

# *Spori Business Review*

## Writing for Publication

Students will create a business journal—*Spori Business Review*—through a student editorial board that will issue a call for articles, peer review the articles, and design/layout the articles for a class publication. Each student will be a member of an editorial board and submit two articles for other publications.

### Objectives

1. Write for several authentic, professional audiences.
2. Critically read and respond to other students' writing.
3. Revise own work repeatedly to hone skills as a writer.

### Writing for Publication

What we're attempting to do is get your writing out of a classroom environment and put you to work writing and communicating to real people outside the classroom. Since you don't have time to submit work to outside editors and receive feedback, we're going to simulate the process as nearly as possible between different groups in English 312.

### Dual Roles—Writer and Editor

You will have two roles in class: writer and editor. As a writer, you will submit your work to editorial boards in the class to be considered for publication. As an editor, you will help writers revise their work until it is ready for publication in your business journal and produce a finished journal modeled on a *Harvard Business Review*. Your basic responsibilities in each role are as follows:

#### Writer

- Write two articles for two different journals.
- Revise those articles until they are ready for publication.
- Research and write a department article for your own editorial board's journal.

#### Editor

- Analyze *Harvard Business Review* and plan your own publication focused on that target audience.
- Read submissions and evaluate them for publication.
- Write revision letters helping writers improve their articles.
- Produce a finished, polished business journal.

### Guidelines for Writers

You must write for two different business journals outside your own editorial board. Each journal will select its own focused theme. For example, one journal may focus on entrepreneurship while another focuses on outsourcing. I might write about entrepreneurship for the first assignment and about outsourcing for the second, but I can't about entrepreneurship twice—even if it's published by a different editorial board.

As a writer, decide what journal you want to write for, check out those guidelines, and review the call for papers and writer's guidelines posted on BlackBoard. Each journal will have space for six submitted feature articles.

When you've found a featured topic that appeals to you, reserve your spot by posting your name on the journal's discussion board. If others have already reserved the two spaces for the six articles, choose another publication. Once you have signed up, you are committed. You cannot switch assignments once you've signed up.

#### Submission Process

After securing a possible spot on a particular journal's discussion board, you must now write a formal prospectus or proposal describing the article's purpose and content. The prospectus is a formal process that includes the following elements:

- A cover letter identifying the specific topic, purpose, audience, for the article.
- A detailed outline of the proposed article.
- An accurate, APA-formatted bibliography of possible sources for the article.



### Submission Deadlines

Article prospectus and submission deadlines are listed on the syllabus. To meet minimum submission requirements, your article must be complete and coherent and meet the minimum length requirement of 1500 words (2500 word maximum). Articles must be typed, double-spaced, and posted on BlackBoard discussion board under the journal's name by the beginning of class on the dates due. If you post the submission after the deadline, the journal cannot accept your submission.

### Submission Acceptance

You will receive two grades based on the number of your articles published during this assignment.

- Two articles published—two A's (95%)
- One article published—two B's (85%)
- No article published—two F's (0%)

### Guidelines for Editors

Your major responsibility is to help writers submitting articles revise their work until it is good enough to be published in your journal. You'll be assigned as an editorial board. Together, your board will be in charge of producing and publishing a business journal modeled on *Harvard Business Review*.

Each member of the board will be in charge of a different department or section of the journal, and these assignments will be made as a board.

### Editor in Chief

- Responsible for the journal's overall layout including cover, photos, table of contents, and binding.
- Maintains records of submissions, resubmissions, and those articles accepted or rejected by the board.
- Compiles the magazine.
- Writes the letter from the editor introducing the finished magazine.

### Group 1 Editors

- Responsible for all submitted articles for the first submission deadline.
- Responsible for all revision letters for Group 1 articles.
- Responsible for accepted articles executive summaries.
- Responsible for all accepted articles in Group 1 section.

### Group 2 Editors

- Responsible for all submitted articles for the second submission deadline.
- Responsible for all revision letters for Group 2 essays.
- Responsible for accepted articles executive summaries.
- Responsible for all accepted articles in Group 2 section.

### Group 3 Editors

- Responsible for all editorial board department articles.
- Responsible for all revision letters for editorial board department articles.
- Responsible for department articles executive summaries.
- Responsible for all accepted editorial board department articles.

As a board, then, you will perform four major tasks:

1. Create a focused theme for your business journal's issue.
2. Prepare writer's guidelines outlining the types of featured articles you'd like to publish in your journal.
3. Write department articles—research based articles by board

members. Review past issues of *Harvard Business Reviews* for department ideas such as Forethought (ideas, trends, people, practices on the business horizon), Case Study (fictional, common managerial dilemmas to offer concrete solutions), Strategic Humor (humor in business), Best Practice (practical business ideas that work), Tool Kit (skills that enhance business—perhaps writing and leadership skills), and Panel Discussion (visual representation of business issue with brief explanation of significance).

4. Write revision letters for a group of writers working through the submission and revision process.

### Submission Process

You will receive two different types of submission—proposal and article. As a board, you will review each proposal and article to decide if you will accept or reject it. If you choose not to accept the first proposal or article submission, you, as a group, will formulate a revision letter in which you offer constructive revision suggestions to the writer. The editor in charge of that section is responsible to write the final letter.

The writer can resubmit the article up to three times until the final submission deadline at the end of the project (see syllabus). Each time the writer resubmits the article, the board as a whole will review it, and the group editor will draft a revision letter to accompany it if it is rejected. As a courtesy to your writers, please return their proposals or articles within 48 hours.

### Submission Acceptance

Remember, accept only work you want to represent your publication. Your final publication will be graded on the merit of the work you choose to include in it.

You cannot rewrite others' work. All writing must be done by the author. You can offer revision suggestions, suggest a writing conference, but you cannot revise others' writing for them.

For any submission to be accepted, it must meet the following two requirements:

- The group editor for that assignment must vote for its acceptance.
- The majority of the board must vote for its acceptance.



You are not required to accept any submission, but you will want to help your writers get their material to the point that it is publishable so that you have something to print in your finished journal.

### Guidelines for Reviewing Submissions

- Carefully read the criteria for the article you're reviewing.
- Read each submission individually, using the criteria and your own knowledge of your journal and audience to evaluate each submission. **Take notes listing both the strengths and weaknesses of each article.**
- After each member has read each of the submissions, discuss each article as a group. Vote on the submission's acceptance.
- If you vote to accept the submission, give the article to the editor in chief to keep until the end of the project.
- If you vote to reject the submission, work together to formulate revision suggestions.
- The group editor is responsible for taking those suggestions and writing a typed, one page, single-spaced revision letter for each writer.

### Revision Letters

Revision letters should accomplish two things: They should point out the strengths and weaknesses of the submission, and they should offer **specific, concrete** suggestions for revision. Treat your writers as you would like to be treated by your editors. You may want to work through the

article paragraph by paragraph, pointing out the strengths and weakness of each paragraph while offering specific suggestions for revision.



Be thorough in your first letter. The writer's third revision is not the time to suddenly decide the essay doesn't really fit the article assignment or won't really appeal to your audience. The more specific and helpful your first revision letters are, the better the revised draft you receive from writers will be. Take time to do it right the first time, and you'll save yourself time and multiple headaches later.

### Revising Letters

Revision letters are the responsibility of the each group editor. Deadlines for the review letters are the class period following the submission deadline.

To meet minimum requirements, the revision letters must be one page, typed, single spaced. You may email the revision letter, but please copy the letter to me and every board member.

### Business Journal Planning Project

This assignment has three parts: a *Harvard Business Review* analysis, writing prompts for each of the article submissions you will receive, and topics for your magazine's cover stories.

### Business Journal Analysis

Using *Harvard Business Review*, write a 3-5 page analysis of it. Be sure to include the following:

- A description of the journal's target audience.
- An analysis of the journal's advertising explaining how it reflects the target audience.
- An analysis of the types of articles the journal publishes explaining how they reflect the interests and attitudes of the target audience.
- An analysis of the journal's writing style explaining how the way articles are written reflect the competency of the journal's target audience and their assumed relationship with the journal's writers.
- A conclusion summarizing your analysis findings

As a board, assign each member a separate section of the analysis. One member should write the target audience analysis and conclusion, another the advertising section, another the section on types of articles, and another the writing style section. Each member should plan to write at least two well developed paragraphs, and you'll work together as a board to make sure the final paper is well-constructed and polished.

### Business Journal Analysis Steps

Below is a list of questions that will help you explore each section of your journal analysis. While your analysis may not answer all these questions, considering each question will lead you in the right direction.

**Genre-** (This information is closely connected to target audience.) What type of journal is this? Within that type of genre, where does your journal fit? How does *Harvard Business Review* compare with other professional business journals—how is it similar or different?

**Target Audience-** Who is the target audience? Demographics –How old are they? How much money do they have? How do they see themselves, or how do they want to be seen by others? What do they know? How educated are they? What is their attitude towards life? Do they have definite political leanings? (Predominantly Democrat? Republican?) What issues and

activities interest them most? Are they learning new skills or do they already know a great deal about the journal's main topic?

**Advertising-** Look at the journal's advertising. Who will buy the things advertised in this journal? How do they see themselves? How much money do they have? What are they most interested in?

**Types of Articles-** Look at the types of articles published. What type of person would be interested in these articles? What do they assume about the reader? How much does he/she know? Are articles for novices or experts? What do articles emphasize –the latest and hottest? The tried and true? The practical?

**Writing Style-** Look at the writing style used in the articles. What do readers have to know to understand these articles? What does that tell us about them? (Do they have to know a specialized vocabulary? Are they well educated, or are articles written on a fairly simple level?) How are readers treated by writers –as close friends, fellow professionals? Novices? What do writers assume readers already know? Do writers assume any shared values or attitudes in their readers? How is the reflected in their writing? What does the style and tone of the writing tell us about the target audience?

### Call for Articles

As editors, you decide what kinds of articles writers will submit to you. You'll receive two sets of articles during the project. In your call for articles you may consider three broad types of writing: reporting and recording/exploring and reflecting, explaining and interpreting/responding emotionally, and making judgments/influencing others.

**Exploring and reflective articles** focus on personal experience, and so you'll be asking writers to write about their own experiences with business. The goal is to invite writers to write on a personal

experience that would appeal to your magazine's target audience.

**Making judgments articles** ask writers to critique or judge a specific business product, production, or procedure. Try to create prompts that you as writers would find interesting and plausible.

**Influencing others articles** ask writers to take a stand on an issue and defend it using logic and reason. As you write prompts, make sure you give writers the opportunity to argue an issue that your target audience will find interesting and significant.

Now you can write a separate prompt for each article submission, or you can write one prompt for each type of submission and accept multiple submissions on the same topic.

Each writing prompt should include the following:

- **Topic** (general or specific topic you want the writer to address)
- **Aim** (What is the goal of the article—reporting and recording, exploring and reflecting, explaining and interpreting, responding emotionally, making judgments, or influencing others?)
- **Format** (This is set for all submissions: 1500-2500 words)

Post the article prompts in your journal folder on BlackBoard's discussion board.

**Helpful Tip:** Think of your writers as you create your prompts. Giving your writers almost impossible tasks will make it very difficult for them to produce good work. Try to create prompts that you as writers would find interesting and plausible.

