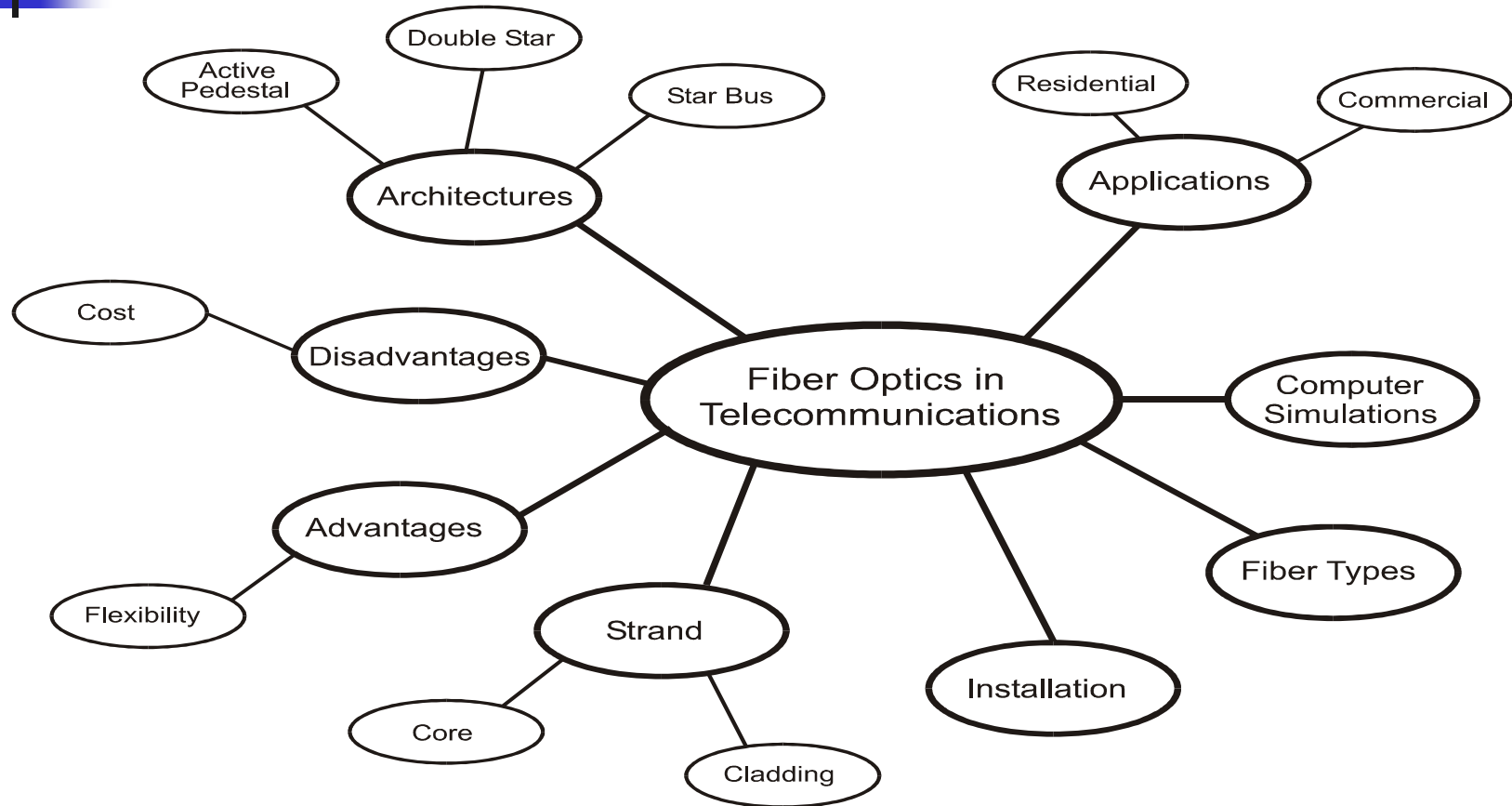
- Outlines
 - topical
 - taxonomical
 - chart-like (mind map)



Topical

- 1. Fiber Optics in Telecommunications
- 1.1. Architectures
- 1.1.1. Active Pedestal
- 1.1.2. Double Star
- 1.1.3. Star Bus
- 1.2. Materials
- 1.2.1. Fiber Types
- 1.2.2. Strand
- 1.2.2.1. Core
- 1.2.2.2. Cladding
- 1.3. Applications
- 1.3.1. Residential
- 1.3.2. Commercial
- 1.4. Advantages and Disadvantages
- 1.4.1. Cost
- 1.4.2. Flexibility
- 1.5. Installations
- 1.6. Computer Simulations

Chart-like





Organizational strategies

- Organizational patterns:
 - chronological: process
 - spatial: object description
 - comparison: similarities and differences between an old and a new design
 - problem solving: problem explanation, method, solution, and recommendation



Abstracts

- Informative: abstract
- Descriptive: extended abstract
- Persuasive: executive summary



Paragraph organization

- Levels of generality:
 - Level 1
 - Level 2
 - Level 3
 - Level 4
- Transition



Persuasion

- Analyzing audience:
 - age, need, values, expertise, and secondary audience
- Analyzing purpose:
 - informative, instructional, regulatory, heuristic, and imaginative



Persuasion

- Attending to tone and connotation
- Utilizing persuasive appeals:
 - logos (appeal to logic or reasoning)
 - pathos (appeal to emotions)
 - ethos (appeal to values, credibility)
- Employing inclusive language



Informing

- Order in content
- Connectivity of sentences
- Repetition of content
- Simplicity in presentation
- Graphics for explanation



Form

- Consistency in headings, paragraphs, spacing, fonts
- White space between sections
- Templates for documents
- Conventions
- Print quality



Punctuation

- Sentence = subject / verb / object
- Introduction + sentence:

After sighing loudly, the dog slept off.

- Sentence + end of line distinctions:

The dog knew that he could use his motorcycle to catch the fox, who was limited by the speed and endurance of his muscles.

The dog obviously had another advantage: better technology.

The fox had clearly underestimated the extent of the dog's technical advantages -- a blunder which might well prove fatal.



Punctuation

- Sentence + insert :
 - subject / verb / insert / object
 - subject / insert / verb / object

The dog's motorcycle, *which had been modified last week*, idled under a nearby tree.

The ever-observant fox, *recognizing his peril*, raced toward the idling bike.

The fox knew the motorcycle (*i.e., a Yamaha 1200*) possessed a top speed of 200 mph.

The fox was afraid -- *although he would never admit it* -- that the dog would use the bike to catch him.



Publication process

- Informal publication:
 - self-publication and online journals
- Semi-formal publication:
 - poster presentations and conference presentations
- Formal publication:
 - journal publication and textbooks



Poster presentation process

- Find a conference
- Submit application and extended abstract:
In some cases, you might be given an opportunity to choose between a formal presentation and a poster presentation, but this is usually assigned.
- Wait for approval
- Write paper following specific guidelines (revise on your own)
- Design, assemble, and transport poster
- Attend poster session



Conference presentation process

- Find conference
- Submit application and extended abstract
- Wait for approval
- Write paper following specific guidelines (revise on your own)
- Submit paper
- Prepare presentation
- Practice
- Deliver presentation



Journal publication process

- Submit paper to journal
- Associate editor sends to reviewers
- Reviewer comments, and accepts, accepts with revisions, or rejects
- Back to author for revisions
- Back to society
- Copy editor proofs article
- Reviewed by author (sometimes)
- Transfer copyright to journal
- Published



Revision of publication

- Order problems

- empty sentence openers:

There are many aspects of the problem *that* have not yet been considered.

Many aspects of the problem have not yet been considered.

It is clear *that* the kiln contributes to the problem

Clearly, the kiln contributes to the problem.



Revision of publication

- embedded phrases:

Engineers, *because they inadvertently write in ways that, all too often, use technical jargon, lengthy noun strings, and the passive voice,* have difficulty communicating with non-specialists.

Because engineers inadvertently write in ways that often use technical jargon, lengthy noun strings, and the passive voice, they have difficulty communicating with non-specialists.



Revision of publication

- weak endings :

The information provided in the report suggesting the cause of the crash was due to mechanical failure is not persuasive **for the most part**.

For the most part, the information provided in the report suggesting the cause of the crash was due to mechanical failure is not persuasive.



Revision of Publication

- passive voice:

An explanation of atmospheric stability and a detailed evaluation of its application to this air quality evaluation **is contained** in Appendix A.

Appendix A **contains** an explanation of atmospheric stability and a detailed evaluation of its application to this air quality evaluation.

OR

Appendix A **explains** atmospheric stability and **evaluates** its application to this air quality evaluation.



Revision of Publication

- connection problems
 - unnecessary repetition:

The length of the transistor that can function as a long channel device is strongly related to its **junction depth**. The **junction depth**, of the boron source/drain implant, can be reduced by **lowering the implant energy**. However, lowering the implant energy increases the **channeling probability** for boron ions. The **channeling probability** for boron ions



Revision of Publication

- unnecessary repetition:

The length of the transistor that can function as a long channel device is strongly related to its junction depth. Lowering the implant energy (and thereby increasing the channeling probability for boron ions) reduces the junction depth of the boron source/drain implant. The channeling probability for boron ions . . .



Revision of publication

- parallel structure:

In order to improve our facilities, we must do the following:

- repair our existing PCs
- purchase 11 more hard drives
- **security** is insufficient
- expand our operating hours



Revision of publication

- parallel structure

In order to improve our facilities, we must do the following:

- **repair** our existing PCs
- **purchase** 11 more hard drives
- **increase** system security
- **expand** our operating hours



Revision of publication

- Clarity problems:
 - Short sentences
 - General language:

The experiment was **more or less** as expected.
The accuracy of the measurement was **quite good**.
 - Jargons and acronyms' definition



Revision of publication

- noun string:

Because the predicted ambient total suspended particulate concentrations met Department of Environment, Lands and Parks' Level B ambient air quality objectives, a further evaluation was not required.



Revision of publication

- noun string:

Because the predicted total concentrations of ambient suspended particulates met the level B ambient air quality objectives mandated by the Department of Environment, Lands and Parks, a further evaluation was not required.



Revision of publication

- prepositional phrases:

More detailed analysis, using Cepstrum technique, is applied based **on** computation **of** the power spectrum **of** the logarithm **of** the power spectrum **of** the vibration data obtained **from** the accelerometer **on** the truck frame in different positions.



Revision of publication

- prepositional phrases:

A more detailed analysis uses Cepstrum technique to compute the power spectrum as a logarithm of the various vibration spectra measured by the accelerometer at different positions on the truck's frame.



Presentation strategies

- Audience and purpose
- Organization
- Layout and format
- Graphics and multimedia
- Location and technology
- Movement and voice



Conclusion

"You persuade a man only insofar as you can talk his language by speech, gesture, tonality, order, image, attitude, idea, identifying your ways with his."

Kenneth Burke



References

- S. Whitmore and S. Stevenson, *Strategies for Engineering Communication*. Canada: John Wiley & Sons Inc.
- <http://www.ensc.sfu.ca/~whitmore/courses/ensc894/lecture.htm>