

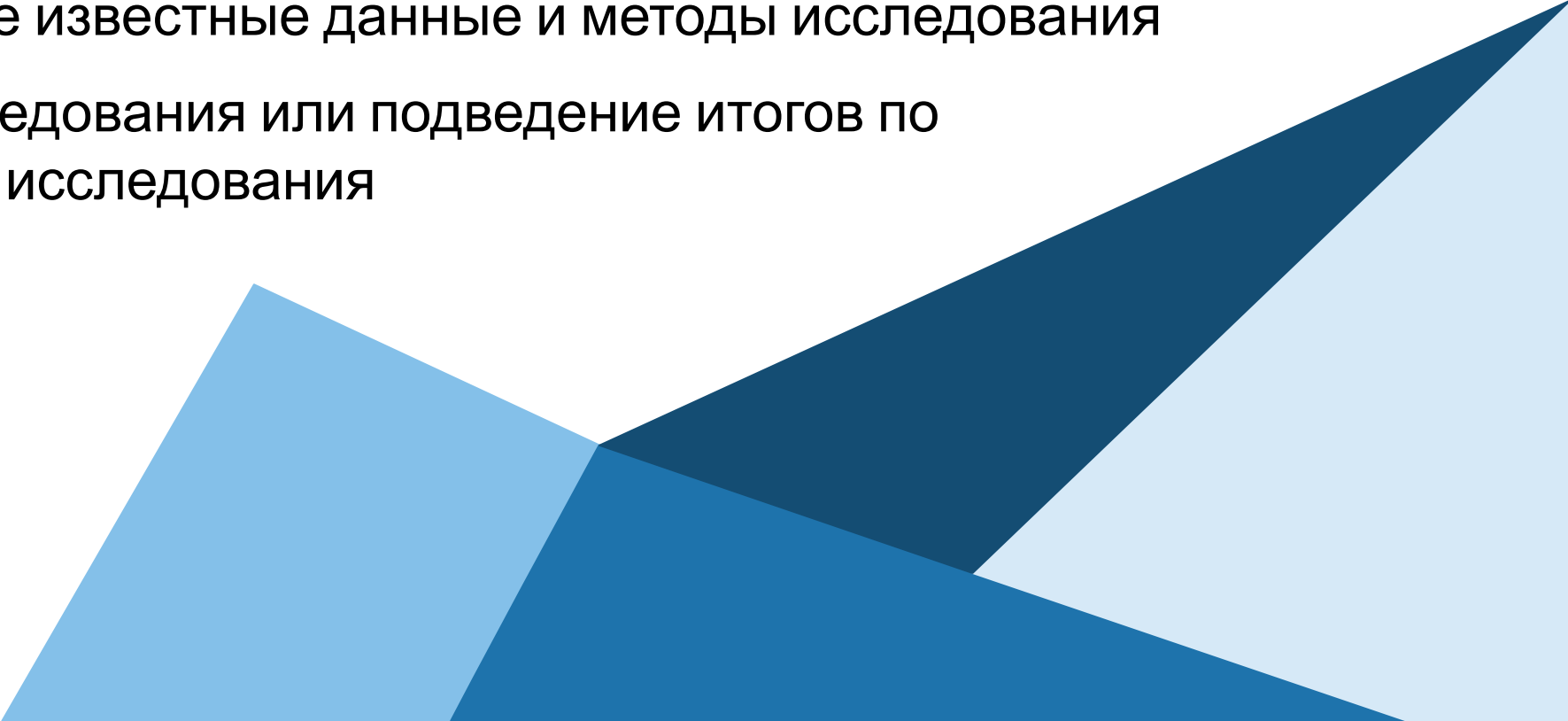
Англоязычная публикация международного уровня: структура, содержание, стиль (Часть 1)

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«Национальный консорциум центров письма»

Содержание вебинара

- I. Что публиковать и зачем?
- II. Что делает статью пригодной для публикации в международном рейтинговом журнале?
- III. Общие требования, предъявляемые к научной публикации
- IV. Особенности современного научного стиля речи

I. Что публиковать и зачем?

- Представление новых или оригинальных данных с помощью уже хорошо известных методов
 - Уточнение или иное представление уже хорошо известных данных с помощью новых методов
 - Новый взгляд на уже известные данные и методы исследования
 - Обзор области исследования или подведение итогов по определенной теме исследования
- 

Зачем нужно публиковаться в зарубежных журналах?

- Повышение научной квалификации как ученого;
- Повышение научного статуса в академическом сообществе, сначала – в своей стране, затем (в случае успеха) — за рубежом; как результат — карьерный рост;



Зачем нужно публиковаться в зарубежных журналах?

- Расширение поля научной деятельности благодаря знакомству с зарубежными коллегами, заинтересовавшимися вашими работами, установление неформального взаимодействия, как результат — международные проекты, гранты, совместные публикации и т.д.
- Улучшение «видимости» (visibility) и «доступности» (availability) ваших научных разработок путем попадания публикаций в международные индексы (БД) цитирования — Web of Science и/или Scopus;

Зачем нужно публиковаться в зарубежных журналах?

- Более прагматично (решение поставленных руководством организации и страны задач):
 - повышение рейтинга организации – университета, НИИ, журнала по этим показателям;
 - расширение присутствия страны в международном научном сообществе, укрепление позиций страны;
 - повышение оценок результативности научной деятельности для себя по показателям публикационной активности – количества публикаций и их цитируемости, как результат – материальное поощрение от организации и карьерный рост.

Основные проблемы

- Недостаточно оригинальная статья: нет новых знаний
- Плохая структура
- Незначительный, несущественный вклад в науку
- Автор занимает оборонительную позицию
- Теоретически / методологически некорректная статья
- «Неряшливый» стиль изложения
- Слишком узкий или слишком широкий тематический охват
- Статья не по теме
- Не научный стиль изложения



Комментарии рецензентов

The author needs to state the motivation and scientific merit more clearly [.....] With that being said, I could only see very limited scientific merit of this study.

The way the authors describe their results is too brief, only people who are extremely familiar with the authors' work won't have a problem understanding the content. However, as a journal article, it is important that the paper is written in a way that is accessible to the general readers.

The authors should make it very clear what are the experiments that were already presented in former studies and those that are original of this one. I believe that the results reported in figs 4 and 8 are already present in ref. 28.

Комментарии рецензентов

There were many contributions of different groups to the field but the manuscript collects results related to the very limited number of contributors – broader discussion and coverage are necessary.

.... the majority of the discussion is rather a summary of existing literature data and should be rather a part of introduction. The discussion should be written in more exact form.

The selection of the particular alloys used in this work is not explained.

The discussion of the relationship between model constants and microstructural mechanisms should be supported by appropriate references.

Комментарии рецензентов

Although new findings are always expected, the references mentioned by the authors are minimal while several papers have been published on the effect of [...] Some published papers show results with similar tendencies of changes in [...]. The authors should be aware of this, and probably mention some better related papers, in order not to be misleading concerning the finding of new results, which are surely found.

I would like to recommend the authors to read some related papers which might help them improve the analysis of results and the discussion of the manuscript [...]. I understand that the reported manuscript is not a review and is not obligatory to take into consideration all related papers previously reported. However, in this case, results obtained with the same transformation and close compositions should be considered in order to get a deeper discussion of the obtained results.

Комментарии рецензентов

The title of the manuscript is not captivating and at first sight, it shows that this work does not contribute anything new.

In Abstract and also along the manuscript, please specify the meaning of the acronyms [...]. Additionally, summarize in a clear and concise manner the main contribution of the work in the abstract.

The introduction seems messy, it does not follow any logical sequence or line and the purpose of the study is missing. Please rewrite the introduction following a logic sequence from broadly presenting the concept of focusing on this specific topic, the discrepancy between former studies and finally the research question that lead to the purpose statement.

The manuscript contains many grammatical errors and poorly constructed sentences.

II. Что делает статью пригодной для публикации в международном рейтинговом журнале?

- Статья несет понятное, полезное и вызывающее интерес послание
- Представлена и выстроена логически
- Рецензенты и редакторы могут легко «схватить» научный смысл работы
- Высокое качество английского языка

III. Общие требования, предъявляемые к научной публикации



Ограниченный объем

- **Conference paper** (5-10 стр., 3 рисунка, 15 ссылок)
- **Full Article** (как правило, завершённое научное исследование; 10-30 стр., 6-8 рисунков, 25-40 ссылок)
- **Review paper** (обобщение какой-то темы исследования); от 10+ стр. от 6+ рис., 80 ссылок)

III. Общие требования, предъявляемые к научной публикации

1

Ограниченный объем

2

**Четкая структура
изложения материала**

Title: short and informative (75 знаков)

Abstract: 1 paragraph (<250 слов)

Introduction: 1,5-2 стр.

Methods: 2-3 стр.

Results: 6-8 стр.

Discussion: 4-6 стр.

Conclusion: 1 абзац

Figures: 6-8 (1 на стр.)

Tables: 1-3 (1 на стр.)

References: 30 -50 (2-4 стр.)

III. Общие требования, предъявляемые к научной публикации

1

Ограниченный объем

2

Четкая структура
изложения материала

3

**Стандарт оформления
статьи (напр., APA)**

Основные международные стили оформления статей

Область научных исследований	Стиль цитирования и библиографических описаний
Биомедицина	Vancouver Style
Геология	GSA (Geological Society of America)
Гуманитарные науки	MLA (Modern Language Association)
Гуманитарные науки Социальные науки	Harvard Citation Style
Гуманитарные, естественные, социальные, исторические науки	Chicago Manual of Style
Математика	AMS (American Mathematical Society)
Машиностроение	ASME (American Society of Mechanical Engineers)
Медицина	AMA (American Medical Association)
Медицина	NLM (National Library of Medicine)
Социальные науки, Психология	APA (American Psychological Association)
Политические науки	APSA (American Political Science Association)
Сельскохозяйственные науки, Биотехнология	ASABE (American Society of Agricultural and Biological Engineers)
Социологические науки	ASA (American Sociological Association)
Управление персоналом, финансы и бухгалтерия	AMA (American Management Association)
Физика	AIP (American Institute of Physics)
Химия	ACS (American Chemical Society)
Электроника и информатика	IEEE (Institute of Electrical and Electronics Engineers, Inc)
Юриспруденция	ALWD (Association of Legal Writing Directors)

МЕТОДИЧЕСКИЕ
РЕКОМЕНДАЦИИ ПО
ПОДГОТОВКЕ И ОФОРМЛЕНИЮ
НАУЧНЫХ СТАТЕЙ В
ЖУРНАЛАХ, ИНДЕКСИРУЕМЫХ
В МЕЖДУНАРОДНЫХ
НАУКОМЕТРИЧЕСКИХ БАЗАХ
ДАнных

Сайт АКАДЕМИИ АНРИ

ПРИМЕРЫ

**Belyakova Z.Yu., Makeeva I.A., Stratonova N.V.,
Pryanichnikova N.S., Bogatyrev A.N., Diel F., Khanferyan R.A.**
The Role of Organic Products in Implementing the State Policy
of Healthy Nutrition in the Russian Federation

Khramtsov A.G., Ryabtseva S.A., and Nesterenko P.G.
Paradigm of postgenomic conception on milk science
LactOmics formation...

В некоторых случаях
отсутствует
соединительный союз
and при перечислении
авторов, где-то он есть
(нет единообразия).

III. Общие требования, предъявляемые к научной публикации

1

Ограниченный объем

2

Четкая структура изложения материала

3

Стандарт оформления статьи (напр., **APA**)

4

Объективность

Логичность подразумевает жесткую смысловую связь на всех уровнях текста: информационных блоков, высказываний, слов в предложении. Требования соблюдения смысловой логичности необходимо придерживаться при построении всего текста статьи.

III. Общие требования, предъявляемые к научной публикации



1 Ограниченный объем

2 Четкая структура изложения материала

3 Стандарт оформления статьи (напр., APA)

4 Объективность

5 Логичность

Точность

Основные правила

- использовать общеупотребительные, ясные и недвусмысленные термины;
- при введении нового, малоупотребительного термина обязательно объяснить его значение;
- не употреблять понятие, имеющее два значения, не указав, в каком из них оно будет применено;
- не применять одного слова в двух значениях и разных слов в одном значении;
- не использовать узкоспециализированные термины и жаргонизмы.

Принцип гештальта

- Целое больше, чем сумма его частей.



1

НЕСТАНДАРТНЫЕ

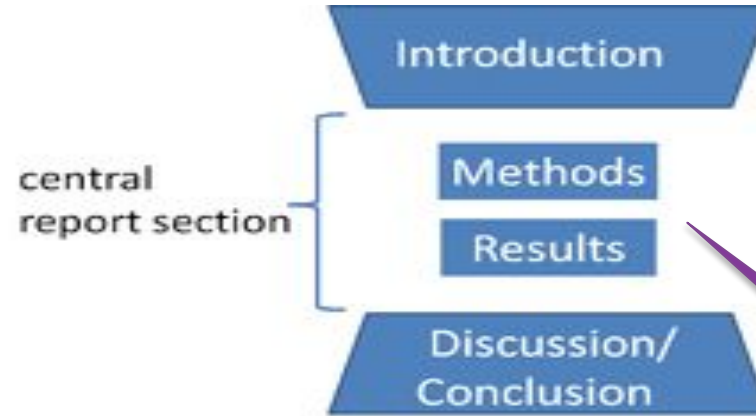
СТРУКТУРЫ Inverted Pyramid Structure

Most Important Information

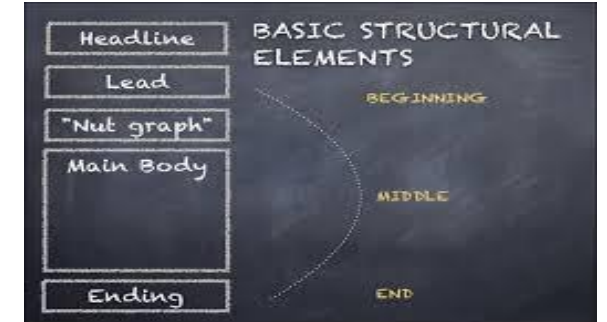


Least Important Information

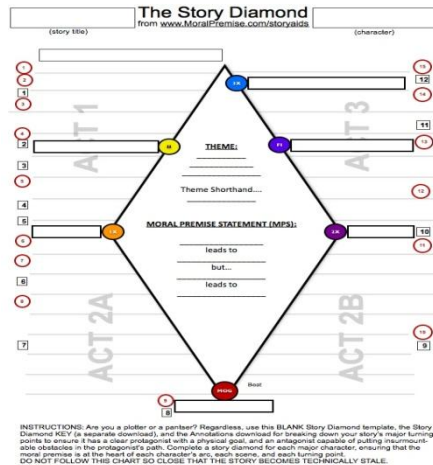
Hourglass Structure



Nut Graph



Diamond Structure



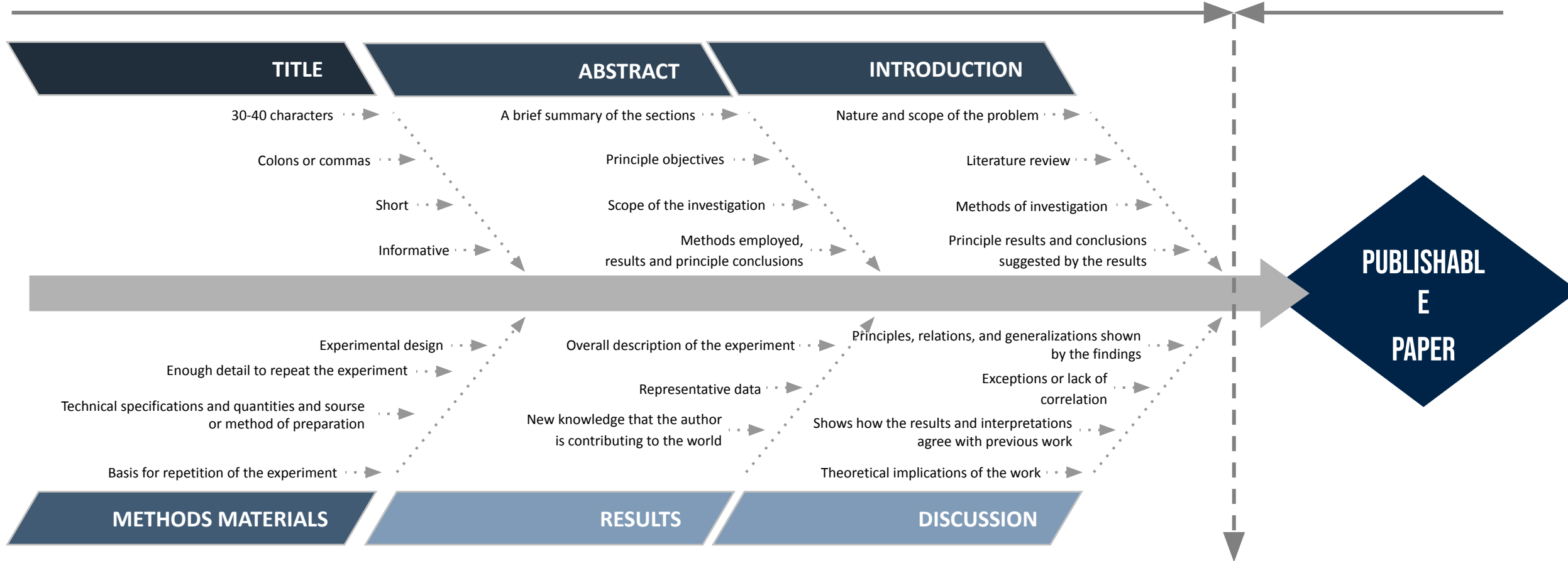
Christmas Tree Structure



IMRaD

Оригинальная статья (международный стандарт) в формате IMRaD

Подача рукописи
в журнал



IV. Современные требования, предъявляемые к научному стилю речи

СВЯЗНОСТЬ ПРЕДЛОЖЕНИЙ И
СЛОВ МЕЖДУ СОБОЙ

(Cohesion and coherence)

ЛАКОНИЧНОСТЬ

(Brevity)

ЯСНОСТЬ ИЗЛОЖЕНИЯ МЫСЛЕЙ

(Clarity)

РЕГИСТР

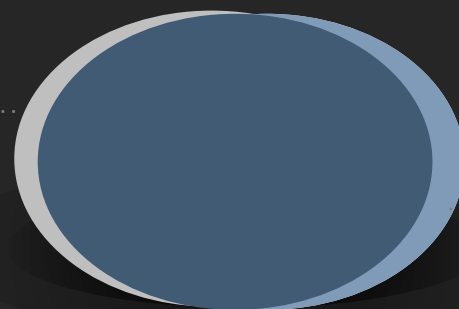
(Register)

МОДАЛЬНОСТЬ

(Modality)

ТОЧНОСТЬ ГРАММАТИЧЕСКИХ
КОНСТРУКЦИЙ

(GRAMMATICAL ACCURACY)



«ЗОЛОТЫЕ» ПРАВИЛА

1

Be as clear, concise, and focused as possible without sacrificing the meaning of your writing.

2

Keep your sentences as well as paragraphs reasonably short –less is more!

3

Simplify, otherwise you will lose your readers.

4

Choose from among the many variables and stick to your choice.

5

Think small – decide what specifically you want to write about and make sure you stick to the subject, cover it well and ... stop.

«ЗОЛОТЫЕ» ПРАВИЛА

6

Write in active voice.

7

Use **I** and **We** for self-promotion in the international academic community.

8

Frame and contextualize everything and always let your reader know what you are doing and why.

9

Define all your terms the moment you first mention them.

10

Avoid unnecessary jargon.

Be as clear, concise, and focused as possible without sacrificing the meaning of your writing

Avoid:

- Redundancies
- Obvious
- Modifiers
- Metadiscourse
- Smothered words
- Hedge words



Примеры: redundancies

I will develop, test, and apply a new synthetic approach to produce thermosetting plastics. Testing is part of developing whereas "synthetic" and "produce" both refer to making things.

So this sentence could easily read

I will develop a new approach to produce thermosetting plastics.

Примеры: obvious

There is evidence that humanity is spending too much energy from waste.

Russia is a great power that seeks to pursue its independent foreign policy....

Примеры: modifiers (adjectives and adverbs)

*The entire reaction sequence takes less than one hour to complete.
Do you need both "entire" and "complete"?*

The reaction sequence takes less than one hour to complete.

The reaction sequence takes less than one hour.

Примеры: metadiscourse

We found

We argue

Our initial findings were ...

These data may indicate ...

To conclude ...

It has been established...

Примеры: smothered words

To make a suggestion

To make an improvement

To encourage development

To make a presentation

To conduct an investigation

To come to an agreement

To conduct an experiment

To have a tendency

To give consideration

To make a statement

Примеры: hedge words

modal words(verbs, nouns, adjectives, and adverbs, approximators, impersonal and passive constructions, and if-clauses.

Language used in hedging:

certain verbs	seem, tend, look like, appear to be, think, believe, doubt, be sure, indicate, suggest, assume, suppose, try
certain modal verbs and modal expressions	can, would, may, might, could, maybe, must
adverbs of frequency	often, sometimes, usually, occasionally
adverbs	certainly, definitely, clearly, probably, possibly, perhaps, conceivably, hardly, apparently, partially, partly, nearly, fairly, hopefully, likely, mainly, almost, mostly, presumably, quite clearly, quite, rather, supposedly, somewhat
prepositions	about, around, near
vague phrases	<u>in</u> general, kind of, sort of, more or less, pretty (strong/ weak), and so forth, etc.,
nouns	assumption, possibility, probability
impersonal constructions	It could be the case that... / It might be suggested that... / There is every hope that...
adjective + to-infinitive	It may be possible to obtain ... / It is important to develop ... / It is useful to study...

Примеры: hedge words

The answer, so far as I can see, is virtually nothing. The box will have some equilibrium state, to which it will relax so some unspecified timescale. Increasing or decreasing its volume may or may not lead to changes in its internal energy. It will not be possible to use the box to play certain roles in various heat engines: it will not, for instance be possible to operate on it in a cycle to turn heat into work. It will have some thermodynamical temperature, and if placed in thermal contact with a lower temperature system, will transfer heat to that system.

I have attempted to demonstrate that ...

To close with a more general observation, it is perhaps unsurprising that statistical mechanics in general seems so little discussed in the foundational literature.

Keep your sentences as well as paragraphs reasonably short – the less is more!

Avoid:

- Long words
- Long sentences
- Long paragraphs

«Тот писатель делает хорошую работу, который дает максимальное кол-во знаний и отнимает у читателя наименьшее кол-во времени».

Чарльз Калев Колтон

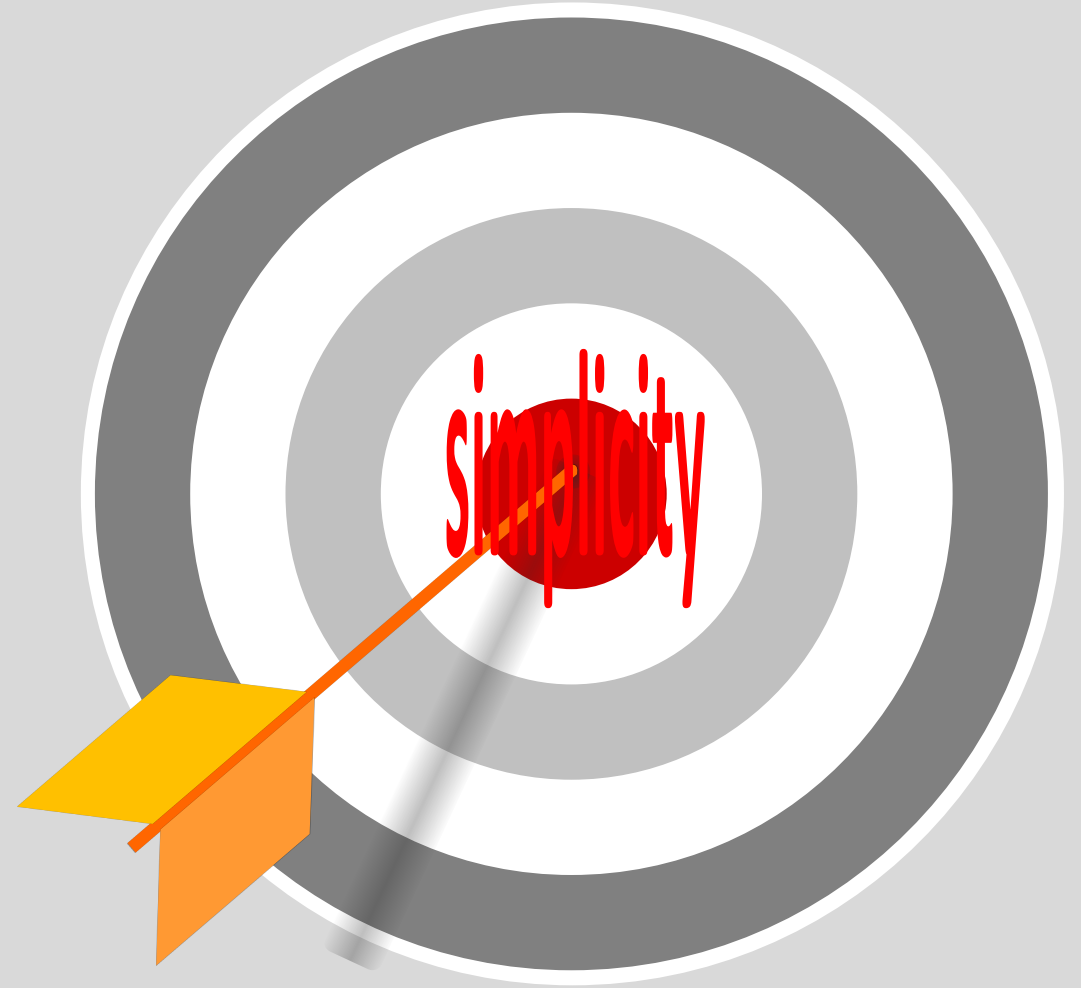
Количество слов	Восприятие
10	95%
20	80%
30	60%
50	50%



Simplify, otherwise you will lose your readers

Avoid:

- Complexity
- Cluttered sentences
- “Weak” words
- Multi-word phrases
- Squinting modifiers
- Dangling modifiers
- Misplaced modifiers



Примеры: multi-word phrases

...a large majority of...

...has the capacity...

...whether or not...

...are in agreement...

...due to the fact that...

...a new initiative...

...in a careful manner...

...at this point in time

Примеры: complexity

Utilize

Finalize

Perform

Quantify

Примеры: weak words (verbs)

affect / become / increase / establish / decrease / evaluate / accelerate / react /
analyze / detect / accomplish / gather / explore / plan / discuss / generate /
modify / implement / perform / investigate / establish / compare / improve /
develop / occur / facilitate / create / diagnose / conduct / execute / examine /
research

ПРИМЕРЫ: Squinting modifiers



The researchers said on Wednesday they would attend the meeting.

On Wednesday the researchers said that they would attend the meeting.

The researchers said that they would attend the meeting on Wednesday.

The researchers said that they would attend the Wednesday meeting.

ПРИМЕРЫ: Misplaced modifiers



Professor Smith has resigned as head of research after having worked here for 10 years to the regret of the entire staff.

To the regret of the entire staff, Professor Smith has resigned as head of research after having worked here for 10 years.

Professor Smith, to the regret of the entire staff, has resigned as head of research after having worked here for 10 years.

Professor Smith has resigned head of research, to the regret of the entire staff, after having worked here for 10 years.

The entire staff regrets the resignation of Professor Smith as head of the research, after his 10-year career here at the institute.

ПРИМЕРЫ: Dangling modifiers



Based on our review of the findings, we agree that the researcher should reconsider his conclusions.

Based on our review of findings, *our decision* is that the researcher should reconsider his conclusions.

Based on our review of findings, *our position* is that the researcher should reconsider his conclusions.

After reviewing the findings, we agree that the researcher should reconsider his conclusions.

EDITING

The use of performance measurements is designed to provide all levels of management and eventually the Board with a device that will afford the criteria to make some determination as to the cost-benefit ratio effectiveness of any given activity – and consequently a determination of the funding level.

47 words

EDITING

The ~~use of~~ performance measurements is designed to provide all levels of management and eventually the Board with a device that will afford the criteria to make some determination as to the cost-benefit ratio effectiveness of any given activity – and consequently a determination of the funding level.

EDITING

The performance measurements ~~is designed to~~ **will** provide all levels of management and eventually the Board with a device that will afford the criteria to make some determination as to the cost-benefit ratio effectiveness of any given activity – and consequently a determination of the funding level.

EDITING

The performance measurements will ~~provide~~ give all levels of management and eventually the Board ~~with~~ a device that will afford the criteria to make some determination as to the cost-benefit ratio effectiveness of any given activity – and consequently a determination of the funding level.

EDITING

The performance measurements will **give** all levels of management ~~and eventually the Board~~ a device that will afford the criteria to make some determination as to the cost-benefit ratio effectiveness of any given activity – and consequently a determination of the funding level.

EDITING

The performance measurements will give all levels of management a ~~device~~ **tool** that will afford the criteria to make some determination as to the cost-benefit ratio effectiveness of any given activity – and consequently a determination of the funding level.

EDITING

The performance measurements will give all levels of management a **criteria-setting** tool ~~that will afford the criteria to make some determination~~ as to the cost-benefit ratio effectiveness of any given activity – and consequently a determination of the funding level.

EDITING

The performance measurements will give all levels of management a **criteria-setting** tool for determining ~~as to the~~ cost-benefit ratio ~~effectiveness of any given activity~~—and consequently ~~a determination of the~~ funding level of every activity.

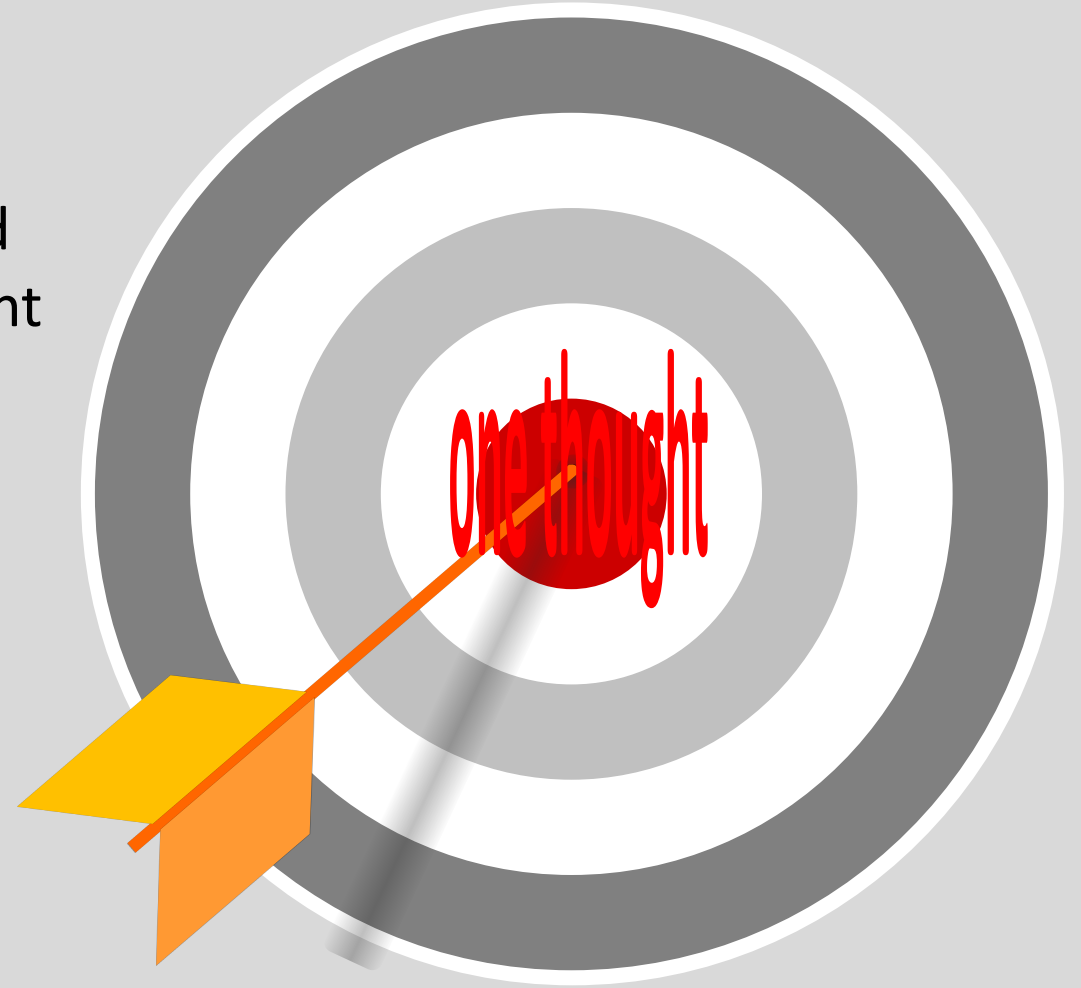
EDITING

The performance measurements will give all levels of management a criteria-setting tool for determining the cost-benefit ratio and consequent funding level of every activity.

25 words

Think small – decide what specifically you want to write about and make sure you stick to the subject, cover it well and ... stop

- Every successful piece of scientific writing should leave the reader with only one provocative thought that he or she did not have before.



Write in active voice

- It is clear, concise, and direct
- It is visual and evocative
- It makes the reading process easier
 - for the reader



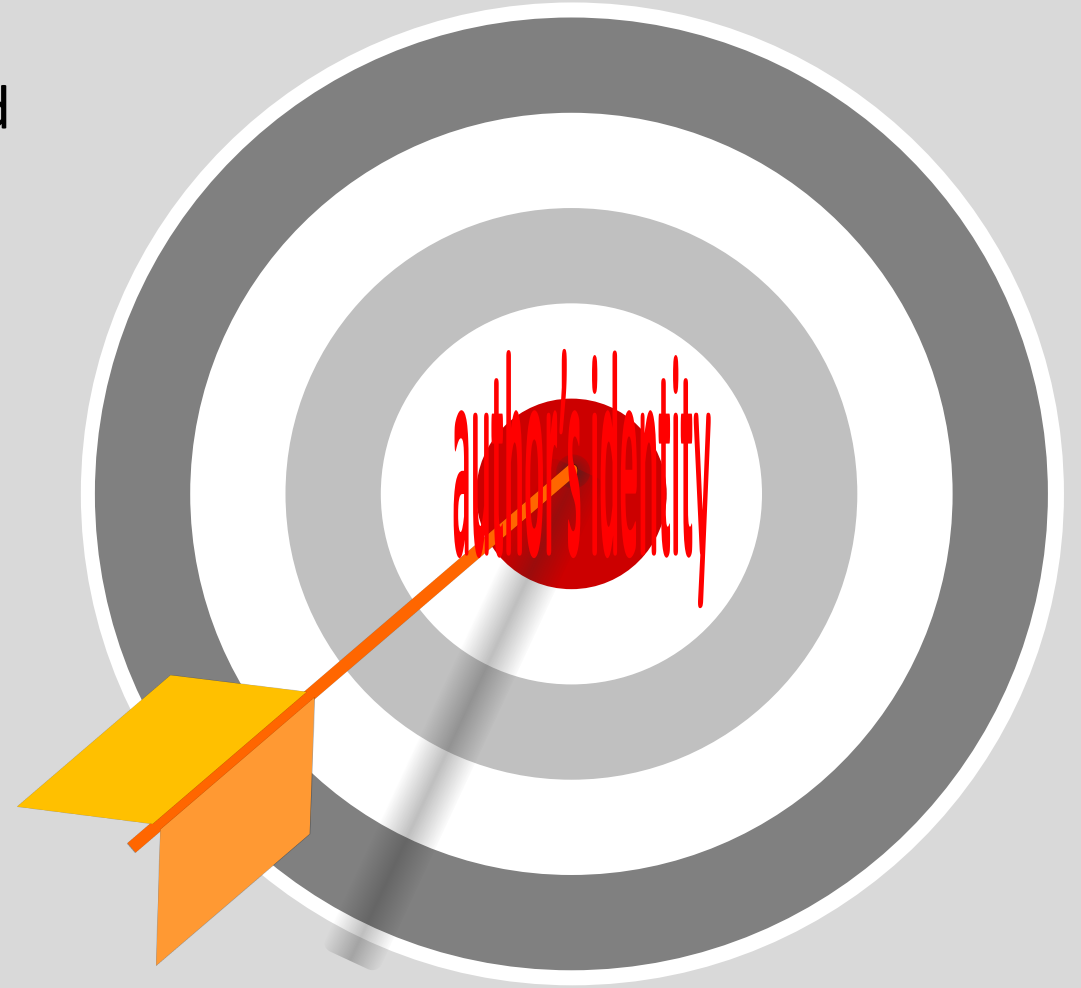
~~The participants asked excellent questions.~~

~~Excellent questions were asked by the participants.~~

Use the personal pronouns **I** and **We** for self-promotion in the international academic community

- to assume personal responsibility for actions and methodological decisions
- to provide a convincing argument
- to announce principle findings
- to claim responsibility for the findings
- to state conclusions

I and **We** are a powerful tool that you can use to sound confident and to show that you take the responsibility for your research.



PERSONAL PRONOUNS

Watson & Crick. *Nature*. 1953; 171: 737-738.

No. 4356 April 25, 1953

NATURE

737

equipment, and to Dr. G. E. R. Deacon and the is a residue on each chain every 3.4 Å. in the z-direc-

“*We* wish to suggest a structure for the salt of deoxyribose nucleic acid (D.N.A.).”

MOLECULAR STRUCTURE OF NUCLEIC ACIDS

A Structure for Deoxyribose Nucleic Acid

WE wish to suggest a structure for the salt of deoxyribose nucleic acid (D.N.A.). This structure has novel features which are of considerable biological interest.

A structure for nucleic acid has already been proposed by Pauling and Corey¹. They kindly made their manuscript available to us in advance of publication. Their model consists of three intertwined chains, with the phosphates near the fibre axis, and the bases on the outside. In our opinion, this structure is unsatisfactory for two reasons:

expect the bases to be so that the structure could become more compact.

The novel feature of the structure is the manner in which the two chains are held together by the purine and pyrimidine bases. The planes of the bases are perpendicular to the fibre axis. They are joined together in pairs, a single base from one chain being hydrogen-bonded to a single base from the other chain, so that the two lie side by side with identical z-co-ordinates. One of the pair must be a purine and the other a pyrimidine for bonding to occur. The hydrogen bonds are made as follows: purine position 1 to pyrimidine position 1; purine position 6 to pyrimidine position 6.

If it is assumed that the bases only occur in the structure in the most plausible tautomeric forms (that is, with the keto rather than the enol configurations) it is found that only specific pairs of bases can bond together. These pairs are: adenine

PERSONAL VOICE

	A (Pronouns)	B (Voice)	C (Perspective)	D (Register)
1.	<i>I or we</i>	Personal	Subjective	Informal
2.	No <i>I or we</i>	Impersonal	Objective	Formal

“We begin with a silly formulation of ordinary non-quantum classical computing.”

“While the operation X defined in (4) makes perfect sense for Obits (representing the logical NOT), the operation Z makes no sense at all.”

Nathaniel Mermin (solid-state physicist at Cornell University)

Should I present science in a conversational mode?



PERSONAL VOICE

Things to try:

Write down the names of at least five real people.

The list should include:

- A top expert in your field (someone whom you would like to impress)
- A close colleague in your discipline (someone who would give you a fair and honest critique of your work)
- An academic colleague from outside your discipline
- An advanced undergraduate in your discipline
- A nonacademic friend, relative, or neighbor.

Read your writing aloud and try to imagine each person's response to your work.

Avoid unnecessary jargon

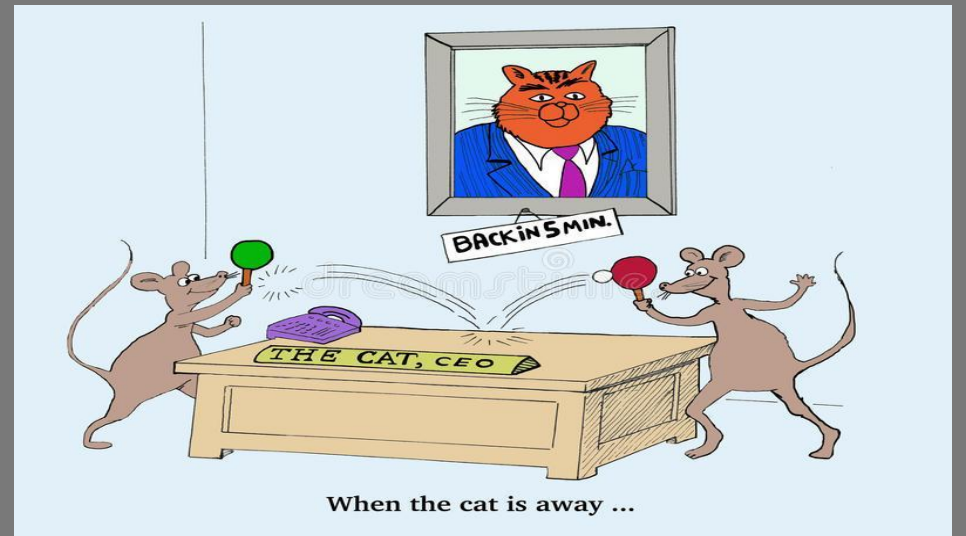
- Confusing unintelligible language
- The technical terminology or characteristic idiom of special activity or group
- Obscure and often pretentious language marked by circumlocutions and long words

Merriam-Webster's Collegiate Dictionary (11th edition)

CAREFUL USE OF JARGON

There is a large body of experimental evidence which clearly indicates that members of the genus *Mus* tend to engage in recreational activity while the feline is remote from the locate.

When the cat is away,
the mice will play.



СВЯЗНОСТЬ ПРЕДЛОЖЕНИЙ И СЛОВ МЕЖДУ СОБОЙ

(Cohesion and coherence)

The current scientific approaches in the field of healthy food production involve the addition of functional ingredients, biologically active substances or probiotic microorganisms capable of replenishing the deficiency of necessary substances to a base product. However, in addition to **their** high nutritional value, healthy food products must be absolutely safe and be of high quality, which is extremely difficult to realize in the present conditions of raw material production.

ПРИМЕРЫ

he, she, him, her, it, they, this, that, these, those, which, that

Henry Jones told John Smith that the paper on which he was working needed more citations.

ПРИМЕРЫ

Whose paper needed more citations – Henry's or John's?

Henry Jones told John Smith that the paper on which he, Jones, was working needed more citations.

Henry Jones told John Smith that the paper on which Henry was working needed more citations.

Henry Jones told John Smith that the paper on which Smith was working needed more citations.

Henry Jones told John Smith that the paper on which John was working needed more citations.

ПРИМЕРЫ

this, that, these, those

In contrast to *this*, the group of low-income parents do not have the means to save in order to insure themselves against future risks.

In contrast to ~~*this*~~, the ~~group of~~ low-income parents do not have the means to ~~save in order~~ of saving to insure themselves against future risks. What risks? [financial? medical?]

ПРИМЕРЫ

it, they

Related studies put forward three possible explanations for this phenomenon. *They* start from two common premises.

Related studies put forward three possible explanations for this phenomenon. *These studies* start from two common premises.

Related studies put forward three possible explanations for this phenomenon. *These explanations* start from two common premises.

At the same time, **a lot of** technological problems of food production have always been solved, as a rule, due to the "adaptation" of agricultural products to the machines and devices of food production by selecting part of the raw materials suitable by conditions from the total amount of raw materials.

МОДАЛЬНОСТЬ

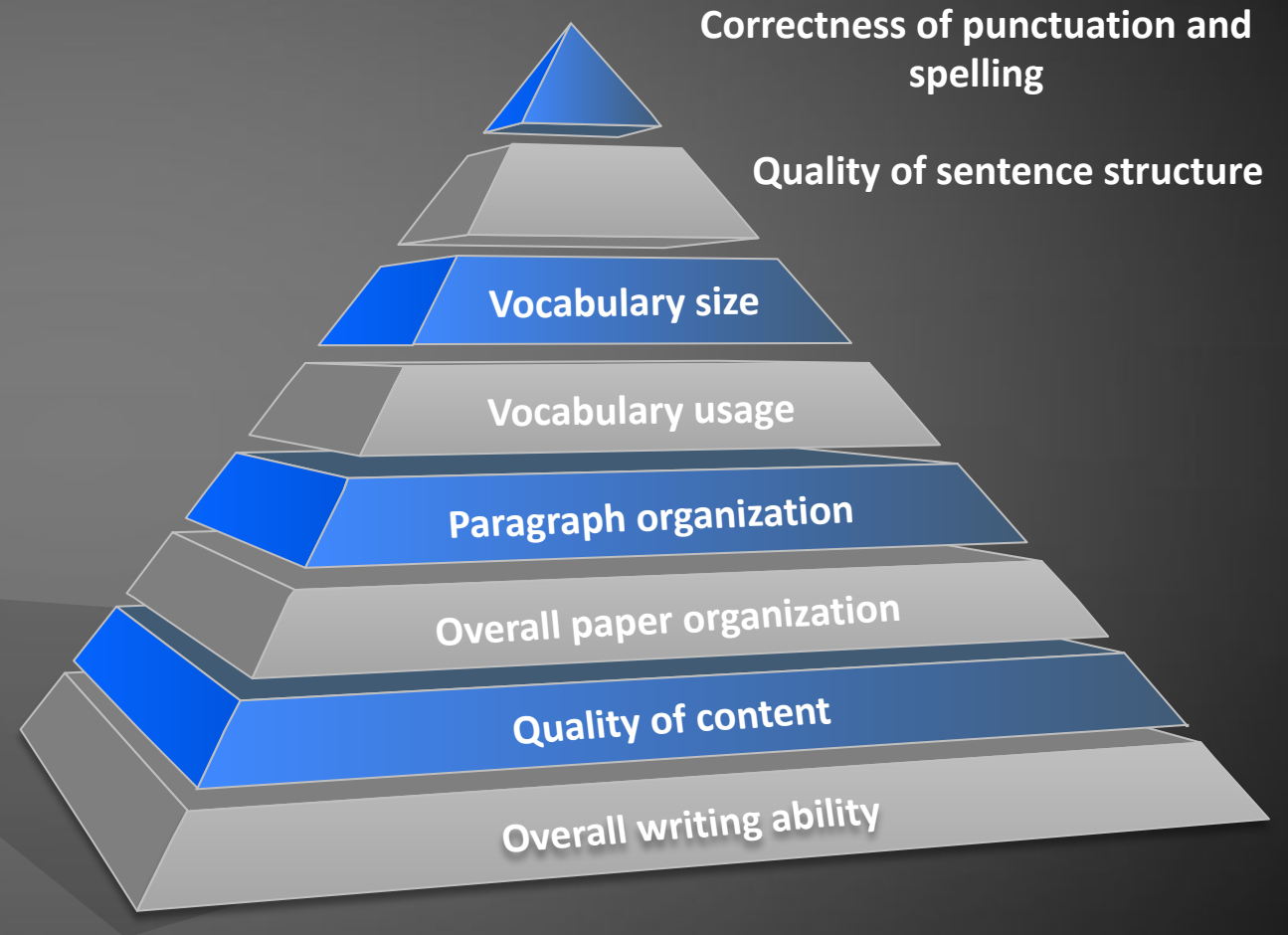
High Modality	Medium modality	Low modality
<i>will / must / shall / ought to / have to</i>	<i>should / can / need to</i>	<i>may / would / might / could</i>
<i>Surely / certainly / be necessary that / always I believe / trust / think To my knowledge / At the very least</i>	<i>probably / be likely / be unlikely suggest / It appears / looks / suggests It appears likely / It is believed / roughly / generally / occasionally</i>	<i>maybe / be possible / I assume / suppose It seems reasonable to assume / There is a possibility / As far as I know To the best of my knowledge</i>

КРИТЕРИИ ОЦЕНКИ НАУЧНЫХ ПУБЛИКАЦИЙ

КРИТЕРИИ	ПОЯСНЕНИЯ
Актуальность научной статьи (доказательство актуальности)	Обозначена актуальность темы; представлены доводы и логическая аргументация
Формулирование цели и задач исследования	Цель сформулирована и отражает основное назначение публикации, обозначены задачи исследования, представлена последовательность их решения
Содержание	Содержание полностью отражает заявленную тему; идеи и основные положения изложены ясно, развернуто и аргументировано
Обзор литературы по теме исследования	Обзор использованных источников литературы представлен полно и разнообразно с соблюдением правил оформления ссылок и цитат
Организация материала статьи (структура)	Статья выстроена логично, последовательно, со всеми структурными элементами (введение, основная часть, терминологический глоссарий, выводы, библиография и т.п.)
Оригинальность изложения	Материал статьи изложен собственными словами, представлены собственные идеи и предложения в области исследуемой проблемы

Written Communication Performance

- Overall writing ability
- Quality of content
- Quality of overall paper organization
- Quality of paragraph organization
- Correctness of vocabulary usage
- Vocabulary size
- Quality of sentence structure
- Correctness of punctuation





СПАСИБО ЗА ВНИМАНИЕ!
