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Toroa Talks 3.3

Journal article writing 3

What we'll talk about today

Writing your rough draft

- How to keep writing
- Organising your thoughts
- Structuring the paper



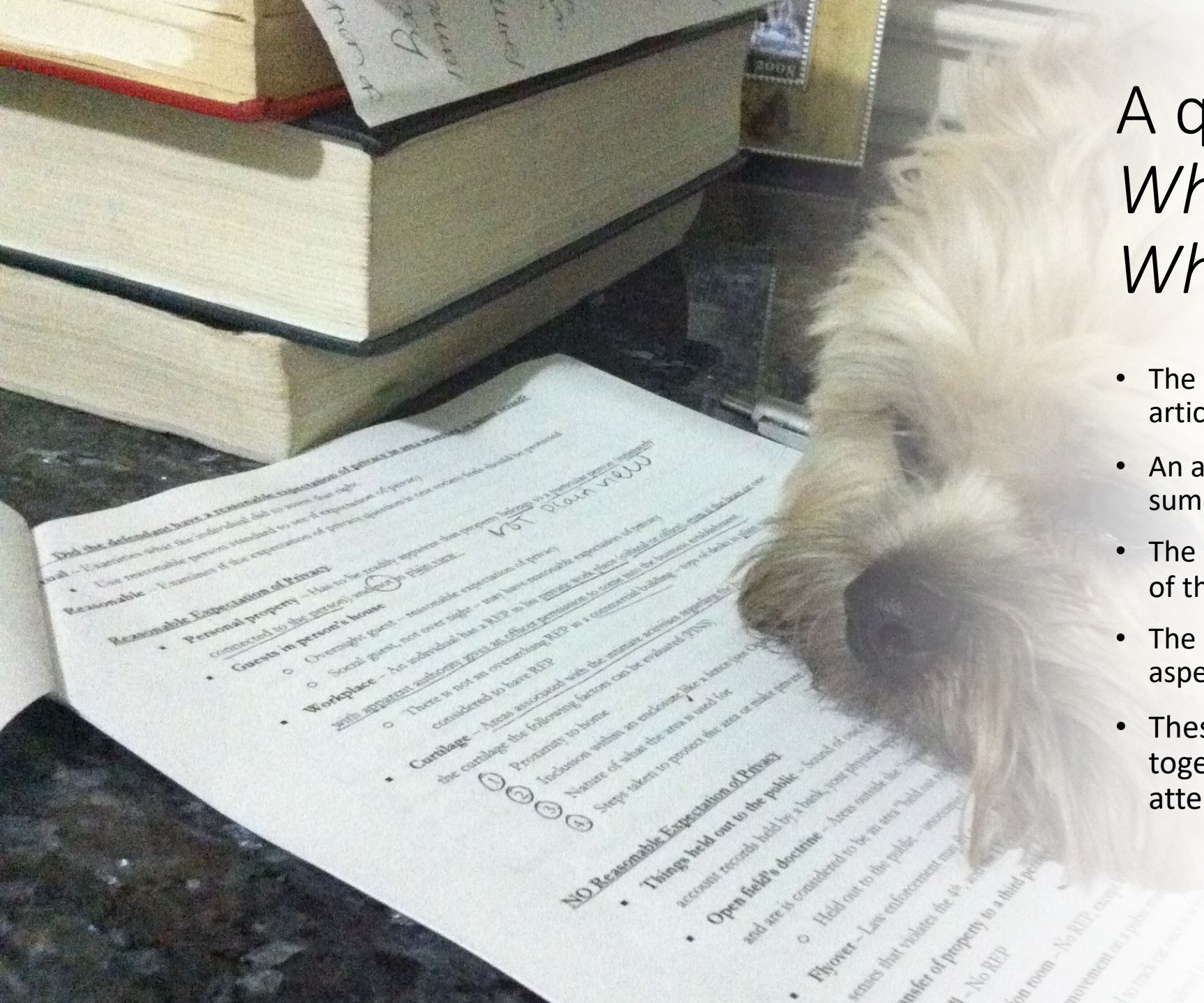
A quick recap: *Why* and *Where* to publish?

- We tend to publish because we wish to communicate our research and contribute to the field
- It's important to look for journals of higher rank and impact factors
- They can be OA or traditional publisher
- We should avoid predatory publishers

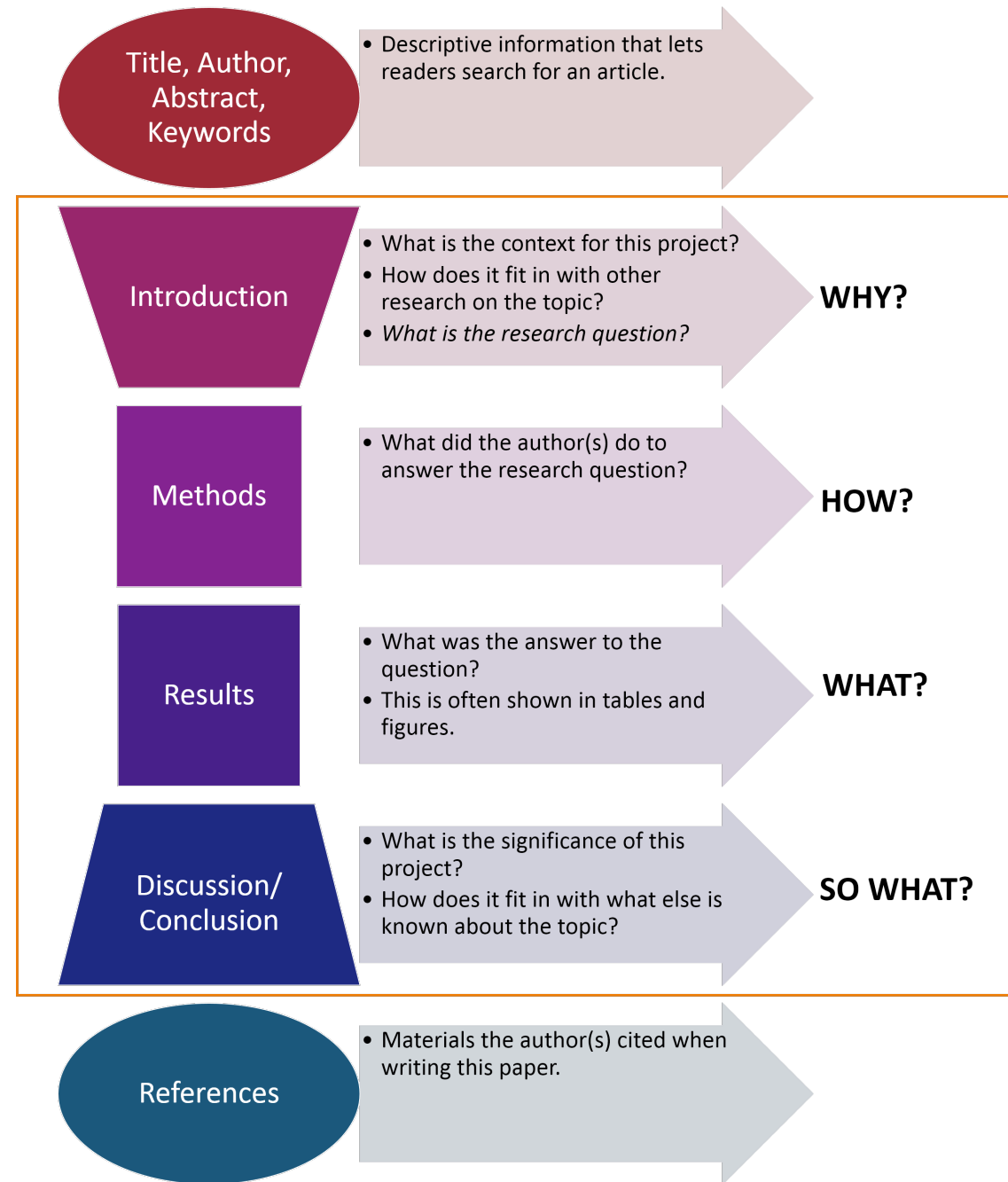


A quick recap: *What, How and When* to publish?

- The most common type of journal article is “data driven”.
- An abstract is a short intensive summary of an article.
- The title should be a snappy summary of the article.
- The keywords should capture the main aspects of the paper.
- These elements need to work together to capture the reader’s attention



Sections of a journal article



What stops us writing?

- Daunting
- Can't see our way through
- What if we're wrong?
- We're not adding nothing new
- Who are we to write this?





We shall overcome

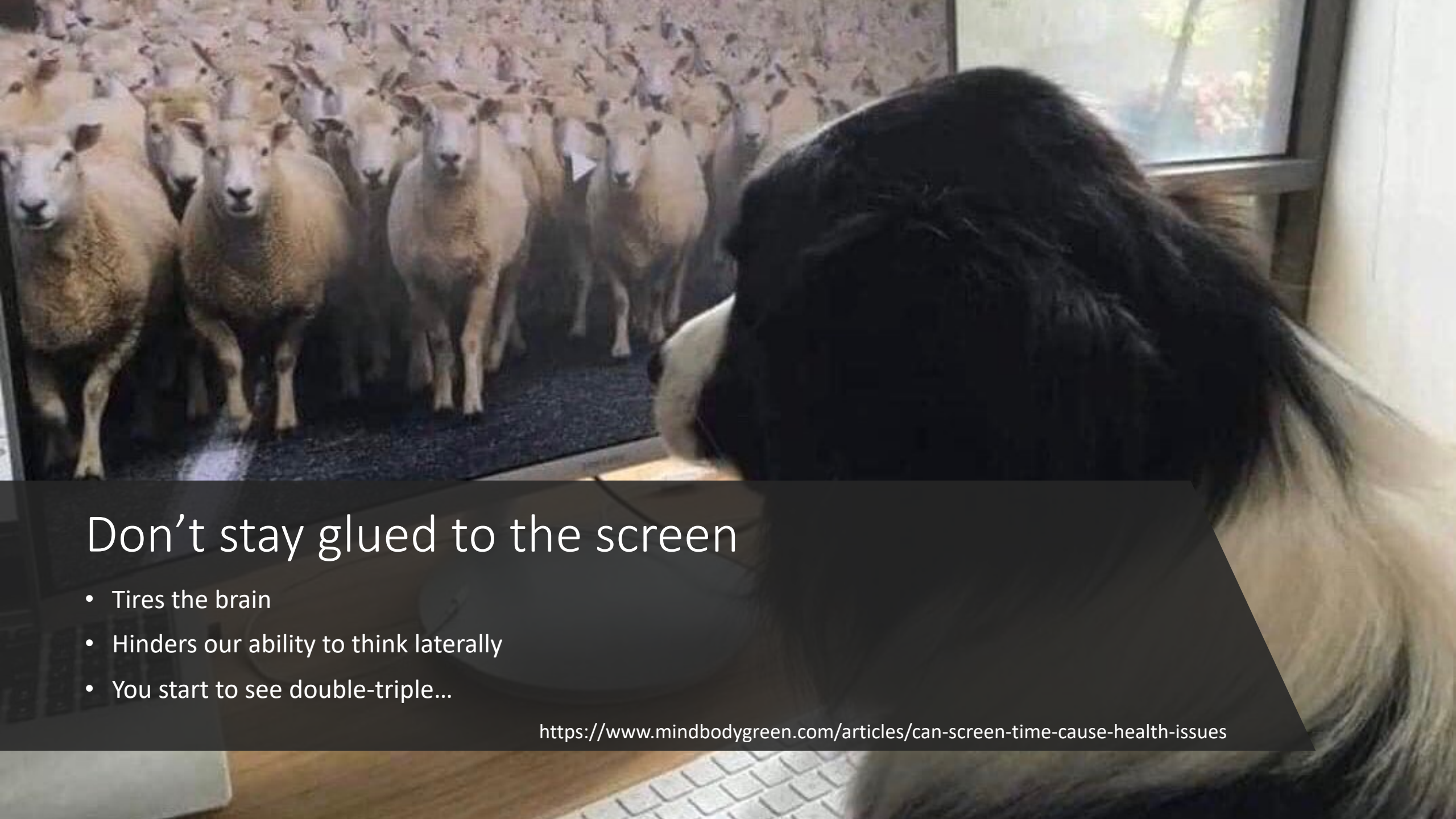
- Practice free writing
 - ❖ *Write as much as you can in 5 minutes*
- Write everything you have as a list: facts, issues, methods, findings
 - ❖ *Organise them to tell your story*
 - ❖ *Delete everything that unnecessary*
- Use Mind Map: organise and make connections



We shall overcome

Things to bear in mind:

- Write new stuff in your most productive time
- Write in sprints: 25 mins writing, 10 mins rest
- Take the late afternoon off
- In the evening plan, edit, rearrange text
- You don't need to write in order



Don't stay glued to the screen

- Tires the brain
- Hinders our ability to think laterally
- You start to see double-triple...

<https://www.mindbodygreen.com/articles/can-screen-time-cause-health-issues>

Shitty first draft (Anne Lamott, 1994)

- Very few writers really know what they are doing until they've done it.
- The right words and sentences don't come out perfectly first time.
- First drafts lead to clarity in later drafts.



Some basics of organising your writing

- Use subheadings
 - Introduction
 - Method
 - Findings
 - Discussion
 - Conclusion



Introduction



Serves as the shop window:

1. places your work into the broader research contexts
2. then narrows your focus to identify specifically what you plan to do in the paper
3. by spelling out your research goals and objectives.

“Creating a research space” Swales, 1990

1. Establish a territory – identify your research topic
2. Identify a niche – identify some issue within that research topic that demands attention
3. Occupy that niche – show how you are going to address that issue.

- *Swales, J., 1990. Genre Analysis. Cambridge: Cambridge University Press.*



Moves – following Swales 1990

Both journalists and public relations practitioners (PRPs) downplay their involvement with the other (Davis 2000; Morris and Goldsworthy 2008). The relationship's tension lies in a rarely acknowledged interdependence and an unwillingness to admit that they are now so intertwined that neither practice could function in its current form without the other (Davis 2013). Further, Davis (2003) argued that journalism and public relations were most effective when the links between the two remain hidden. This article attempts to shine light on this powerful, but enigmatic, relationship, the direct interactions of which have been largely unexamined by researchers. It explores two examples of journalists' interactions with public relations sources, one via email, the other face-to-face, captured on video, during fieldwork in two newsrooms. The latter is an example of data that before now have been unavailable to researchers. The article uses it to examine how much agency journalists have in their dealings with public relations sources, and what social practices they employ when negotiating the "uncovering" of a story with a source.



Establish a territory – identify your research topic.



Identify a niche – identify some issue within that research topic that demands attention.



Occupy that niche – show how you are going to address that issue.

Materials and methods

A clear description of how the study was carried out and why the particular approach was taken and methods chosen

- Provide enough information for the reader to judge the study's validity
- To judge if the results and conclusions are valid
- To provide a rationale for the approach
- To provide enough information for a fellow researcher to replicate the study



Research Methods

Behaviors and instruments used in the selection and construction of the research technique



VS

Research Methodology

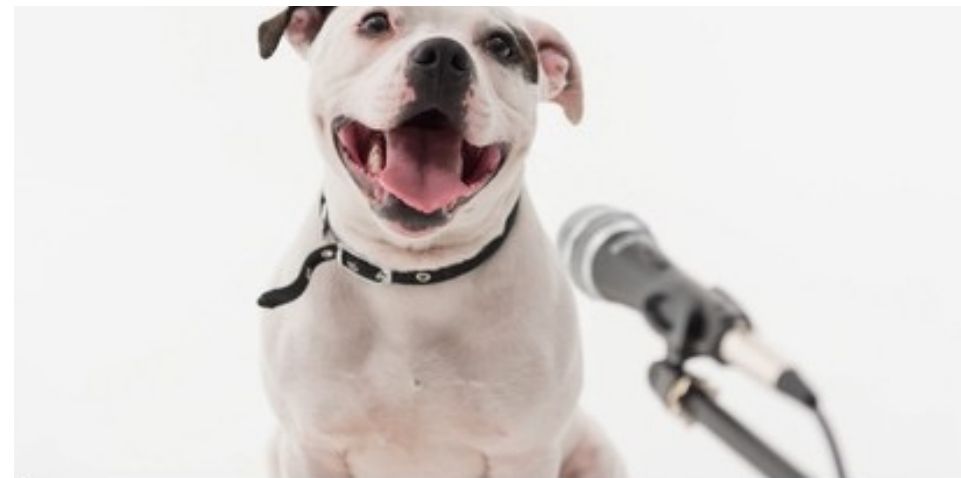
Science of understanding how research is performed methodically



Taken from: [How to write research methodology.](#)

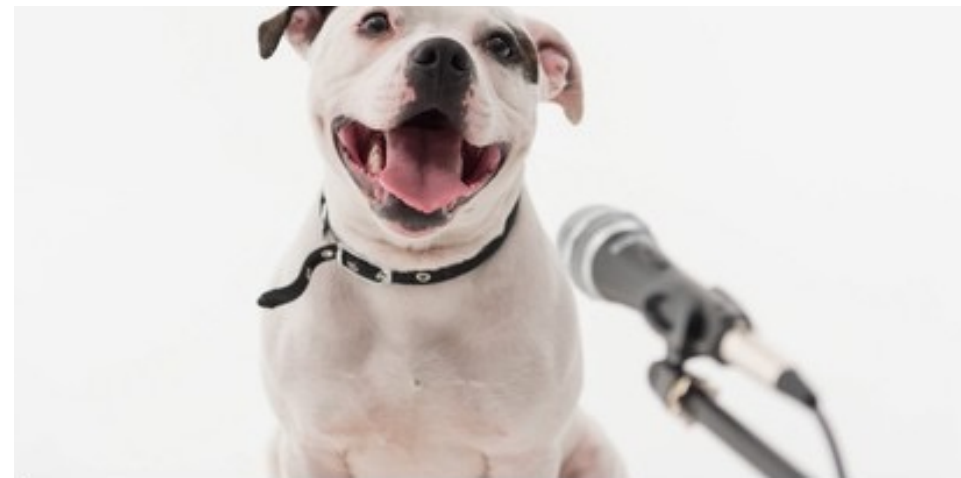
Roadmap of how the research was carried out

- Data gathering procedures
 - Study design/approach: qualitative or quantitative etc?
 - What data were gathered?
 - How were they gathered?
 - What was the sampling procedure?
 - What was the time frame
 - Why were these methods chosen?



Roadmap of how the research was carried out

- Data gathering procedures
 - Study design/approach: qualitative or quantitative etc?
 - What data were gathered?
 - How were they gathered?
 - What was the sampling procedure?
 - What was the time frame
 - Why were these methods chosen?
- Data analysis procedures
 - Names of procedures used.
 - Why were these methods chosen



- Ethnographic methods
- Because interaction happen "behind closed doors"
- Ethics approval
- Critical Discourse Analysis approach/perspective

Materials and Method

The current study utilised ethnographic methods of data collection involving observation over a period of time in two newsrooms. It is believed to be the first study where data were captured on video allowing the interactions to be replayed and analysed mode by mode, and providing the researcher with unique insights into the current working practices of journalists. Further, while it may be easy to see the product of public relations in media releases and media conferences, it is arguable that most interactions between public relations and journalists go on behind closed doors in briefings, or via phone or email. All names of people have been changed although it is accepted that some individuals may be recognisable to friends and colleagues. The research has ethics approval from the researcher's university.

Critical Discourse Analysis

A question for this study is how much influence PRPs have over the journalists with whom they interact. A critical discourse analysis (CDA) perspective is taken (Fairclough 1995a, 1995b; Van Dijk 1988, 2001; Wodak and Meyer 2001), as CDA uses analysis of a selected text, set of texts or oral exchanges to evaluate the discursive construction of power. In this framework, language is always used for a purpose and can be employed to control as well as to communicate. Specifically, CDA scholars such as Fairclough (1995b) are concerned with how syntactic features of language hide agency and normalise the actions of the powerful.

This article uses CDA to consider the way power is reproduced and resisted through text and talk in the professional context of interactions between journalists and PRPs. It is argued that by looking at the micro level of the interactions we can better understand how power is distributed between the two practices.

CDA has been criticised by some scholars (see Schegloff 1997) for not paying enough attention to the details of language, which it was argued should be properly understood before any wider connection or political claim was made. This paper accepts some of Schegloff's criticism, but takes it a step further. The analysis of the interactions in

30 HELEN SISSONS

the article included examining all relevant communicative modes including speech (Jucker 1986; Schegloff, Jefferson, and Sacks 1977; Schiffrin 1987) and non-verbal actions, such as posture and proximity (Goffman 1964), gaze (Kendon 1967; Goffman 1964) and manual gesture (McNeill 1992, 2005; Goldin-Meadow 2003). Through the investigation of different modes, the article demonstrates the complicated nature of journalists' relations with PRPs, and the mixture of resentment, distrust and need.

Results/Findings

- Includes two interactions between journalists and PRPs
- The transcripts are included
- Analysis of those interactions that addresses the research question
- Reporting of any relevant findings

TABLE 1 (Continued)



IMAGE 6

M: so they've used every (indistinct) they could possibly I'm swinging more of the conspiracy theory than the chaos theory



IMAGE 7

S: (2.0) I would probably swing to the other one

M: yes

S: uh:m=

M: =I knowhhe

S: (1.1) uh:m so yes so as far as next week is concerned



Examples of findings

Extract from the analysis of non-verbal actions

Matt and Stuart's gaze patterns during the interaction also indicate difficulties. At the end of his explanation of the complaint process (Image 3), Matt does not gaze at Stuart but looks into the middle distance, which has been found to be an expression of facially communicated avoidance-orientated or negative emotion (Adams and Kleck 2003).

Discussion

The purpose of this section is to tell the reader what your findings mean and show how they contribute to the knowledge in your field.

- Explanation of results
 - In what way were they significant?
 - What new insights do they give us?
- References to previous research
 - Compare your findings with previous studies



Organising the discussion section

Think of your discussion as an inverted pyramid.

- Organise the discussion from the general to the specific.
- State what you see as your most important findings first. Then develop and show the reader what you think the findings mean.
- Relate your findings back to the literature that you used in the introduction.
- How did your findings fill that gap you posed and why is it important in the broader field of inquiry?
- Again, subsections can be used to discuss different aspects of your findings.
- The discussion section should end with a concise summary of the principal implications of the findings regardless of their significance.

Discussion

If we take the lens of CDA to view these two interactions we see that the journalism–public relations relationship is a site of struggle for power and influence over the journalistic text. The language used by the parties in these interactions has the purpose of influencing the final news story.

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Matt was aware of the media management being used and resented it, as per the trend noted earlier in the article. However, as has also been noted by researchers (McNair 2011; Louw 2010), journalists are not without power, and can use their coverage to critique the public relations efforts. Therefore, in the piece Matt wrote for broadcast later that day, he mentioned the council's delaying tactics (see Appendix B).

Limitations



This study may have examined only two examples of journalist–source interactions, but as Serini (1993, 6) argued, while the weakness of a case study is that it is limited to one experience and one set of dynamics, its strength is that it provides an in-depth look at the dynamics of the phenomenon under investigation.

Conclusion

The data presented here strongly suggest that in many cases their interactional goals prevent journalists and PRPs being open with each other, and yet they must maintain the fiction of openness to preserve the journalist–source relationship.



Revise-revise-revise

- What to cut
- What to ensure you have enough of
- Tidying up subheadings
- The careful balance between academic writing and readability
- Checking for flow
- Do's and don'ts

