

# UCL Science Magazine

## *Writers' Guide*

2024 - 25



# Our Mission

At UCL Science Magazine, we seek to present informative and interesting scientific stories to the general public. **If you know about a revolutionary discovery, an innovation that could solve a major problem, or simply wish to tell an entertaining story based on science, we would love for you to write for us.** This guide will serve as your go-to point for all things related to writing articles for UCL Science Magazine, and it will discuss the following information:

- **Our code of conduct**
- **Writing opportunities**
- **Article proposal guide**
- **Article writing guide**
- **Key points of contact**



# Our Code of Conduct

## Here are a few key guidelines to remember while writing your article:

- **Libel/defamation** - We do NOT tolerate prejudiced ideas, profanity, or derogatory slurs in our articles.
- **Scientific accuracy** - The scientific information conveyed in the article must be accurate and should be referenced at the end using in-text referencing and a bibliography with *Harvard referencing*.
- **Avoid technical jargon** - we aim to inform audiences from all academic backgrounds so please keep this in mind when writing.
- **Conciseness** - Please keep your article as concise as possible, and use accurate spelling, punctuation, and grammar. This is key to keeping our readers engaged.
- **Recent research** - Our articles should be up to date, covering recent research and new developments where possible. Try to use recent research papers or secondary sources and make sure that they are credible: NASA, New Scientist, the Royal Society of Medicine, etc.
- **No plagiarism** - Plagiarism will not be tolerated, and fines may apply.
- **Cover images & article images** - If you wish to use an image for your article cover image, please ensure that it is copyright-free (e.g. Pexels). All images within the article itself should be referenced properly.



# Writing Opportunities

- Feature articles
  - Articles based on current or recent pioneering research.
  - The most interesting articles are often interdisciplinary in nature: biotechnology, astrophysics, artificial intelligence, etc.
  - This type of article is generally based on a story, recent research, or new advancement in STEM, and is supplemented by information/context derived from various sources.
- Book/documentary/movie reviews
  - Short pieces explaining what you found the most interesting about a science-related topic.
  - You are also encouraged to use other sources to supplement your piece and to explain some of the science behind the book/documentary/movie.



# Article Proposal Guide

1. Submit an article proposal to the society through the UCL Science magazine website:

[www.uclsciencemagazine.com/submit/](http://www.uclsciencemagazine.com/submit/)

2. You will then receive an email confirming, in accordance with our writer's code of conduct, whether the article can be written or changes must be made to the proposal. In most cases, proposals will be accepted or modified as we are keen on encouraging writers to contribute.

3. If you have a proposal for an article that you have already written, please use this separate submission page [www.uclsciencemagazine.com/uploadarticles/](http://www.uclsciencemagazine.com/uploadarticles/) and contact us via our **Instagram** page or via our email [admin@uclsciencemagazine.com](mailto:admin@uclsciencemagazine.com).

4. After approval, you will be contacted by your designated subject editor with a link to a Google document (which will be shared between our Chief Editor and Subject Editor) and a first draft due date.

5. Simultaneously, you will be given the opportunity to collaborate with our social media and graphic design team in publishing cover images and any other images required for your article.

**PLEASE NOTE:** Our forms and emails are regularly checked, but articles may occasionally be missed due to the high volume of emails and submissions. Please contact us via the following email if you have any questions about the status of your article.

[admin@uclsciencemagazine.com](mailto:admin@uclsciencemagazine.com)



# Article Writing Guide

1. Start writing the article as soon as your proposal is approved. You will meet with your subject editor after your first draft is due.
2. Employ a **catchy yet academic** tone in your writing. Keep it formal and avoid using contractions like it's, they're, etc.
3. Begin with a gripping **anecdote, statement, fact, or testimony**. Make the reader engage with your writing.
4. Throughout your article, maintain the **'golden thread'** of your argument. Have a clear structure so your readers are aware of what your topic is about, why it is important and what its implications are.
5. Pay special attention to paragraph transitions; a short article of 450-700 words is often subject to sudden topic diversions. Hence, to avoid this and ensure your argument is maintained, use more **connective** words to build from one topic to the next.
6. If appropriate, try and **evaluate** by considering multiple aspects of your topic.
7. Think of a **clever title** - this is the first thing that your reader sees!
8. Be clear and **concise**, but not to the extent of scientific inaccuracy.
9. Use a variety of **primary and secondary sources** that are ideally no older than a year of the current date. Ensure you follow **Harvard referencing**.



# Key Points of Contact

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