



## De Gruyter Conversations – Submission Guidelines

### About

*De Gruyter Conversations* is an online magazine providing smart and thought-provoking insights into timely topics and debates. Aimed at intellectually curious readers from all walks of life, De Gruyter Conversations turns academic research into exciting stories that deepen readers' understanding of our complex world.

*Conversations* is based on De Gruyter's extensive library of over 1,300 yearly academic books and 750 journals. From these, the magazine's authors craft newsworthy and engaging pieces that make fascinating scholarship accessible online for free.

*De Gruyter Conversations* invites readers to comment, discuss and share the stories told on the platform, thus creating a digital forum of scholarly and public debate.

### Tone of voice

The goal of Conversations is to inspire readers in order to engage a large audience with De Gruyter content. We want non-specialists and academics alike to read, share, comment and talk about our articles.

To reach that goal, the tone on the platform should hit the right balance between popular appeal and academic rigor. Think of a culture magazine or the features section of a newspaper rather than a purely academic journal aimed at a specialist audience.

### What we publish

A typical article on De Gruyter Conversation will link an aspect of an author's existing work to a current theme, debate or event of public interest, while presenting it in an accessible way. We publish content based in all academic disciplines.

Besides stories that tie existing research to the news, we publish personal blog posts and opinion pieces. We're particularly interested in content related to the world of libraries, academic writing, and researching and publishing in the digital age.

### Article length

Blog posts should be about 800 – 1000 words long.

Depending on the topic, the word limit may be increased, but only in consultation with the De Gruyter Conversations editorial team.

### How to write

Depending on how specialized your research is, you will either have to write a new story from scratch or you can reuse parts of your existing work, slightly adapting it so that it works in an online format.

To account for online reading habits, articles should consist of the following elements:

- A short headline to pique the reader's interest
- An introduction of 3–4 short sentences that sums up the overall gist and draws readers in
- A header image to be displayed at the top of the article and in social media teasers
- The body text, divided into paragraphs of preferably under 600 characters
- Optional: links, additional images, embedded videos etc.
- A short author bio with an image and links to your social media profiles or website

Stories and opinion pieces on De Gruyter Conversations should be thought-provoking and can be controversial, but should never descend into pure polemics or be offensive. State your opinion clearly AND explain to readers how you arrived at your judgment. Refrain from footnotes, but do substantiate your statements with evidence. To make your point, make sure to stick to the facts, back up your opinion with evidence, and avoid hyperbole or unsubstantiated claims.

### **Dos and Don'ts**

Articles on De Gruyter Conversations **should**

- be newsworthy or tied to a current theme, debate or event of public interest
- resonate with a non-specialist audience
- tell an interesting, engaging and/or surprising story
- put forward a specific (and possibly controversial) argument
- leave readers feeling smarter than before
- let the author's personality and opinions shine through

Articles on De Gruyter Conversations **shouldn't**

- only appeal to a small, specialist or academic audience
- overwhelm or bore readers with academic jargon
- be a mere abstract of an academic book or article
- use footnotes (please include links to published research or other online content instead)
- be overly polemical or feel offensive
- advertise related De Gruyter titles explicitly ("As I show in my new book for De Gruyter...")

The opinions expressed on DG Conversations are those of the authors. Pieces that are deemed discriminatory, defamatory or offensive will not be considered for publication.

#### **Pitch us your idea!**

If you have questions or an interesting idea for a blog post, please get in touch via [conversations@degruyter.com](mailto:conversations@degruyter.com).