



## Mastering the Writing Project

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9:00am – 4:30pm

Do you have an idea or outline for a paper, an unpublished manuscript, a community report, or a policy brief that you'd like to revise? The goal of this day-long workshop is to help you move forward with that writing project.

Whether you are a student, a new or experienced academic, a community-based researcher, or a policy maker, this workshop will help you build your writing skills. How? We begin with the structural dimensions of a writing product – a solid introduction, body, conclusion – and then add your unique authorial voice to tell a compelling and scholarly story. That means learning effective strategies for:

- Choosing a significant and worthy topic or problem to write about
- Arguing the importance, timeliness, or relevance of addressing the problem
- Evoking audience interest in the problem (adding the sparkle or the hook)
- Isolating and articulating a key message or central argument
- Organizing a coherent argument that focuses on the key message
- Articulating the main message with a specific target audience in mind
- Crafting a conclusion that drives the academic or political conversation forward
- Selling the product with a compelling and concise title, abstract, and introduction
- Finding your unique authorial voice

To get the most out of the day, bring a laptop and a willingness to actively engage in independent and small group activities with a goal of outlining, developing or polishing your specific writing project.

### Readings

- Bigby, C. (2015). Preparing manuscripts that report qualitative research: Avoiding common pitfalls and illegitimate questions. *Australian Social Work*, 68(3), 384–391. <https://doi.org/10.1080/0312407X.2015.1035663>
- Fisher, P.G., Goodman, D.M., & Long, S.S. (2017). Getting published: A primer on manuscript writing and the editorial process. *The Journal of Pediatrics*, 185, 241–244. <https://doi.org/10.1016/j.jpeds.2017.02.067>
- Jalongo, M.R., & Saracho, O.N. (2015). *Writing for publication: Transitions and tools that support scholars' success*. Springer: Switzerland. Full text available at Concordia here: <https://0-link-springer-com.mercury.concordia.ca/book/10.1007%2F978-3-319-31650-5>

