

Academic vs. Popular Writing



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Comparison



Academic Journals

- Smaller Audience
- Formal Language
- Multi-layered (usually “blind” review process)
- Theme is key (limited unsolicited)
- Limited or no pay (prestige is the currency)

Popular Publications

- Larger Audience
- Conversational
- Usually smaller editorial team or one editor process
- Theme is important, but more exceptions made (most welcome unsolicited)
- Authors usually compensated

Keys to Academic Publishing



- Society participants/members usually get priority (examples: WTS, ETS, SPC, AAR, etc.)
- Presentations usually come BEFORE articles
- Books, in many cases, can be easier to start with than articles (Books lead to articles; whereas, in popular writing, the opposite tends to be true).
- Book reviews are usually an “in road”

Popular Magazines



- Rule of Thumb: “Academic” does not have to mean “boring,” and “Popular” does not have to mean “shallow.”
- Be who you are, and tailor the writing to the audience.
- BOTH kinds are looking for unique contributions and aspects.
- Academic writing contains fewer (if any) personal stories reflections (popular writing is usually opposite)

Academic Publications



- Raise an issue, and support it with key academic research.
- Find a “niche,” and be as specific as possible. The more specific you can be, the more likely there will be an interest in discussing and interacting with your topic.
- You are BOTH teaching and inviting dialogue (not just teaching/sharing).

Some Commonalities



- **BEWARE** of plagiarism!
 - **EMBRACE** uniqueness of your perspective
 - **SEEK** interaction with others in the area of your topic
 - **TELL** the “story” clearly
- BEST....**

Thesis/Dissertation Notes



- Theses and Dissertations are usually written to even **SMALLER** audiences than most academic papers. So, even very good dissertation snippets will need to expand the audience

In-Between



- Trend: Popular Scholarly Work (*John Adams*, etc.)
- Historical Fiction
- Blended formats, etc