

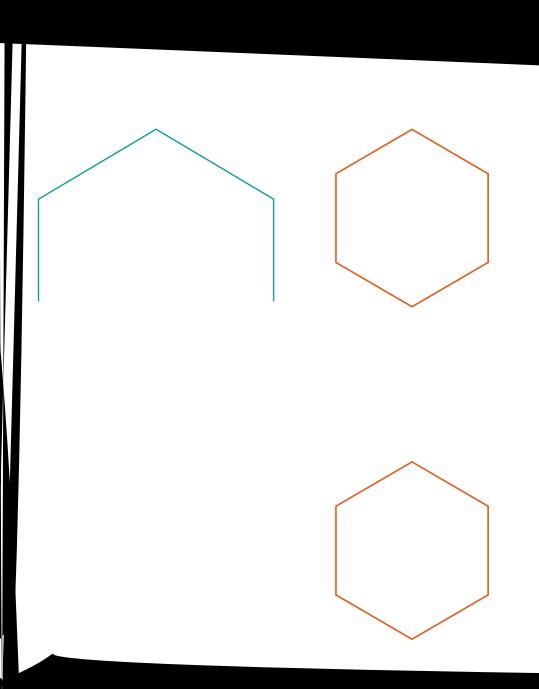




Always emphasise the novelty of your findings33

Tell a story

Keep your writing clear, using consistent language and short paragraphs. Your reader will want an article that is concise, easy to read that makes a definite point.



ARTICLE ASSESSMENT

O ce , a cea es h he ed a ea , g es h , gh a h , gh assess e cess e h he , a s ed a ces.

A a ce gh be eeced f a fd ee eas s, c, d g f he s, bec a es be e s, ed a he , a. If hs s he case, a a sfe gh be ec e ded.

F g ee e e, h ef, a c e be acce ed f b ca (s, a s, b ec s e e s s).

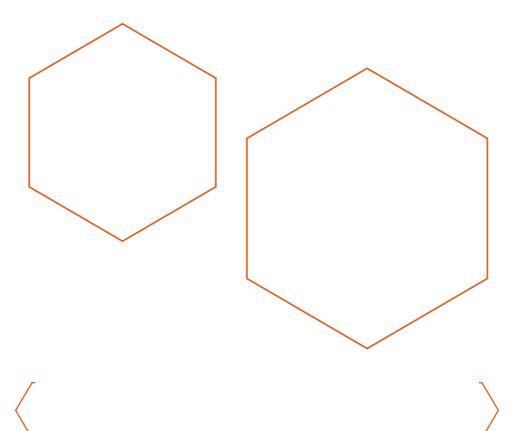
REVISING YOUR ARTICLE

Re s saea a, a a f he, b ca cess ge e a a a, h s be as ed a e a e as a fe cha ges, a e s, e ha he a c e s f he h ghes ss b e, a .

DO	AVOID				
Kee a dead esge, asfa eesf, eed e	lc,dgesacesab,heeeefc,sagdecesses				
Read each e ca ef, , a d as fa h g s, c ea	Tagccac eses a heae ded cease heafa face				
Ma es, e ha , add ess a e e e c e s, a d f , ha e dec ded a e a cha ge, e a h					
Reebehaeegs, a, adhaheeehaeaces					

PROMOTING YOUR WORK

Af e , b ca , he e **s** e **s** ge , see b he c



Royal	Soci	ety	of	Ch	em	nisti	ry
	SC.	g					