

Popular Linguistics Magazine - Submission Guide (3 pages)

Article proposals for *Popular Linguistics Magazine* are welcome in any of the categories listed on the following pages; please e-mail a brief proposal to the editor (editor@popularlinguisticsonline.org) outlining the topic of the article you would like to write, which category you would be writing for, and a short description of any additional media (video, sound, graphics) you would include.

For the pieces in **News & Notes – The Latest Word** and **News & Notes – Calendar of Events**, no proposal phase is necessary. Simply e-mail your text along with your name, affiliation, and the source of the copy (for fact-checking purposes) to the editor (editor@popularlinguisticsonline.org).

Once you have been contracted as an author for *Popular Linguistics Magazine*... hooray! Welcome! Please follow the guidelines below in preparing your article copy.

Word and page length suggestions (found on the following pages) are not strict, but please stay within reason. All articles should be in RTF or Word DOC format; double spaced, standard formatting. For phonetic descriptions, use Wells' Key Words (Wells 1982; see here: http://en.wikipedia.org/wiki/Lexical_set#Wells_Standard_Lexical_Sets_for_English) — general readers shouldn't be expected to know the IPA or other transcription systems. Images, sound files, and movie clips should be sent as separate attachments (for files larger than 15Mb, contact the Editor in Chief before sending). Email all files to the editor (editor@popularlinguisticsonline.org) with the subject line reading: YOUR NAME, ARTICLE CATEGORY, ARTICLE TITLE, TYPE OF ATTACHMENT

For example:

Claude Levi-Strauss, Feature Story - Language & Policy, "Witty Title of Your Article", body copy

Franz Boas, Ling 101 - Understanding Linguistic Theory, "Fun-ology!", body copy

Franz Boas, Ling 101 - Understanding Linguistic Theory, "Fun-ology!", image

Franz Boas, Ling 101 - Understanding Linguistic Theory, "Fun-ology!", sound clip

E-mail any submission related questions to the editor. Any non-submission related questions about *Popular Linguistics Magazine* should be sent to questions@popularlinguisticsonline.org.

Authors retain the right to reproduce and republish 100% of their work without consent of *Popular Linguistics Magazine* (although a heads-up for cross-linking is always appreciated!).

Specific Guidelines for Submissions in different sections of Popular Linguistics Magazine:

News & Notes -

The Latest Word: Action & Activism; Science; Technology

Brief summaries (about 250 words each) of what's current in linguistics. Submissions can include summaries of findings you or your students have recently published or presented; notes on new technology of interests to linguists; development or release of technologies that implement findings

from linguistics; summaries of findings from workshops and conferences; reports on public policies regarding language or linguistic groups, etc. The theme here is brevity; no graphs, no tables, no charts, no special knowledge needed for understanding.

The Latest Word: Calendar of Events

7-12 pieces, about 50 words each. Conference listings, meet ups, linguistically relevant media premiere dates, etc.

Book Reviews

1 piece, 600-900 words (expandable to 1500 words), 1-2 books critically reviewed and recommended. Include cover images for each book as well as publisher details (publisher, year, page count, etc.)

Spotlight: The Puzzle of English –500-700 words. “The Puzzle of English” column is a quick, fun description of some factoid or other bit of information regarding the History of the English language. Written to attract the broadest class of readers; a little romanticizing of the past isn’t necessarily a bad thing in this case. Occasionally, a picture or two may be included; maps will be judged case-by-case.

Spotlight: Stories from the Field – 750-1000 words. A “field work” story, told in the first person. We broadly interpret “field work” as any time a linguist interacts with the public to achieve a deeper understanding of linguistics, language, culture, or cognition. Welcome submissions include both your account of last summer’s trip down the river to remotest Brazil to uncover and document a new language family and your account of last Sunday’s after-church discussion of bilingualism during sermons. Touching, heartwarming, thought-provoking... the main drive for this column is the humanity we experience while doing linguistic work. This column works best when your great stories are accompanied by great pictures, short videos, and sound clips.

Spotlight: Language of the Month – E-mail the editor (editor@popularlinguisticsonline.org) for special guidelines if you’re interested in writing a Language of the Month article.

Linguistics 101: Understanding Linguistic Theory – About 750 words; a break-down of one aspect of linguistic theory, pieces will be rotated and rehashed often to facilitate public knowledge of linguistics.

Linguistics 101: Cocktail Party Linguistics – 500-750 words. A short nutshell-description of a linguistic “fact”; a “Did you know that...?” piece that makes for eye-grabbing reading. Light jargon, mild pedantry, and verifiable gossip are all acceptable for this column. Avoid delving into current research (send that to News & Notes) or the history of English (send that to The Puzzle of English).

Linguistics 101: Ask A Linguist – E-mail the editor (editor@popularlinguisticsonline.org) if you’re interested in writing for Ask A Linguist.

Featured Articles: Language &...

Feature length stories can be a bit more jargon-heavy and technical than other articles, but remember that any work in *Popular Linguistics* should be tailored to a general educated audience. Featured articles

can include graphs, charts, images, sound and video clips, etc. There is no limit to what can be included (hooray for online publishing!).

Feature-length articles should be about 1500-2000 words, formatted as a Microsoft Word or RTF doc, standard formatting, double-spaced, all material (images, charts, graphs, etc.) included. E-mail your finished copy as an attachment to the editor at editor@popularlinguisticsonline.org. Attach each image separately as well as including each in the body copy. Include as a first page in your submission a short 150 word abstract, author details (name, affiliation, contact info, current research), a set of 5-10 broad key words (e.g., “phonetics”, NOT “geminate stop release”), and a selection of 3-5 suggestions to the reader for further reading/viewing/investigation. Submit your piece under one of the five major categories for featured articles:

- Language & Policy** – linguistics applied to real world problems;
- Language & History** – how language changes over time;
- Language & Cognition** – how language is processed in the brain;
- Language & Society** – how language functions in society;
- Language & Technology** – how language interacts with technology

Remember, *Popular Linguistics Magazine* is aimed at a **general** educated audience. Most people who read *Popular Linguistics* are not your colleagues in the linguistics department, but are your colleagues in the chemistry department... your friends, neighbours, and family... your promising undergrads, financial supporters, and college deans who wouldn't know retroflexion from retro fashion. The goal of *Popular Linguistics* is to bring linguistics to the masses, reaching out to our communities to let them know that we're here, why we're here, and what we're doing. Also, never forget that *Popular Linguistics* is, first and foremost, an *online* magazine—adding color pictures, sound clips, and short movies to your article is STONGLY ENCOURAGED.

Thanks for submitting to *Popular Linguistics Magazine*!

-dsb

DS Bigham
Editor in Chief
Popular Linguistics Magazine
www.popularlinguisticsonline.org