EPOCH

Writing and preparing an **EPOCH** article

Writing

Writing for public audiences requires the writer to think more about the audience's experience of reading the article. Academic writing often privileges rigour and precision over readability. Magazine writing has to be the perfect compromise between the two – and this can be quite challenging.

Before sitting down to write, have a look at the articles that have already been published by EPOCH. You will get a sense of our preferred style and tone.

Here is some general advice on writing for us:

- **Decide what you are going to write about**. Choose an element of your research that is important and interesting but is focused enough for you to do it justice with the word limit. 1,000-2,000 words will run out faster than you think: zero in on a particular contention, event, object, person, or idea.
- **Begin with a 'hook'**. This might be an interesting fact, a narrative point, a question, or a controversy. Whatever you choose, it has to grab your reader and make them want to find out more.
- **Choose your content carefully**. Work out what your reader needs to know. It is tempting to tell them all the extraneous details because you find it interesting. Overwhelming a reader with information is a quick way to lose their attention. Finding the balance between intriguing detail and too much detail is important to the success of your article.
- **Think about structure**. You need to cover what's important to your reader early on to keep them engaged. Those reading for pleasure don't always want to wait for the conclusion – you need to keep them interested from the first sentence. Threading a narrative through the piece is a good way to do this.
- **Write accessibly**. This does not mean 'dumbing down' the topic but it does mean avoiding jargon that is unique to your academic field. It also means moving away from certain academic conventions – for instance, use statistics sparingly, avoid unwieldy vocabulary, and don't get bogged down in historiography.

We encourage some accompaniments to your article, such as images and a 'further reading' list.

Images: Please insert any images into the text to show us where you would like them to appear in the published version. If doing this affects the resolution of the image, please also send it to your editor in an email. Images attract readers and, if your article is about

something less well-known, can really help your reader's understanding. Please include the caption you would like as well. **Please note that all images submitted to EPOCH must be either in the Public Domain or have a Creative Commons licence that allows us to share them.**

Further Reading: We like to include a 'further reading' section of four to five books. EPOCH articles should make the reader want to find out more about a subject – this is your chance to point them in the right direction. Please note that these should be books that are readily available in public libraries or retailers. Please do not link to journal articles. Please format these in MHRA style.

Author Bio: We ask all contributors to provide a few lines about themselves. Tell us where you studied/are studying, and what your current research is. If you work on any other projects, please tell us, and feel free to include any links.

Social Media: We encourage all contributors to include a link to their social media. This is of course optional, but it is nice for readers and other researchers to find out a little more about you and your work. We accept links to Twitter, LinkedIn, etc. but do not recommend sharing Facebook or Instagram profiles.

Preparing for publication

Your article will need to adhere to our house style before it goes forward for publication.

Here is a checklist:

Text:

- Single-spaced
- Indented (from the second paragraph)
- Unjustified
- British English spellings
- Articles should NOT have footnotes or in-text citations

Further Reading:

- Up to five accessible readings
- MHRA formatted

Images:

- Check licences
- Provide caption

Please note that all articles are copy-edited before they are sent for publication. However, editors have limited resources to 'fact-check' outside of their own specialisms, so please bear in mind that the responsibility for good history falls on the author.

If you have any questions at all about writing for us, or the publication process, please get in touch at epoch@lancaster.ac.uk.

EPOCH COVER SHEET

Name:

Article Title:

Institution:

Level:

Text

☐ My word count is between 1,000 – 2,000 words.

☐ I have not used footnotes

☐ My text is single-spaced.

☐ My text is indented from the second paragraph on.

☐ My text is left-aligned.

☐ Spelling, numbers, dates and any references to publications (in the further reading, etc.) are in the MHRA Style.

☐ Any links are included in square brackets next to the word or phrase to be hyperlinked.

Images

☐ My article has images

☐ My images are in the public domain, or have a suitable Creative Commons licence.

☐ My images are in jpg or png format.

☐ I have provided captions for my images.

☐ I have provided alt text for my images.

☐ I have provided a further reading list of interesting and relevant resources; books that you could find in Waterstones or Barnes and Noble, podcasts, etc..

☐ I have included an author bio.

☐ I have included any social media handles I would like to use.