

Writing for TechEdge

Writing about technology in education

1. Stick to the subject of integrating the use of computers into the curriculum.
2. Keep it simple, clear and practical. Avoid too much theorizing.
3. Watch for the suggested strands that will be published before each issue.
4. We're looking for stories that will lead the readers to other sources of information such as web sites, software, books, etc.

Writing for a magazine

1. Keep your language clear and concise. Don't use education lingo or bureaucratic terminology.
2. Organize your article like a magazine article rather than a research paper or theme.
(Themes and research papers usually begin with an introduction, proceed to an explanation and then end with a meaty and meaningful conclusion. Magazine articles begin with an interesting and meaty lead paragraph, then go backwards through the information, ending with the least interesting information. This is called a pyramid style of writing and is standard journalistic organization for every news story or feature story you'll ever read or hear on television. You must grab your readers or viewers in the very first sentence or they won't read the article. Don't be afraid to give away the punch line in the first paragraph. That's just how it's done.)
3. Interviewing other experts and quoting from other sources always spices up an article. Just be sure to attribute every quote correctly, using full names and titles.
4. No matter whom you're writing about, always give a first and last name and title. Never use Mrs. Jones or Mr. Smith for teachers. They have first names like every body else in the world.
5. Remember that everybody needs to be edited.

Adding interest to your article

1. Most magazine articles use graphics and other graphically expressive elements to help the reader understand the subject matter. If you provide these, it enhances your subject and helps get across the information you wish to impart. Examples would be photographs, charts, listings, graphic art, and sidebars (smaller stories that are related to a main story).
2. Think of your article as a package of information with all types of elements to help the reader understand your main point. Gone are the days when readers had time to wade through long articles of prose. Nowadays, readers expect and are looking for several avenues that will lead them down the path to the nuggets of information.

3. If you provide photos to go with your article, try to provide them in digital form with at least 300 resolution. If you provide graphics, try to provide them as TIFFs or JPEGs and not as EPSs or GIFs. The former are the graphic formats that are preferred by printers.
4. If you can't provide these extras for your article, contact me and we'll work out ways to acquire what we need for the article.

My most important suggestion is to read the magazine for which you want to write.