

SCADEMIA – Short Course on Scientific Publishing

Half-day version

SCADEMIA, an initiative of Thoss Media, was started to give scientists inside knowledge on scientific writing from experienced editors. The SCADEMIA curriculum includes traditional writing techniques as well as current trends such as open access publishing and social media communication. The use of bibliometric tools will be introduced and on demand, a module on 'Writing in Industry' can be added.

General remarks

- The workshop can be held in English, German or other languages (live translation).
- The workshop is available as short course (half day) or full course (one day). A version with exercise can extend to two or more days.
- We may supply exercise material in advance of the workshop.
- Interested institutes or scientists should contact Dr. Andreas Thoss at th@thoss-media.de for more details.

Instructors

Andreas Thoss, founder and managing director of THOSS Media, has worked previously as editor and publisher for John Wiley & Sons. Among other projects he started (and edited) five new journals within the last 10 years. He worked with hundreds of authors to improve their paper. Andreas holds a Doctorate in Physics (PhD) from the Free University Berlin.

He is aided by a number of freelance trainers, scientific publishing experts and scientists with a proven track record in scientific publishing.

Workshop schedule (Half-day version)

Block 1: Introduction to scholarly communication (60 min)

- **History**
How did scholarly publishing **start**, why is publishing so important for a academic **career**, what are the individual **functions**.
- **Why publishing**
What are the different motivations for people in photonics industry and in academic research and what implications follow for the publication (Magazines vs. journals).
- **Patents**
- **Social Media**
- **How your publication is processed**
A look at the (traditional) **process** of a publication; what **steps** undergoes a **manuscript** before it becomes a cited **publication**.

- **New developments**

Currently academic publishing is at a **watershed**; initiatives like **Open Access, Portable Peer-Review, Mendeley** and so forth are changing the traditional process. An **overview** of the most important developments.

- **Measuring research success**

The **Impact Factor** is still the most important metric; flawed but everybody uses it. We look at the concept of **Bibliometrics** and give an overview of **new initiatives**.

Block 2: Preparing to publish (30 min)

- **Types of manuscript**

- **Which journal to choose**

- **(Unwritten) rules**

What are the rules everyone needs to know about publishing; **conventions, ethics, copyright** and so forth.

Coffee Break 15 min

Block 3: Structuring a manuscript (45 min)

- **Structure**

Why is structure so important? What are the main parts of a scientific publication and which rules apply?

Block 4: Scientific language (45 min)

- **Words:** choice, redundancies and jargons, abbreviations, nomenclature and terminology
- **Sentences:** person, voice, tense, length, verbs, pronouns, lists and comparisons
- **Paragraphs:** structure, organization, coherence, condensing

Block 5: Writing in industry (30 min)

- **Magazine articles**

Differences to scientific publications, journal selection, efficient writing, distribution.

- **Social media contributions**

Where and how to make your point in social media? And what about ROI and metrics?

Contact

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