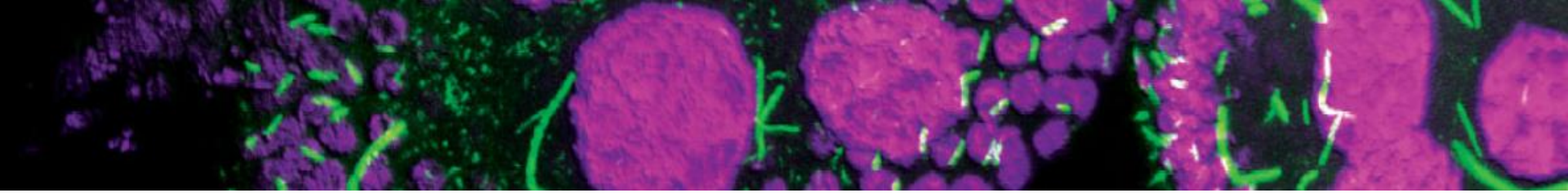
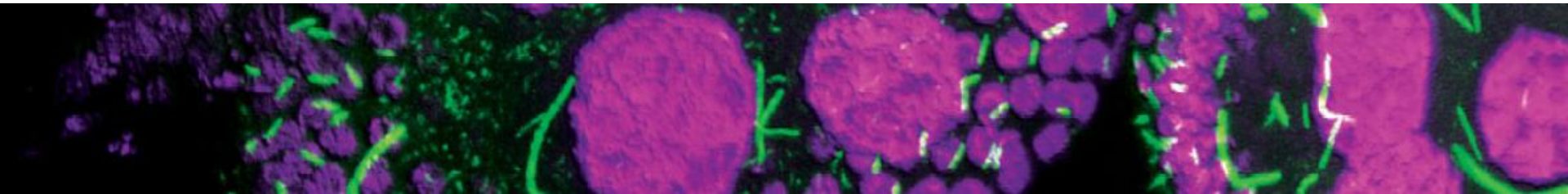


Want people to read your paper? Here's how to optimize your chances…

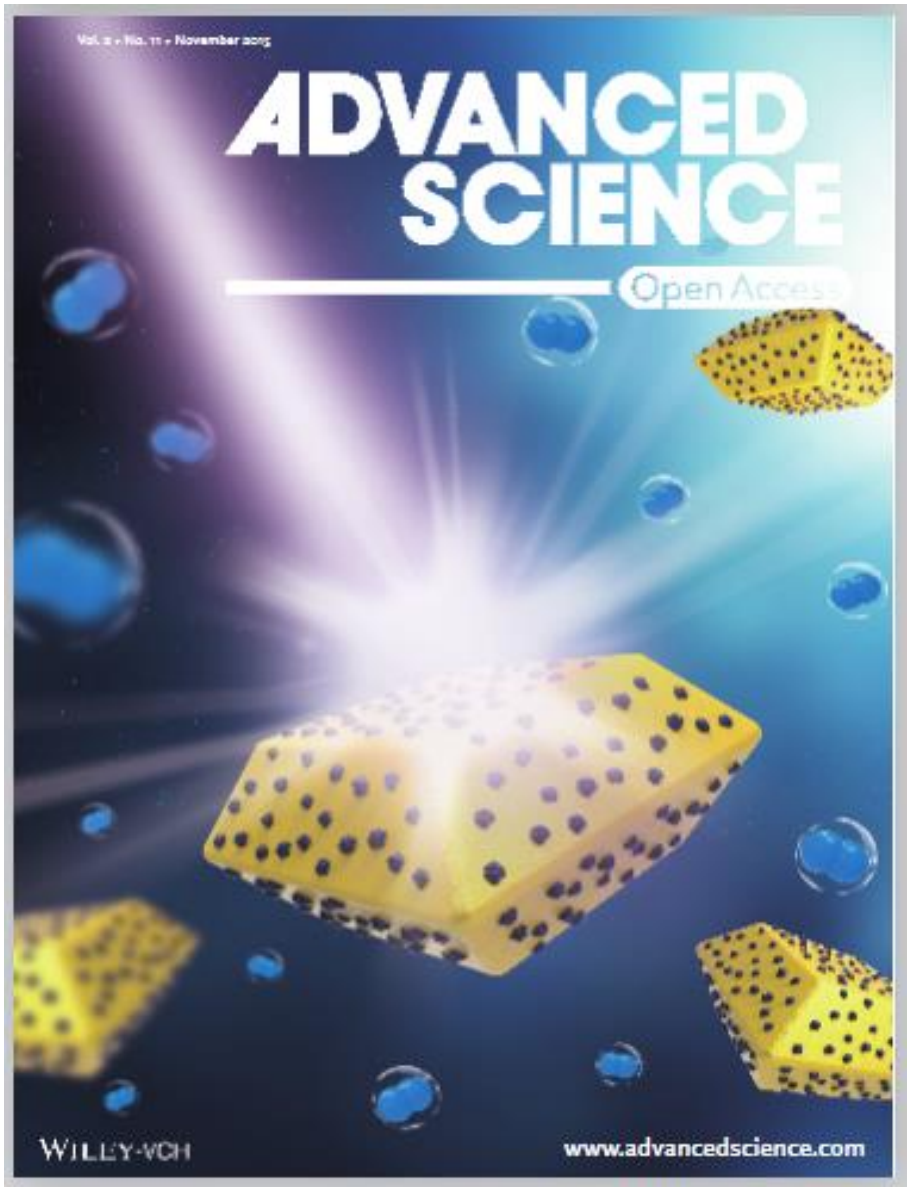
Andrew Moore, Editor-in-Chief BioEssays and Wiley Researcher Academy
andrew.moore@wiley.com



Ideas that push the boundaries…

BioEssays

WILEY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FEMS


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immunology


AGU
American Geophysical Union


society for applied
sfam
microbiology


American Neurological
Association


The
Geological
Society


NATURA DISCERE MORES
Linnean Society of Londo


ESA


ROYAL ENTOMOLOGICAL SOCIETY
FOUNDED 1833


British Ecological Society


The
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ProteinSociety.org
EXPLORING NEW FRONTIERS IN BIOLOGY, MEDICINE & TECHNOLOGY

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- CURRENT PROTOCOLS in Bioinformatics
- CURRENT PROTOCOLS in Chemical Biology
- CURRENT PROTOCOLS Essential Laboratory Techniques
- CURRENT PROTOCOLS in Magnetic Resonance Imaging
- CURRENT PROTOCOLS in Stem Cell Biology

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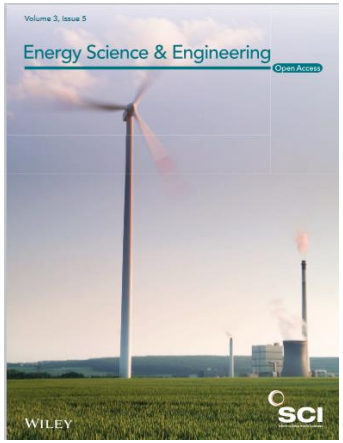

Energy Science & Engineering

Advanced Science

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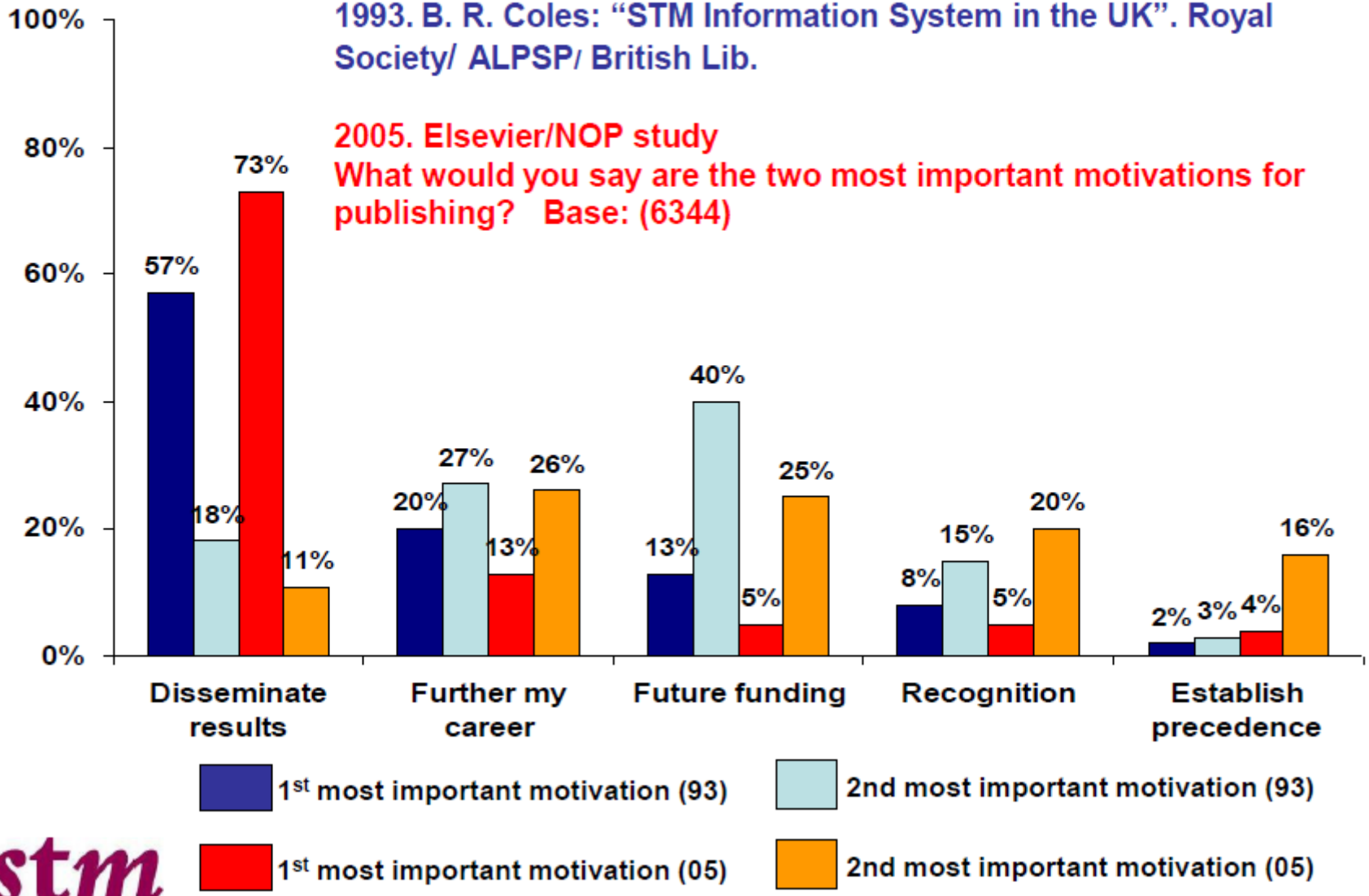
Why do you want to publish your research?

Motivations for Publishing

1993. B. R. Coles: "STM Information System in the UK". Royal Society/ ALPSP/ British Lib.

2005. Elsevier/NOP study
What would you say are the two most important motivations for publishing? Base: (6344)



stm

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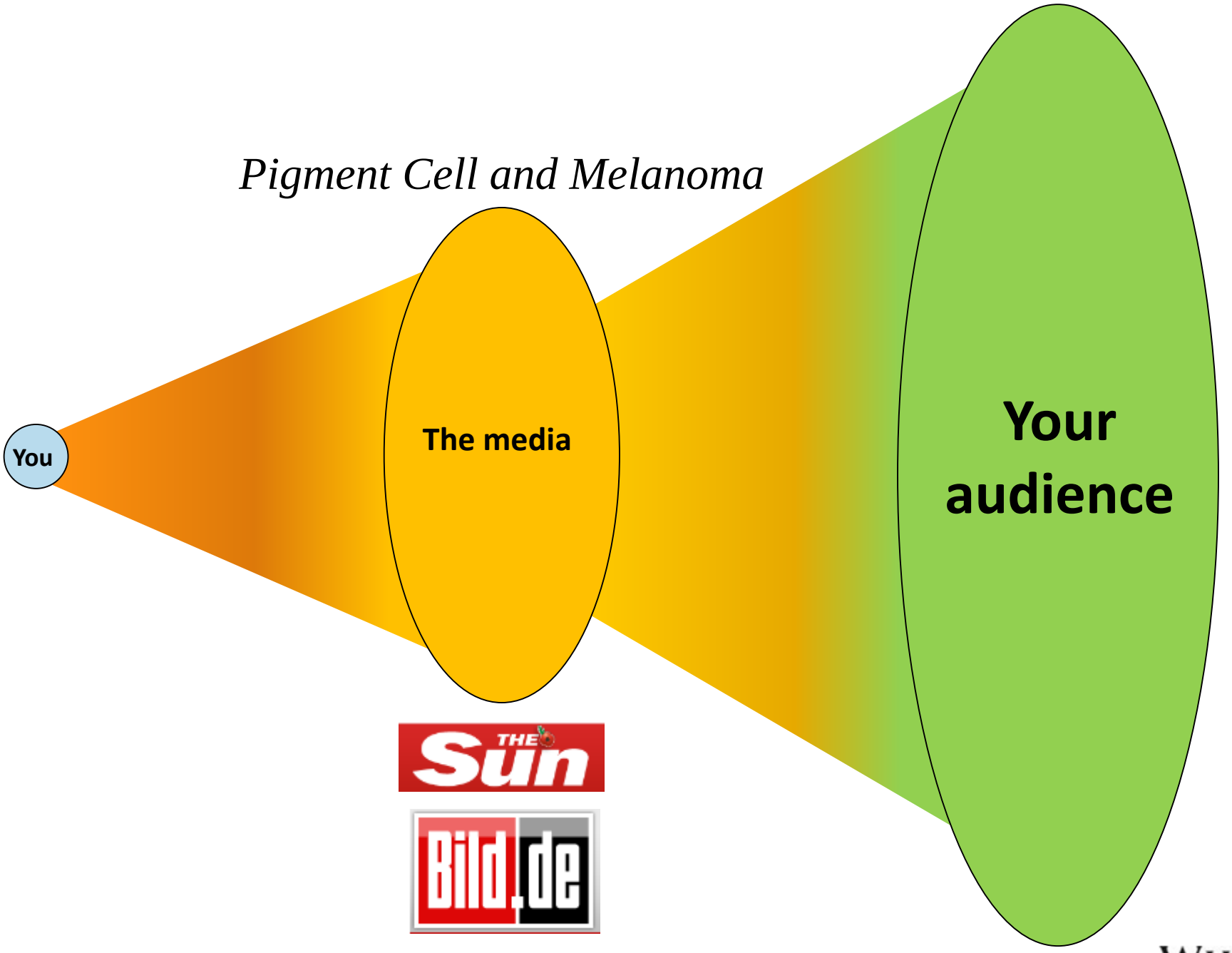
The single biggest problem with communication is the illusion that it has been achieved.

George Bernard Shaw (1856 – 1950)


Pigment Cell and Melanoma
You
The media
Your audience
THE Sun
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1st rule of communication:

Think of your audience!

2nd rule of communication:

Think of your audience!

Communicating with your *various* audiences

1980s

2010s

Writing

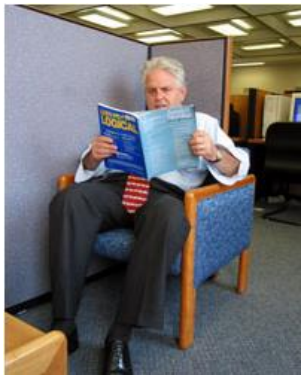
+

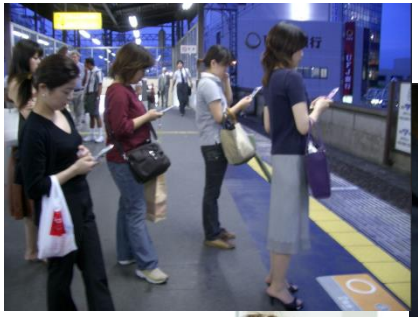
=

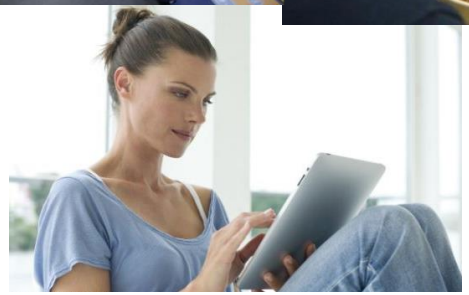
+

=

Reading

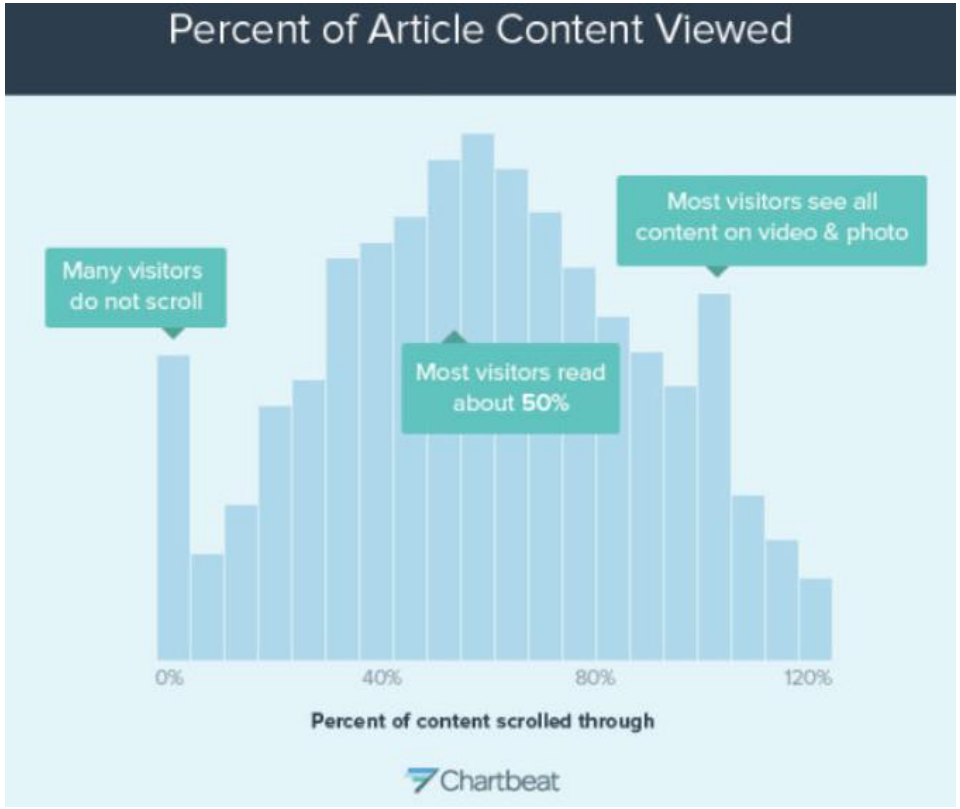


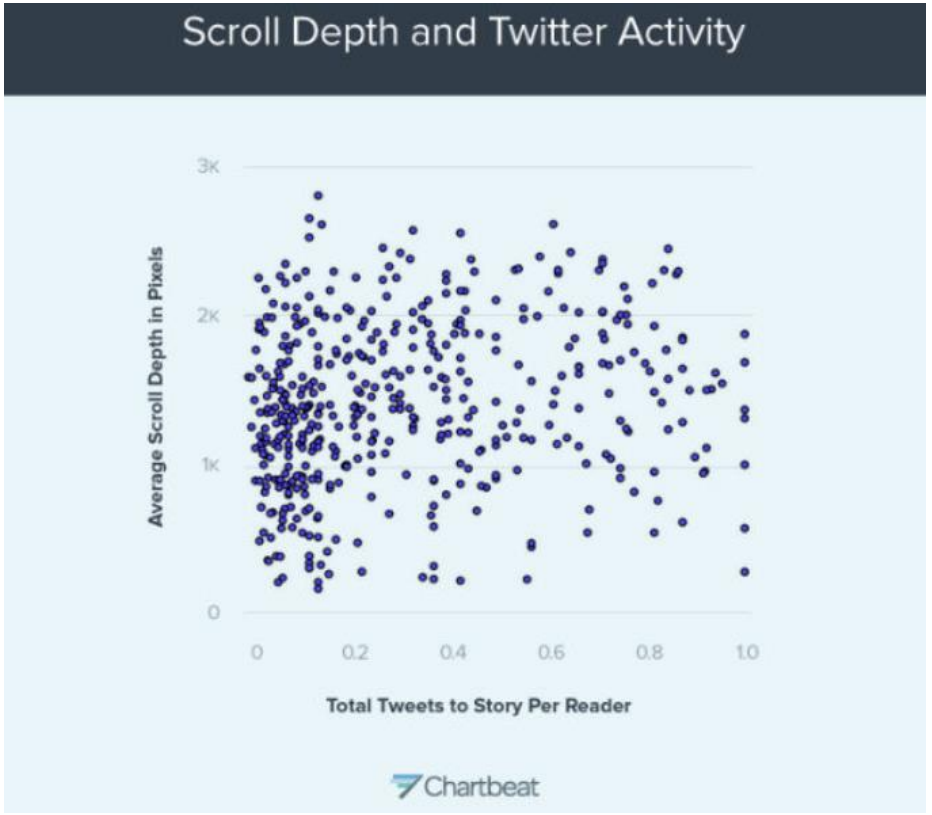




You Won’t Finish This Article

Why people online don’t read to the end





Farhad Manjoo:
http://www.slate.com/articles/technology/technology/2013/06/how_people_read_online_why_you_won_t_finish_this_article.html

But, to be fair, online text is harder to read than ink on paper

Reading experiences from a screen compared with paper:

- Less intuitive navigation of long texts
- Less "satisfying"
- Requires more mental energy

Understanding and memory of texts read from a screen compared with paper:

- Less deep understanding
- Less long-term memory
- Slower recall of facts
- Roughly equal short-term memory
- Harder to remember where particular elements of an article are

Ferris Jabr: http://www.scientificamerican.com/article/reading-paper-screens/

People need more "waypoints" to break up the text and suggest new points of intellectual gratification, and gratification has to be more immediate.

= Make it easier for readers to read, understand and assimilate new information!

The times they are a-changin'...

(1343 – 1400)

Chaucer 49

Dickens 20

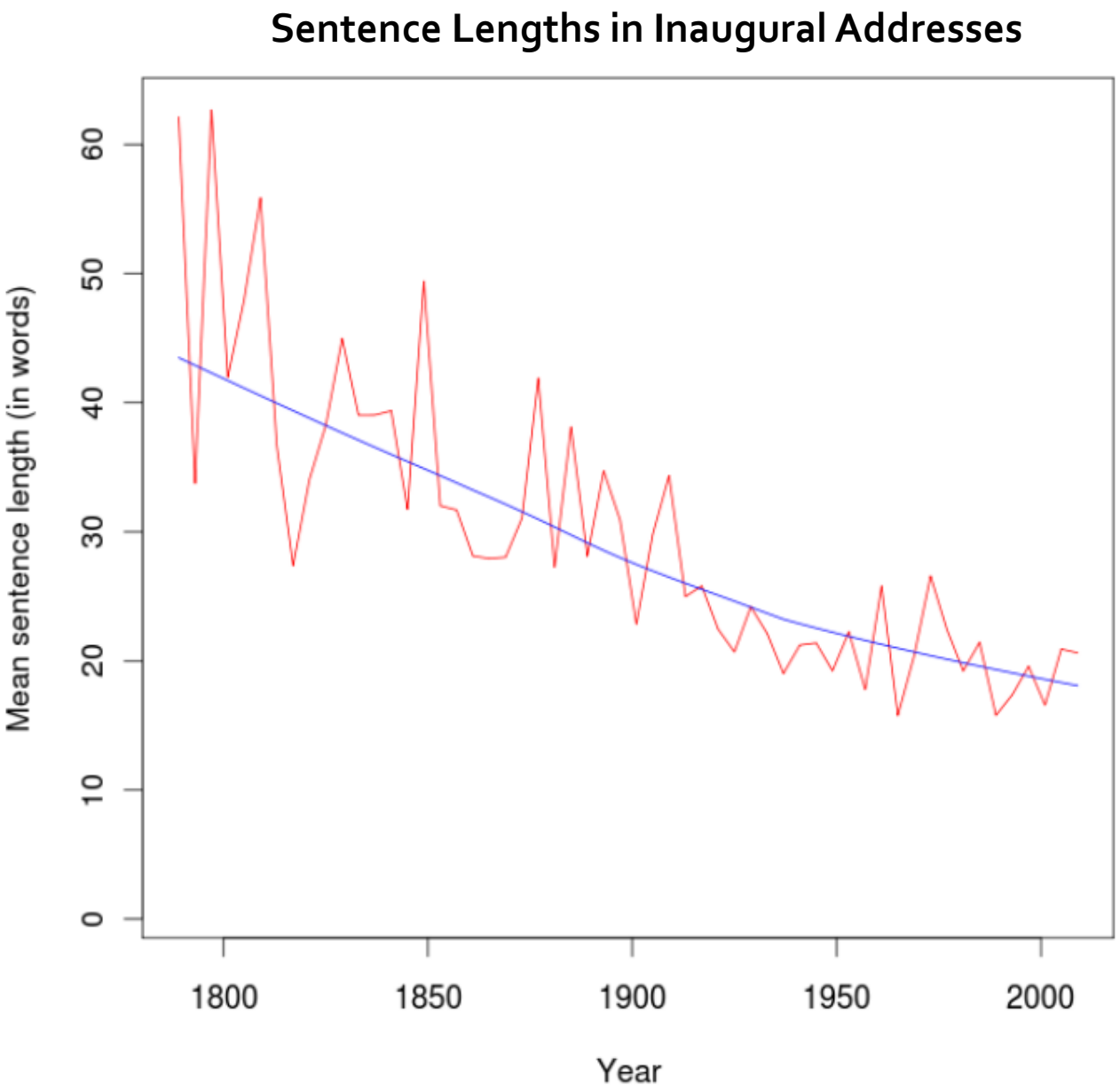
(1812 - 1870)

(1965 -)

JK Rowling 12

Mean sentence length in number of whole words. Sources, respectively: Sherman LA. 1803. *Analytics of Literature: A Manual for the Objective Study of English Prose and Poetry.* Ginn & Company, Boston; Gunning R. 1964. *How To Take The Fog Out Of Writing*, Dartnell Corp.; analysis of "Harry Potter and the Sorcerer's Stone" by JK Rowling in *The Lexile Framework for as a Framework Reading Measurement and Success*

And in spoken, formal English:



Source: Liberman M. Real Trends in Word and Sentence Length : http://languagelog.ldc.upenn.edu/nll/?p=3534 (accessed 14.12.2013)

First five sentences:

George Washington, 1789

Among the vicissitudes incident to life no event could have filled me with greater anxieties than that of which the notification was transmitted by your order, and received on the 14th day of the present month. On the one hand, I was summoned by my country, whose voice I can never hear but with veneration and love, from a retreat which I had chosen with the fondest predilection, and, in my flattering hopes, with an immutable decision, as the asylum of my declining years — a retreat which was rendered every day more necessary as well as more dear to me by the addition of habit to inclination, and of frequent interruptions in my health to the gradual waste committed on it by time. On the other hand, the magnitude and difficulty of the trust to which the voice of my country called me, being sufficient to awaken in the wisest and most experienced of her citizens a distrustful scrutiny into his qualifications, could not but overwhelm with despondence one who (inheriting inferior endowments from nature and unpracticed in the duties of civil administration) ought to be peculiarly conscious of his own deficiencies. In this conflict of emotions all I dare aver is that it has been my faithful study to collect my duty from a just appreciation of every circumstance by which it might be affected. All I dare hope is that if, in executing this task, I have been too much swayed by a grateful remembrance of former instances, or by an affectionate sensibility to this transcendent proof of the confidence of my fellow-citizens, and have thence too little consulted my incapacity as well as disinclination for the weighty and untried cares before me, my error will be palliated by the motives which mislead me, and its consequences be judged by my country with some share of the partiality in which they originated.

Barack Obama, 2009

My fellow citizens, I stand here today humbled by the task before us, grateful for the trust you have bestowed, mindful of the sacrifices borne by our ancestors. I thank President Bush for his service to our Nation, as well as the generosity and cooperation he has shown throughout this transition. Forty-four Americans have now taken the Presidential oath. The words have been spoken during rising tides of prosperity and the still waters of peace. Yet every so often, the oath is taken amidst gathering clouds and raging storms.

Source:
Liberman M. Real Trends in Word and Sentence Length : http://languagelog.ldc.upenn.edu/nll/?p=3534 (accessed 14.12.2013)

And the bioscience literature?

Most articles probably have mean sentence lengths between 25 and 30 words, but…

A sentence of between 60 and 70 words is not uncommon!

Full-length cell/molecular biology articles, three each from BioEssays, Aging Cell, Nature, Science. 30 sentences from each were analyzed: 10 consecutive sentences from three different sections of body text were counted using word-count function in Word. Citations and bracketed references to figures, tables etc. were subtracted. Colons and semi-colons were taken as sentence breaks.

Source: Moore A. 2007. The long sentence: A disservice to science in the Internet age: http://onlinelibrary.wiley.com/doi/10.1002/bies.201190063/full

…and science writers / bloggers?!

Electronic Information Distraction Syndrome (EIDS)

Two take-homes

- Clear, concise messages in *statement* form or *question* form are the key to successful communication.

- Principles should be emphasised without interweaving of qualifying details: detail *obscures* the message!

Think like a journalist…

- Think of your audience (what do they know/what interests them?)
- Science doesn't speak for itself: *you* must make it speak. This is what journalists do!
- Brevity and strength are key to engaging the reader
- Think of your *largest potential* audience
- Are you *selling* science? Or am I telling you to *sell* your science?

Pre-submission

- **Primary literature** - Choose best journal you can, write up and submit (almost)
- **Secondary literature**
- **Tertiary literature**

- Sound out the editor before starting to write.

Communication with editors

Understand the type of person with whom you are communicating

- Academic editors
  - Subject-specific editor?
  - Editor-in-Chief?
- Professional editors

Presubmission

- Read “Aims and Scope”/”About this Journal”
- Look at other papers in the journal
- Observe most important points of Instructions for Authors
- Write to editors if you are still not sure - include abstract and a preliminary title *written for the editor*

Cover letter

- Keep the letter short
- Highlight the significance of the work and relevance to the journal's aim and scope
- (Give referee recommendations and exclusions)
  For my "editors' psychology" on this, see my editorial "Author-suggested reviewers – or the helper's dilemma"
- Include members of the editorial board if appropriate
- This is the place to share confidential information- e.g. competing with another lab, reviews from another journal

Presubmission Enquiry: **High-throughput sequencing: concepts and limitations**

To the Editor

The number of novel high-throughput sequencing technologies, and their applications are increasing rapidly. With the pace of advances being made in this field it is difficult for researchers not directly involved in these developments to keep track of the technologies available, those in development, and of the strengths and limitations of each. We have prepared a review of the new high-throughput sequencing platforms which aims to present the unique features of each technology, and how these features support the application of each technology to specific types of biological experiments. We believe that this will be of interest to the wide readership of Bioessays who may be considering purchase or use of new high-throughput sequencing platforms and that it would provide a useful reference to researchers wishing to understand the suitability of different platforms for specific applications.

Title:
High-throughput sequencing: concepts and limitations

Summary paragraph:
Recent advances in DNA sequencing have revolutionized the field of genomics, making it possible for even single research groups to generate large amounts of sequence data very rapidly and at substantially lower cost than previously possible. These high-throughput sequencing technologies make deep transcriptome sequencing and transcript quantification, whole genome sequencing and resequencing available to many more researchers and projects. However, while the cost and time have been greatly reduced, the error profiles and limitations of the new platforms differ significantly from those of previous approaches. All technologies have an average error which is at least a factor of ten higher compared to Sanger sequencing and often show specific biases in their error profiles. It is important, therefore to consider throughput, read length and error profile before choosing a platform appropriate for a specific application.

Best regards

A little “Titleology”

Some basic rules for titles

The involvement of protein X in signal transduction pathway Y ✗

Effect of…
Involvement of…
Evidence of…
Role of…
Insights into…
Implications of…

Protein X does Z in signal transduction pathway Y ✓

a) Mutant Htt and BDNF expression

b) BDNF expression is suppressed by mutant Htt

c) The role of mutant Htt in BDNF expression

Imagine the kind of title that would catch *your* attention…

Involvement of military equipment in the natural terrestrial satellite

WW II bomber found on moon

Communicate your finding(s) in the title… not like this…

Influence of acceleration voltage on scanning electron microscopy of human blood platelets

Abstract: Scanning electron microscopy (SEM) is used to view a variety of surface structures, molecules, or nanoparticles of different materials, ranging from metals, dental and medical instruments, and chemistry (e.g. polymer analysis) to biological material. Traditionally, the operating conditions of the SEM are very important in the material sciences, particularly the acceleration voltage. However, in biological sciences, it is not typically seen as an important parameter. Acceleration voltage allows electrons to penetrate the sample; thus, the higher the acceleration voltage the more penetration into the sample will occur. As a result, ultrastructural information from deeper layers will interfere with the actual surface morphology that is seen. Therefore, ultimately, if acceleration voltage is lower, a better quality of the surface molecules and structures will be produced. However, in biological sciences, this is an area that is not well-documented. Typically, acceleration voltages of between 5 and 20 kV are used. This manuscript investigates the influence of acceleration voltages ranging from 5 kV to as low as 300 V, by studying surface ultrastructure of a human platelet aggregate. It is concluded that, especially at higher magnifications, much more surface detail is visible in biological samples when using an acceleration voltage between 2 kV and 300 V.

How about…

Improved detail in scanning EM of human blood platelets using acceleration voltages between 2 kV and 300 V

Or…

Low acceleration voltage improves surface resolution of biological samples in scanning electron microscopy

Or…

Resolution of biological scanning electron micrographs improved by using lower acceleration voltages

And what about this?

Two E3 ubiquitin ligases, SCF-Skp2 and DDB1-Cul4, target human Cdt1 for proteolysis

Replication licensing is carefully regulated to restrict replication to once in a cell cycle. In higher eukaryotes, regulation of the licensing factor Cdt1 by proteolysis and Geminin is essential to prevent re-replication. We show here that the N-terminal 100 amino acids of human Cdt1 are recognized for proteolysis by two distinct E3 ubiquitin ligases during S–G2 phases. Six highly conserved amino acids within the 10 first amino acids of Cdt1 are essential for DDB1-Cul4-mediated proteolysis. This region is also involved in proteolysis following DNA damage. The second E3 is SCF-Skp2, which recognizes the Cy-motif-mediated Cyclin E/A-cyclin-dependent kinase-phosphorylated region. Consistently, in HeLa cells cosilenced of Skp2 and Cul4, Cdt1 remained stable in S–G2 phases. The Cul4-containing E3 is active during ongoing replication, while SCF-Skp2 operates both in S and G2 phases. PCNA binds to Cdt1 through the six conserved N-terminal amino acids. PCNA is essential for Cul4- but not Skp2-directed degradation during DNA replication and following ultraviolet-irradiation. Our data unravel multiple distinct pathways regulating Cdt1 to block re-replication.

Well-chosen acronyms / keywords are good…

but…

Technically complicated titles restrict the potential readership.

What can we do about that title?

Preventing over-replication of DNA in the cell cycle: Two E3 ubiquitin ligases regulate Cdt1

Title: **What stops over-replication of DNA in the cell cycle? Multiple pathways revealed**

Subtitle: **Two E3 ubiquitin ligases, SCF-Skp2 and DDB1-Cul4, target human Cdt1 for proteolysis**

WILEY

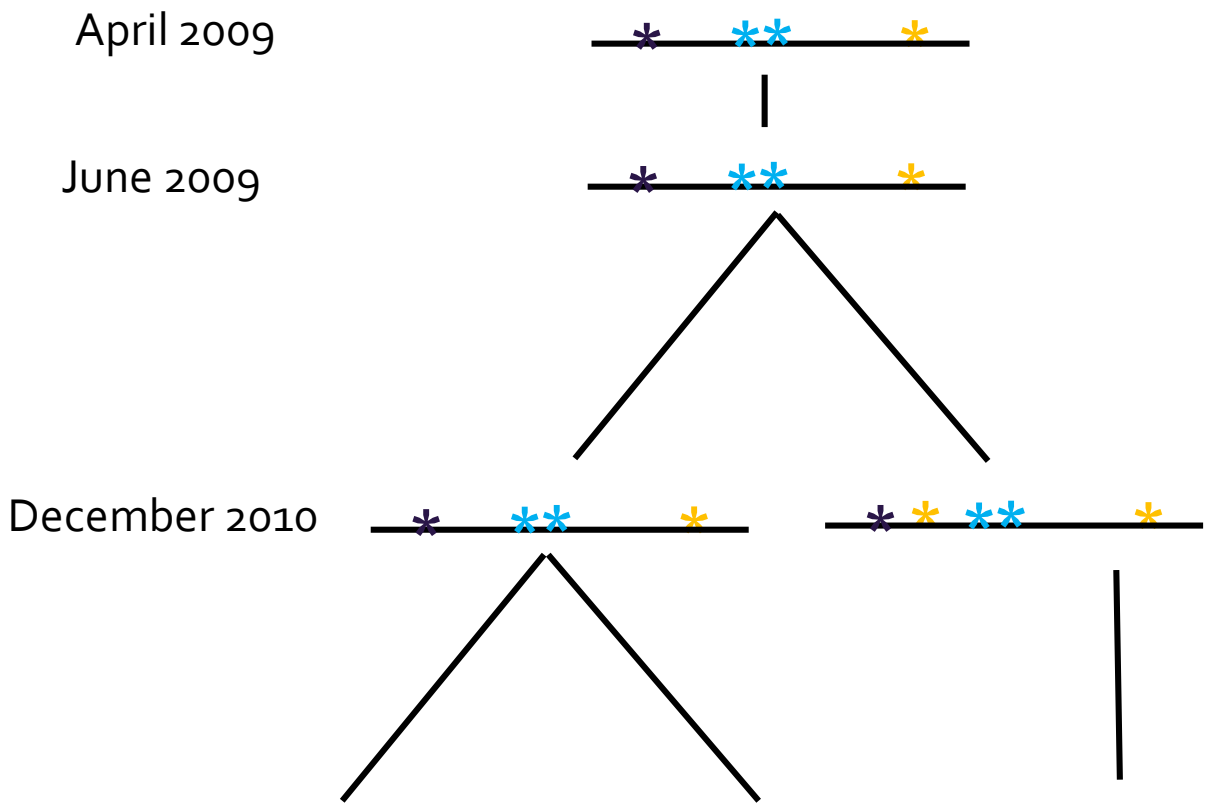
An explicit title can help get you citations…

“Read before you cite!” in ArXiv:

http://arxiv.org/abs/condmat/0212043

Niehuis, O., Judson, A. K. and Gadau, J. 2008. Cytonuclear genic incompatibilities cause increased mortality in male F2 hybrids of *Nasonia girault*i and *N. vitripennis. Genetics.* **178**: 413–426.

Niehus, O., Judson, A. K. and Gadau, J. 2008. Cytonuclear genetic incompatibilities cause increased mortality in male F2 hybrids of *Nasonia girault*i and *N. vitripennis. Genetics.* **178**: 413–425.



Title optimization: not a one-off exercise…

- **For the Editor:**
  What stops over-replication of DNA in the cell cycle? Multiple pathways revealed
- **For the reviewers:**
  Two E3 ubiquitin ligases, SCF-Skp2 and DDB1-Cul4, target human Cdt1 for proteolysis
- **For the final readership:**
  Limiting DNA replication to one round: Two E3 ubiquitin ligases regulate Cdt1 in the cell cycle
  or
  Control of replication licensing: Two E3 ubiquitin ligases regulate Cdt1 to limit DNA replication

Work with editors to optimize your title before peer review

- Submitted title – this doesn't stand a good chance in peer review :-(
  Histone crotonylation and male germ cell gene expression
- Re-written before peer reviewers invited :-)
  Histone crotonylation specifically marks the haploid male germ cell gene expression program

- Submitted title – this also doesn't stand a good chance in peer review :-(
  Chromosomal organization of Drosophila melanogaster genome
- Re-written before peer reviewers invited :-)
  Banding patterns in Drosophila polytene chromosomes correlate with DNA-binding protein occupancy

Specific guidelines for good titles

- Keywords up front, and optimised (N.B. Google et al.)
- State a key finding, or frame a question
- Short – *typically* up to 15 words
- Punctuation to split into main message and qualifier
    - Returning to the stem state: Epigenetics of recapitulating pre-differentiation chromatin structure
- Consider a subtitle, if permitted (search engine output!)
- Try to think of the title *before* you start writing!
    - Will help you orient yourself to the main topic (c.f. "Insights into the mechanisms of…")

For editorial "What's in a title" see:
http://onlinelibrary.wiley.com/doi/10.1002/bies.201190063/full

Titleology for (sub)headings, and structuring of longer sections

MSK-1 kinase necessary for the activation of genes such as *c-fos* [10] (Fig. 2).

Reduced expression of glial glutamate transporters by mutant Htt may lead to neuronal excitotoxicity

dEAAT1 is the only high-affinity glutamate transporter in *Drosophila* [32, 33] and it is expressed in glial cells of the CNS [34] in an EGFR/Ras/ERK-dependent manner [31]. Expression of mutant Htt in dEAAT1-producing glial cells resulted in early adult lethality without significant loss of glial cells, suggesting that the reduced lifespan was due to disturbed glial function and not cell death [31]. EGFR-mediated phosphorylation of ERK was strongly inhibited by expressing mutant Htt or a Q48 protein in glia, which led to a progressive decrease in dEAAT1 transcription (Fig. 2). Mutant Htt also abolished dEAAT1 upregulation by a constitutively active EGFR, while active Ras and ERK could still increase dEAAT1 expression [31]. These results show that, like the inhibition downstream of TrkB signaling described above [6], expanded polyQ proteins in *Drosophila* glia disrupt the EGFR signaling pathway upstream of Ras activation and imply the involvement of mutant Htt in excitotoxicity-induced non-cell-autonomous neuronal dysfunction [31]. In its simplest form, mutant Htt can block the production of EAATs by preventing EGFR activation of ERK in glia, thus leading to build-up of synaptic glutamate and toxicity to nearby neurons (Fig. 2).

Mutant Htt enhances glutamate-induced activation of ERK, but inhibits downstream signaling events

In addition to the non-cell-autonomous events discussed above, ERK also modulates excitotoxicity in a cell-autonomous manner. The ERK pathway is induced by glutamate through both metabotropic and NMDA type ionotropic receptors [35, 36]. In vitro and in vivo data show that mutant Htt enhances the glutamate-induced phosphorylation of ERK (Fig. 2). Activation of ERK by stimulation of the metabotropic mGluR5 receptor was enhanced by the expression of mutant Htt-120Q in HEK293 cells [7], and a similar effect was observed in primary striatal cells from Hdh-Q111 mice [9].

Glutamate signaling affects several ERK-dependent processes in the nucleus, including phosphorylation of serine 10 of histone H3 (H3S10) [37], activation of transcription factors and the transcription of ERK target genes [11]. Roze et al. [10] of ERK [39] (Fig. 2). MSK-1 overexpression restored both glutamate-induced H3S10 phosphorylation and *c-fos* transcription, and protected 103Q-Htt-transfected striatal neurons from cell death [10]. Importantly, MSK-1 expression was decreased in postmortem HD patient samples in the caudate nucleus, but not in the cerebral cortex [10].

The data presented above indicate that mutant Htt can affect events both upstream and downstream of ERK activation. These processes can enhance or suppress one another, which makes predicting the final outcome more challenging. For example, blocking of EGFR signaling by mutant Htt in glia might lead to decreased glutamate transporter levels [31] and, hence, increased glutamate-dependent activation of ERK in mutant Htt-challenged neurons [7, 9]. However, the consequences of this activation could be partially dampened by mutant Htt [10] (Fig. 2). These studies strongly suggest that cell type is a major determinant of the ERK-dependent processes induced by mutant Htt. Furthermore, it must be taken into account that there are multiple members of the ERK protein family that can respond to the same stimuli and/or be sensitive to the same inhibitors and that may contribute differentially to the nuanced responses to cellular insult discussed here [40].

ERK is activated by mutant Htt and mediates pro-survival responses

Cell autonomous activation of ERK upon Htt expression is protective

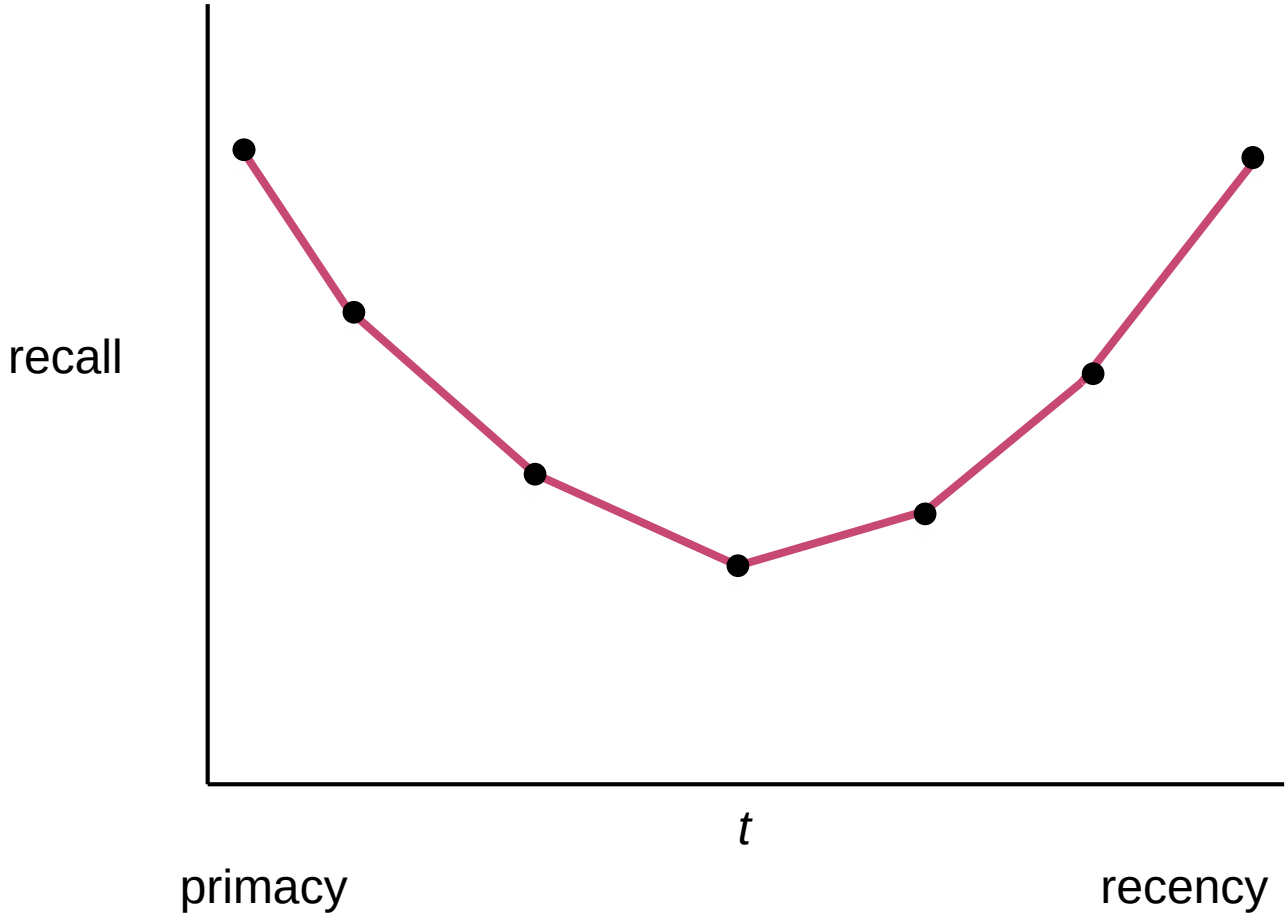
It is an interesting question as to whether mutant Htt only interferes with the normal functioning of MAP kinase signaling pathways or if it also activates some of these pathways by itself. Data derived from cell culture experiments not involving stimulation with extracellular signaling molecules show that ERK is activated in response to expression of mutant Htt, and this cell autonomous activation increases cell survival. Expression of mutant Htt leads to prolonged activation of ERK in a rat pheochromocytoma (PC12) cell line, Htt14A2.5, and similar results were obtained from immortalized striatal ST14A cells [5]. Mutant Htt provokes upregulation of several transcriptional targets of the ERK, JNK, and p38 kinases in PC12 cells [5], suggesting that accumulation of mutant Htt induces the MAP kinase-dependent activation of various stress response and pro-survival mechanisms. One of the protective

Basic scientific narrative

- Apply titleology to the section-headings and sections in your paper to help create a scientific narrative that leads readers through the ideas logically.
- Introduce sections with a summary of what the section communicates.
- End sections with another very brief summary, this time adding implications.

A little “Abstractology”

Structure and brevity



Serial position effect

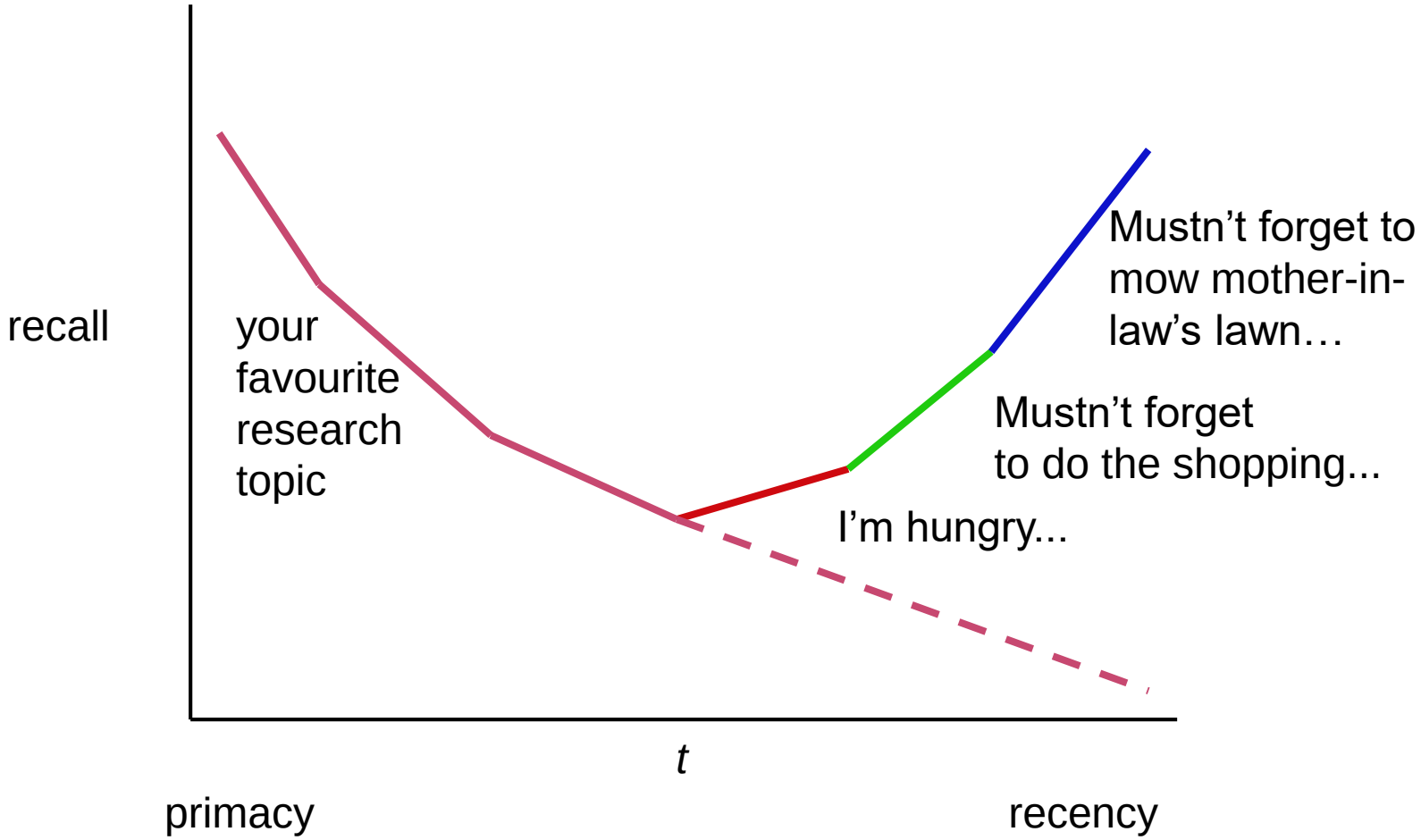
Deese and Kaufman (1957) **Serial effects in recall of unorganized and sequentially organized verbal material** , **J Exp Psychol.** 1957 Sep; 54(3):180-187

Murdock, B.B., Jr. (1962) **The Serial Position Effect of Free Recall**, **Journal of Experimental Psychology**, 64, 482-488

Therefore, in an abstract:

- Put something important and new at the beginning.
- Put something important and new at the end.
- Don’t make the middle part longer than necessary as background information for your intended readership.

If it all goes wrong at the start…



Don’t begin like this:

Evolution is the key phenomenon that cuts across diverse biological systems…

…nor like this:

Motile cilia are evolutionarily conserved cellular organelles whose periodic beating provides propulsive force for movement of fluid…

…and certainly not like this:

Sexual reproduction allows an organism to transfer part of its genes over to the next generation…

Optimal structure of an abstract

Most important insight

We show that skt-1 is the key regulatory factor in the signal transduction pathway that causes bone to grow in response to mechanical forces.

As much background as necessary, and as little as possible

The mechanoreception signal transduction pathway (MSTP) begins with a G-protein complex that senses forces of compression, tension and shearing in the actin cytoskeleton of osteoblasts…

Placing of the insight in the context of future prospects

The discovery that skt-1 controls the response of bone growth to mechanical stress has potential implications for accelerating bone repair by directly intervening in the MSTP at this point.

Disclaimer: The above example was invented for the sake of illustration; it does not reflect real knowledge

Combinations of title and abstract that work well

Title:
- Statement

Abstract:
- (Intriguing) question
- Background
- Main novel finding with perspective on implications / applications / future

Title:
- Question

Abstract:
- Statement of novel finding
- Background
- Re-statement of novel finding, and speculation as to significance / application etc.

e.g. starting with a question ->

Inputs drive cell phenotype variability

James Park[1], Anthony Brureau[2], Kate Kernan[3], Alexandria Starks[2], Sonali Gulati[2], Babatunde Ogunnaike[4], James Schwaber[2,5] and Rajanikanth Vadigepalli[2]

Author Affiliations

Corresponding author; email: james.schwaber@jefferson.edu

Abstract

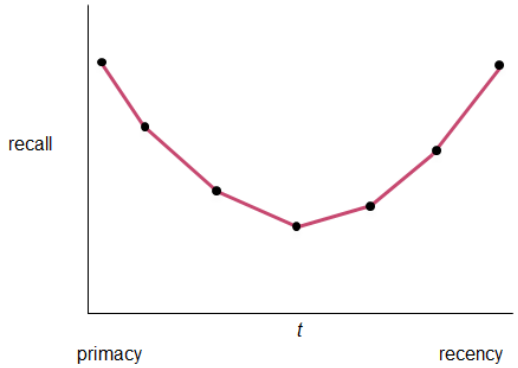
What is the significance of the extensive variability observed in individual members of a single cell phenotype? This question is particularly relevant to the highly differentiated organization of the brain. In this study, for the first time, we analyze the in vivo variability within a neuronal phenotype in terms of input type. We developed a large-scale gene-expression dataset from several hundred single brainstem neurons selected on the basis of their specific synaptic input types. The results show a surprising organizational structure in which neuronal variability aligned with input type along a continuum of sub-phenotypes and corresponding gene regulatory modules. Correlations between these regulatory modules and specific cellular states were stratified by synaptic input type. Moreover, we found that the phenotype gradient and correlated regulatory modules were maintained across subjects. As these specific cellular states are a function of the inputs received, the stability of these states represent 'attractor' like states along a dynamic landscape that is influenced and shaped by inputs, enabling distinct state-dependent functional responses. We interpret the phenotype gradient as arising from analog tuning of underlying regulatory networks driven by distinct inputs to individual cells. Our results change the way we understand how a phenotypic population supports robust biological function, by integrating the environmental experience of individual cells. Our results provide an explanation of the functional significance of the pervasive variability observed within a cell type and are broadly applicable to understanding the relationship between cellular input history and cell phenotype within all tissues.

Genome Research 2014

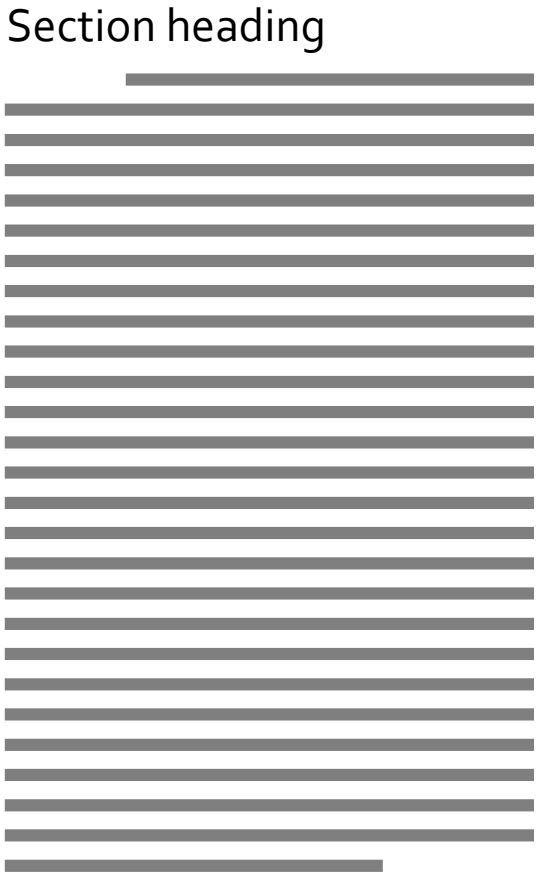
In the body text:

It’s important to “chunk” information.

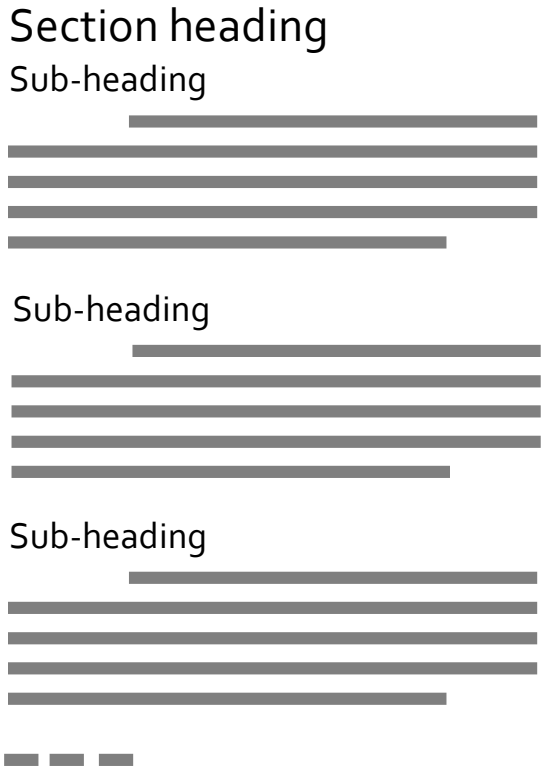
Remember:



Apply the principle of “chunking” throughout your manuscript



This is hard to digest and remember…



This is *easier* to digest and remember…

Keep your lowest level sections below 600 words; better 300, if possible.

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…and write in short sentences…

Although it has been demonstrated that exaggerated traits can have detrimental effects on locomotion and predation rates [26,27], and their growth may occasionally stunt allocation to other structures [28,29], there is growing evidence that many signal traits – even exaggerated traits – are not especially costly, and handicaps may not be necessary to maintain honest signals [27,30]. *(52 words)*

Exaggerated traits can have detrimental effects on locomotion and predation rates [26,27]: indeed, their growth may occasionally stunt allocation to other structures [28,29]. However, there is growing evidence that many signal traits – even exaggerated traits – are not especially costly, and handicaps may not be necessary to maintain honest signals [27,30].

Because inhibition of CIC leads to a significant reduction in LPS induced NO, prostaglandins and ROS production, the authors speculate that the citrate exported may be used in synthesizing acetyl-CoA (Figure 1), which in turn is used as a precursor for phospholipid production leading to prostaglandin synthesis. *(46 words)*

Inhibition of CIC leads to a significant reduction in LPS induced NO, prostaglandins and ROS production. The authors therefore speculate that the citrate exported may be used in synthesizing acetyl-CoA (Figure 1), which in turn is used as a precursor for phospholipid production leading to prostaglandin synthesis.

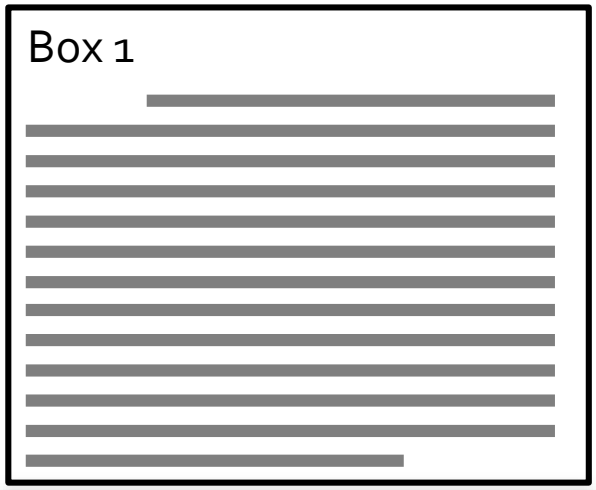
The signaling adaptor tumor necrosis factor receptor-associated factor 6 (TRAF6) subsequently translocates to the mitochondria where it will interact with Evolutionary Conserved Signaling Intermediate in Toll pathway (ECSIT) leading to an increased production of mitochondrial ROS, which together with the cellular ROS resulting from phagosomal NADPH-oxidase dependent respiratory burst, will aid bacterial killing. *(53 words)*

The signaling adaptor, tumor necrosis factor receptor-associated factor 6 (TRAF6), subsequently translocates to the mitochondria. There it interacts with Evolutionary Conserved Signaling Intermediate in Toll pathway (ECSIT), leading to an increased production of mitochondrial ROS. The mitochnodrial ROS combines with the cytoplasmic ROS resulting from phagosomal NADPH-oxidase dependent respiratory burst, to aid bacterial killing.

…and keep principle separate from detail/qualification…

Use tables and information boxes to sequester important details.

	abc	*abc*	*abc*			
xyz						
xyz						
xyz						
xyz						

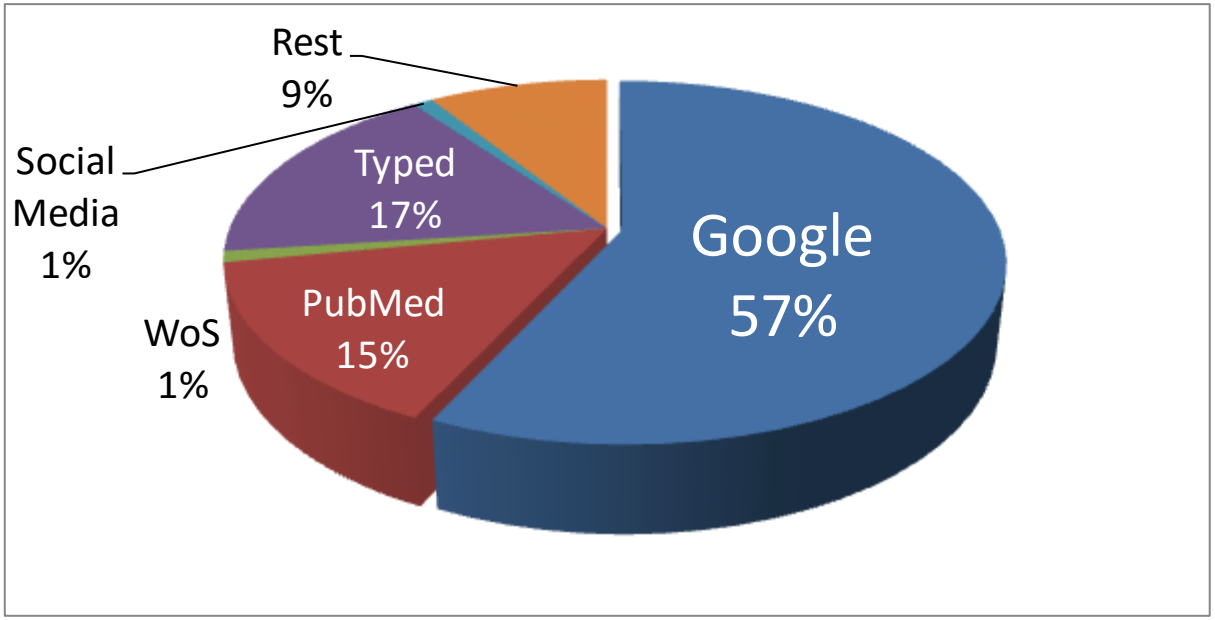


When writing or optimizing titles, think of how your paper will be found, once published…

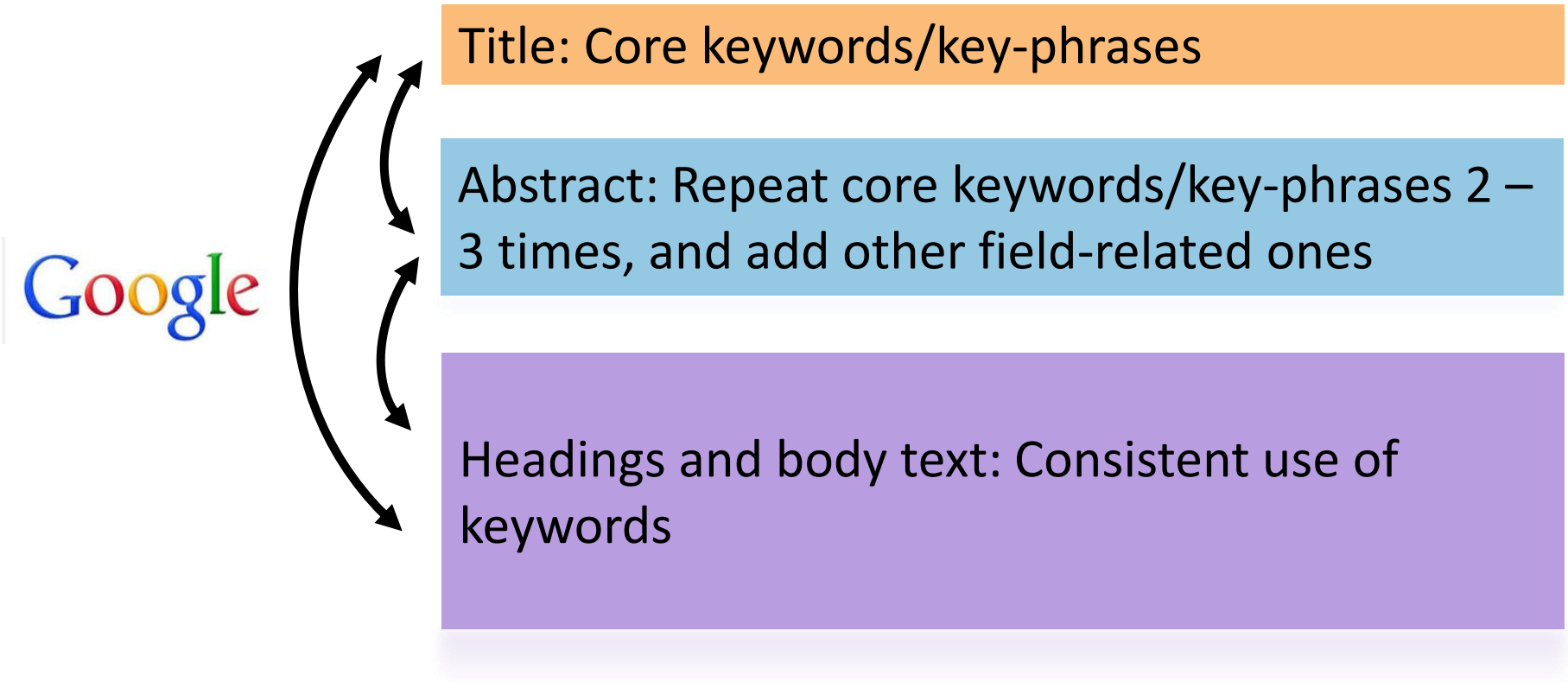
Search Engine Optimization

In general, the earlier (or higher ranked on the search results page), and the more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users.

Why bother with SEO?



Choose and place keywords wisely



Make sure the terms you use are consistent:
e.g. which one: “dorsoventral”, “dorso-ventral”, “dorsal-ventral”?

Google Deutschland

Cephalopod origin and evolution: A congruent picture emerging from fossils, development and molecules

Cephalopod origin and evolution: A congruent ... - Wiley Online Library
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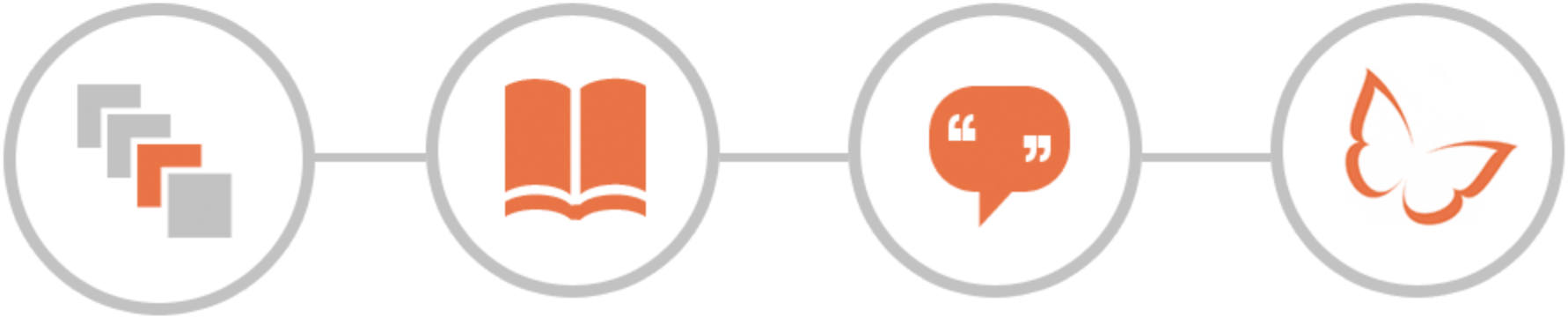

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So far Altmetric has seen **24** tweets from **24** accounts with an upper bound of **16,368** combined followers.

rco Pautasso
@marpauta
400 followers

Linguistic evidence supports date for Homeric epics. BioEssays, in press http://t.co/Ai6TTKe6

19-Feb-2013

Taupo
@pierrekerner
808 followers

Linguistic evidence supports date for Homeric epics http://t.co/HT4AJ49N

18-Feb-2013

Josep M
@jm_c_r
1,098 followers

Linguistic evidence supports date for Homeric epics @ramferran http://t.co/r4ZzUjmH

20-Feb-2013

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Who are your audience<u>S</u>?

Audience 1: the Editor

Cambridge, MA, August 30, 2009

Dear Editor

I am writing to you to suggest a review with the title "**Involvement of the sex-determining locus binding protein sdlb-1 in the mechanism preventing crossing-over between sex chromosomes in mammals, and a comparison with similar mechanisms in other vertebrates with alternatives to the simple XY system**".

Here is a brief summary of our paper:
Sexual reproduction in mammals allows an organism to transfer part of its genes over to the next generation…

Disclaimer: The above example was invented for the sake of illustration; it does not reflect real knowledge

Audience 2: peer reviewers

From: bioessays@wiley.com
To: luckyreviewer@evolbiol.usd.edu
Date: 30.08.2009
Subject: request to review a manuscript

Dear Prof Zygotides

A manuscript entitled “Involvement of the SDL-binding protein sdlb-1 in the mechanism preventing crossing-over between sex chromosomes in mammals and a comparison with similar mechanisms in other vertebrates with alternatives to the simple XY system” has been submitted to BioEssays. We would be most grateful if you could find time to review this paper…

The abstract follows at the bottom of this mail…

Disclaimer: The above example was invented for the sake of illustration; it does not reflect real knowledge

Abstract:
Sexual reproduction in mammals allows an organism to transfer part of its genes over to the next generation. This is achieved by meiosis first halving the compliment of chromosomes to produce gametes with n chromosomes compared with 2n in the somatic tissues. During meiosis, crossing over between homologous sequences on sister chromatids creates a situation in which the two half genomes of the original parents are mixed to a certain extent in the resulting gamete. However, sex chromosomes distinguish themselves from autosomes in that they avoid crossing over, and indeed, the inability to cross over is considered to have been one of the first steps in the evolution of sex chromosomes…

Disclaimer: The above example was invented for the sake of illustration; it does not reflect real knowledge

If you were an expert in sex chromosome evolution, would *you* be hurrying to reviewing this paper?!

Audience 3: readers

*Journal of Sexy Science 2010 **3**(8) 256 - 267*

nsights

Involvement of the sex-determining locus binding protein sdlb-1 in the mechanism preventing crossing-over between sex chromosomes in mammals, and a comparison with similar mechanisms in other vertebrates with alternatives to the simple XY system

Stephen E Xavier

Keywords: sex-determining locus; crossing-over; sex chromosomes; eutherian; non-eutherian

bstract

Sexual reproduction in mammals allows an organism to transfer part of its genes over to the next generation. This is achieved by meiosis first halving the complement of chromosomes to produce gametes with n chromosomes compared with 2n in the somatic tissues…

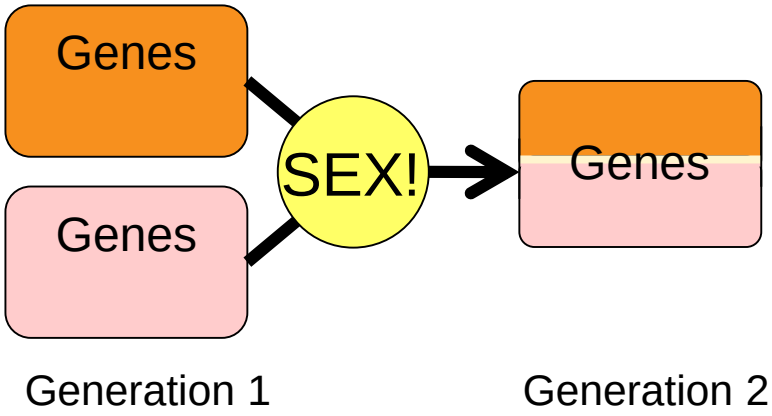

Figure 1: How sex works...

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Or…

*Journal of Sexy Science 2010 **3**(8) 256 - 267*

nsights

sdlb-1 triggers suppression of crossing-over between sex chromosomes: A clue to the evolution of sex chromosome systems?

Stephen E Xavier

Keywords: sex-determining locus; crossing-over; sex chromosomes; eutherian; non-eutherian

bstract

We have identified a protein that binds to the sex-determining locus on mammalian Y chromosomes, and prevents crossing-over of the majority of the Y chromosome with the X chromosome during meiosis. We name this protein sdlb-1, and further show that it has homologues in animals that have different sex chromosome systems, such as WZ (birds), and multiple copies of X and Y (platypus)…

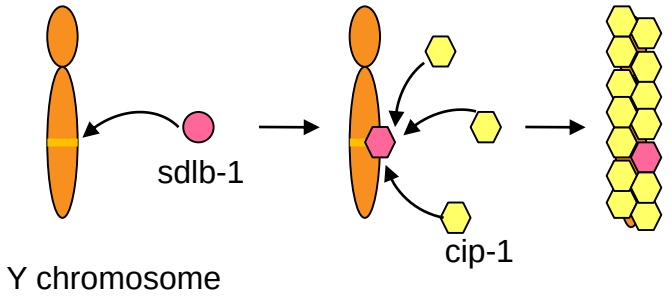


Figure 1: How sdlb-1 works…

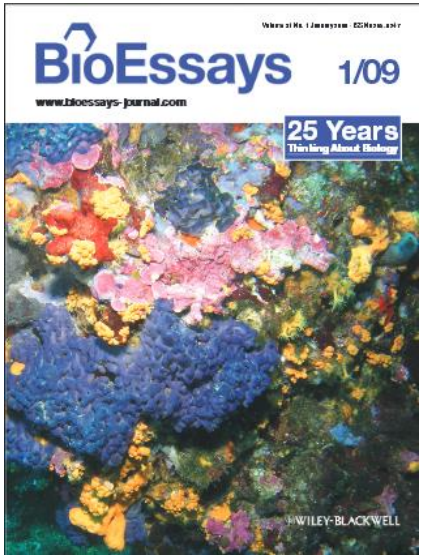
Disclaimer: The above example was invented for the sake of illustration; it does not reflect real knowledge

Final take-homes

- Consider your audience**S**
- Do your homework on the journal to which you wish to submit
- Optimize your presentation, and don't undersell with inexplicit titles/abstract/headings
- Write good English in short sentences
- Keep your paper concise, and incorporate chunking structure and structured repetition
- Think of the narrative (story)

Writing Scientific Research Articles: Strategy and Steps
Margaret Cargill, Patrick O'Connor
ISBN: 978-1-118-57070-8
Paperback
236 pages
June 2013, Wiley-Blackwell

BioEssays editorials from 2009 onwards; recent series
"The state of scientific English and how to improve it"



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