#### **Publication Pearls**

#### Or

"How to make a paper more acceptable to a Journal editor"



## Publish or Perish?

• Limited personal experience

• Vast bulk of disease

New presentations

• Surrogate experience base

## Manuscripta antiqua



Rich people

• Poor had illiterate "chirurgiens"

Centuries of Galenic heresy

## Golden Age

Δ

#### Treatise on Gun-shot Mounds,

ON

INFLAMMATION, ERYSIPELAS, AND MORTIFICATION,

ON

#### INJURIES OF NERVES,

AND ON

#### WOUNDS OF THE EXTREMITIES

REQUIRING THE DIFFERENT OPERATIONS OF AMPUTATION;

in which

The various Methods of performing these Operations are shown, together with their

After-Treatment;

and containing an account of

The Author's successful Case of Amputation at the Hip-Joint,

&c. &c. &c.

#### WITH FIVE EXPLANATORY PLATES.

Being a Record of the Opinions and Practice of the Surgical Department of the British Army, at the Termination of the Wars in Spain, Portugal, France, and the Netherlands, in 1814 and 1815.

#### BY G. J. GUTHRIE, F.R.S.

Surgeon to the Westminster Hospital and to the Royal Westminster Infirmary for Diseases of the Epe; Consulting Surgeon to the Western Dispensary for the Diseases of Women and Children; Deputy Inspector of Hospitals during the Peniusular War; Doctor in Medicine in the University of Aberdeen; Associate of the Medical Societies of the Faculty of Paris; Lecturer on Surgery, &c. &c. &c.

THE THIRD EDITION.

#### LONDON:

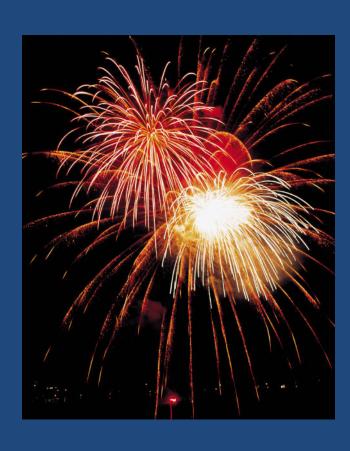
PRINTED FOR BURGESS AND HILL, MEDICAL BOOKSELLERS,
GREAT WINDMILL STREET, HAYMARKET.

1827.

Multiple case reports

Trial and Error

#### Modern times









### Be attractive - enliven the audience



• Words can kill!

# What happens a submission?

• Submit

• Look at title

• Read abstract

## What happens a submission?

• Submit

• OPTIONS?

• Look at title

Read

• Read abstract

Reject

## Sub-editor interested?

- Abstract
- Introduction
- Methods
- Results
- Discussion
- Main Paper
- Introduction
- Methods
- Results
- Discussion

• Options?

Interested

Reject

#### Sub-editor interested?

- Send to referee (s)
  - Got other things to do
  - Really busy
  - Independent
  - Paid? NO!

#### Referee interested?

• Send to referee(s)

```
G ot other things to do
R eally busy
I ndependent
Paid? NO!
```

## Response to Editor – Decision Time!

- Back from referee(s)
- Options?
- Accept
- Minor changes
- MAJOR revisions
  - No guarantee
- Reject

• Correct Journal?

• Correct Journal?

• Read them

Match content

• Match style

Instructions to Authors
 Read them

• Follow them

Instructions to Authors
 Read them

Follow them

• Re-submitting?

Instructions to Authors
 Read them

Follow them

• Re-submitting?

• Re-write everything!

• Beware RIVAL journal

– Do NOT embarrass!

• Recent similar paper?

Only new material

• Cite appropriately

• Recent similar paper?

Only new material

• Cite appropriately

• Citing?

• Read the original!

• Do NOT embarrass!

- Case Report
  - → Review?

- Case Report
  - → Review?

- No!
  - Needs an expert
  - Usually commissioned

• English Language

• English Language

Often poor

• Multiple readerships

• Need a Native!

#### Advice on Construction

- Short, simple sentences
- Four words good
  - 40 words bad!
- Write for pleasure
  - Reader's!
- Be direct

#### Advice on Construction

- Short, simple sentences
- Tighten cautiously

- Four words good
  - 40 words bad!
- Write for pleasure
  - Reader's!

- Split into two papers?
  - Beware duplication
- Read out loud
  - Audience will decide!

• Be direct

#### • Excess verbiage

- "Surrounded on all sides"
- "Important essentials"
- "In the event that"
- "Consensus of opinion"

- Excess verbiage
  - "Surrounded on all sides"
  - "Important essentials"
  - "In the event that"
  - "Consensus of opinion"

- Surrounded
- Essentials
- If
- Consensus

"Maintain high index of suspicion"

"Maintain high index of suspicion"



# Person – Plural vs Singular

• "Results were found...."

• Result was found....."

## Voice

- Passive is poor
  - Weak
  - More words
  - Uncertain

- Active is appropriate
  - Direct
  - Shorter
  - Clearer

## Introduction

• What?

• Why?

• When?

• Where?

#### Introduction

• What?

• Few citations

• Why?

• Do not disclose the plot!

• When?

• Where?

### Methods

- Must be clear
  - Main cause for rejection
- Reproducible
- Statistical advice a priori

#### Methods

- Must be clear
  - Main cause for rejection
- Ethics

• Reproducible

priori

• Statistical advice a

Consent

## Results

Large 25
Medium 15
Small 30
Tiny 55

Large	Medium	Small	Tiny		
25	15	30	55		

### Results

Large 25 Medium 15 Small 30

10 80

Tiny 55

As shown in Table 1, "List of sizes" \*

(Table 1)

Large	Medium	Small	Tiny
25	15	30	55

#### Discussion

• Simple explanation of results

• Do NOT overfill

- If further questions/more research
  - Indicate where answers likely to be found

## Caveats



Enclose clearance

#### Caveats

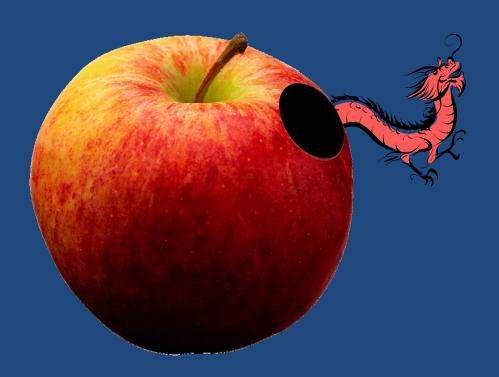


Enclose clearance

#### Authorship

- All must contribute
- All responsible
- Should agree in advance

## Forbidden!



## Forbidden!

- Duplication
  - Unacceptable
  - (Might be agreed)

## Forbidden!

- Duplication
  - Unacceptable
  - (Might be agreed)

- Plagiarism
  - Reprehensible
  - NEVER condoned!

# Send me your papers!

