WRITING FOR ACADEMIC PUBLICATION
~ A BLENDED LEARNING APPROACH ~

INTRODUCTION
The Library at the National University of Ireland has organised a variety of workshops and seminars to support Irish librarians writing for academic publication over a six year period. In 2011 a blended learning programme was piloted. The programme combines three elements...

A FORMAL WRITING SEMINAR
B SERIES OF ONLINE EXERCISES & MENTORING SUPPORT
C PEER FEEDBACK DAY

OPERATION
The programme was run by the Deputy University Librarian, who acted as mentor to the group of 13. Tasks were allocated on a weekly or fortnightly basis, the aim being to complete an article and submit for publication within a nine month period.

ASPECTS
1. GETTING STARTED
For the less experienced writer it can be difficult to know how to begin writing. This online programme involves small incremental writing tasks which help make writing a less daunting process, breaking writing into manageable tasks that progressively develop into an article.

2. SHARING WORK
Being part of an online group means that participants are making an active commitment to the task of writing. Sharing work helps develop a sense of being part of a community of writers. Participants make suggestions online to their colleagues, thus strengthening the group as a writing community and a source of professional support.

3. PEER FEEDBACK
Giving and receiving feedback online, and face-to-face at a subsequent peer feedback meeting, allows people gain an insight into the peer-review process and may help build up the necessary resilience to write.

4. FINDING TIME TO WRITE
The online tasks allow people to choose their own time and space to write. This can help people integrate writing into their lives and careers. The fact that the online writing group is from across the higher education sector and also from across the country makes for interesting exchanges of experience.

5. MINIMUM FINANCIAL COSTS
There are no costs after the initial course fee of €120 for the one-day writing seminar. In a time of severe cutbacks in funding, online professional development activity such as this offers a means of continuing professional development that makes it feasible to continue.

ACTIVITIES
The process can be broken down into the following activities:

- **TASK 1**: Develop a working title and three keywords for your article
- **TASK 2**: Define the audience and purpose for your article? Identify a journal suitable for your article and read submission guidelines
- **TASK 3**: Write a 80-200 word informative or structured abstract for your article
- **TASK 4**: Draw up an outline for your article
- **TASK 5**: E-mail the journal editor asking if he/she would be interested in seeing your article on completion
- **TASK 6**: Draft a section in 500 words
- **TASK 7**: Continue draft to 1,000 words
- **TASK 8**: Online peer feedback
- **TASK 9**: Continue draft to 2,000 words
- **TASK 10**: Submission of article and responding to subsequent peer review
- **TASK 11**: Revisions following peer review
- **TASK 12**: Deposition in an institutional repository following publisher guidelines. See www.sherpa.ac.uk Click on Project Romeo

FURTHER RESOURCES
- Maidenhead: Open University Press.

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