



## CBRL research blog guidelines

### The aim of CBRL's blog is to:

- Promote a wider awareness and understanding of CBRL funded and facilitated research, CBRL events and activities.
- Showcase the breadth and impact of the work of CBRL and academic research across the humanities and social sciences.
- Advance public knowledge of the Levant region.
- Offer a forum for researchers to post their essays about issues relating to the Middle East, particularly to the Levant.

### Editorial Guidelines

Below are the some of he main style issues that we ask authors to keep in mind when drafting a post. **Please send submissions to:** [cbrldevelopment@britac.ac.uk](mailto:cbrldevelopment@britac.ac.uk).

By sending your post to us, we understand that you give us permission to post it after editorial assessment.

### Length and format

- To increase readability and accessibility, blog posts should be between 500 – 1,000 words maximum.
- Blog should be sent in **Word**.
- Blog posts should be accompanied by at least one **eye-catching image**.
- Images should be supplied as **separate .jpg files** (i.e. not embedded into the word document) and should be clearly labelled.
  - o Please save the image file name with caption and any image credit information.
- We welcome **photo essays** so long as all photos are labelled as above.
- Please send us a **short biographical note** - max 70 words along with a **colour photo headshot**.
- At the end of each blog, after the bi-line please add: *The views expressed by our authors on the CBRL blog are not necessarily endorsed by CBRL, but are commended as contributing to public debate.*

### Audience, writing style and language

- Posts should be written in **language that is accessible** to a relatively wide audience including general public, policy-makers as well as students and academics
- Use **short sentences and paragraphs**. Paragraphs should be made up of maximum four or five sentences.
- Remember the tone of your blog; **direct and informal** to be accessible to a wider audience. Try to use a **first-person voice**.



- As with journalistic pieces **'lead with the best'**. Don't save your main argument or analysis for the end of the post. A good guideline on how to write for blogs can be found here: <http://webwisewording.com/inverted-pyramid/>
- Write your post as a **standalone piece**, even if it summarises material in a longer paper or journal post. Try to present all of your argument and evidence within the text and avoid relying too heavily on information contained in external sources.
- Blog posts should be **evidence-based** – please provide links to citations for reference where necessary.
- Where relevant, please add **further reading** with links to additional sources and useful evidence.
- Choose a **short and engaging title**. Questions and statements usually work best.
- Blog posts should be **original** and demonstrate **'on the ground'** experience.
- All **views expressed are those of the author**.

### Referencing

- Please **use links** rather than citations for references. Links should direct readers to more detailed reports or other pieces of research, news items or other blog posts. Open access sources are preferable compared to those behind paywalls.
- Please **insert a hyperlink** at the relevant point of your argument that you'd like to reference.
- Please **do not use footnotes** and integrate material directly into the text.

### CBRL editing process

- Blog posts will be reviewed by our editorial team, who **may edit the piece to enhance readability to the blog's wider audience**. These edits will include:
  - Shortening of text if the post is above our stated 1,000 word limit
  - Removal of specialist jargon or overly academic language that might confuse the lay reader
  - The addition of a narrative-style title to sum up the post's main findings
  - The addition of short introductory paragraph outlining the post's author, their main arguments and findings, and any relevant background information for readers.
  - Re-ordering of content
  - Re-titling of your post
- If a blog is deemed not to meet the editorial requirements, we will advise authors on how best to rewrite or edit posts so that we are able to publish them.

### Please note

- Our editorial team reserves the right to take all regular editorial decisions: acceptance / rejection of posts and photos, publication timing, and editing, as well as to remove posts. We do undertake to keep you informed at all times and are happy to discuss and receive constructive criticism but, ultimately, our decisions are final.
- The author has the right to ask for content to be removed, which we will endeavour to do within 7 days of receipt of the request. We will ask you why.