

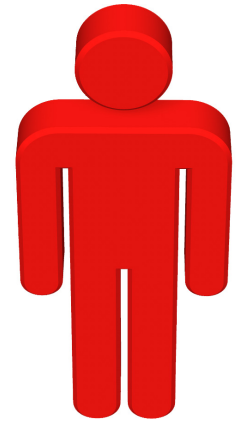


COMPOUND SEMICONDUCTOR

CONNECTING THE COMPOUND SEMICONDUCTOR COMMUNITY

editorial guidelines

Below is some advice that we thoroughly recommend that you read before starting to write your feature. By following the guidelines provided, your article will have the best opportunity make an impact across entire readership of Compound Semiconductor.



1. Think about your audience

Your article for our magazine is not just like another academic paper or conference proceeding. Papers have their purpose – to provide detailed information to a small field of researchers, who will read this account of your research because they need to know about this work. A feature in a magazine, even one with the narrow scope of Compound Semiconductor, still has the potential to be read by a far wider audience. Nearly 60,000 people get a copy, and that includes university researchers, engineers in LED, power amplifier and tool making companies, and market researchers. Many of these researchers will only have a very basic grasp of the technology that you describe, so its essential that you provide a motivation for reading the article, explain things clearly, and engage and entertain them. If you don't, then only a small number of subscribers will read your feature, and you will have lost the opportunity to gain publicity for your activities.

2. Start by creating a framework

If you start writing and hope that the structure of the feature will appear as you go along, then you'll be in for a tough time. You'll keep changing the order, be unsure which message you want to get across, and find the whole exercise very frustrating. Instead, begin by setting out the points that you plan to cover. These can simply be a list of 6-8 bullet points, which define what you will cover and the order that you will go about this.

3. Getting off to a good start

The opening paragraphs – and particularly the first few sentences - are crucial. If you grab the reader at this point, then you will be able to carry them through to the end of the feature. But if you lose them, they will stop reading. Often a feature is about a particular piece of technology that can solve a specific problem. One way to write a good introduction for this is to start by saying how this technology is so useful to us, but it has a particular weakness. After setting the scene, you go on to explain that this drawback can addressed with our novel technology, which

4. The heart of the feature

Once you've set the scene it is time to describe the technology. Don't just explain what you've done, but why it's been done that way. A collection of results will probably follow, and here the key is to put things in context. Diagrams and graphs can be useful tools for aiding the reader, and if something is complicated, it might be a good idea to put a fuller explanation in the figure caption, because this allows the main text to tell a simple story.



COMPOUND SEMICONDUCTOR

CONNECTING THE COMPOUND SEMICONDUCTOR COMMUNITY

editorial guidelines

5. Drawing the piece together

Try not to just summarize the main points. But if it's well written, the reader should retain them anyway. Far better is to say what you plan to do next, or what the impact of your work will be. Looking forward is a good way to sign-off.

6. General writing style

The style does not want to be too dry and plod along. It's better to carry your reader at a good pace, and the best way to do this is to use an active style.

For example, avoid:

AFM data was acquired, and subsequent analysis determined that the surface had a roughness of around 1-2 nanometers.

Instead, write along these lines:

AFM measurements revealed a surfaces roughness of 1-2 nanometers.

Wordcount, files types and other bits of housekeeping

The text should be sent in Microsoft word format. Include a headline, and then a standfirst – one or two sentences that together tell the reader the key achievements that will be covered in the feature, and why they matter. The main text comes next, followed by the figure captions section.

A further reading section can be included, but please keep this list to an absolute minimum.

Do not include a long list of references.

In terms of word count, aim for 1750 to 2500 words.

Images can make or break an article. If there are really eye-catching then they will stop a reader as they flick through the magazine, and get them to read the piece. Graphics should not be an afterthought – think about what images, diagrams and graphs could really improve the feature.

Artwork should be sent in .tiff or .jpeg format.

If you have any other questions, please don't hesitate to ask.
stephen@angelbc.co.uk
richardstevenson@angelbc.co.uk

