The Many Forms of Scholarly Articles

Scholarly articles are different from articles you find in magazines and newspapers. Scholarly articles are written by educated experts who have new information to share with other experts.

4 Main Forms:
1—Experimental, Empirical or Research Articles-report original research done by the author(s)
2—Review Articles-summarize, critically evaluate or update what is known about a subject
3—Theoretical Articles-present a new theory, expand upon or analyze existing theories using previous research
4—Case Studies-document observations obtained while working with an individual or organization

These articles are usually peer-reviewed by several experts in the same field of study.

Friendly Advice about Reading an Empirical Study

Scholarly articles challenge the average reader. They were written by experts for experts. Articles are long, often using obscure words common to the discipline. They follow a fairly predictable format though. *The Title, Abstract, Introduction and Discussion or Conclusion are the key sections to read, but read on about the entire format—

*Title-
Titles of scholarly articles are usually descriptive and use the language of the discipline. Scan titles for important keywords.

*Abstract-
A brief summary of the study. Scan the first and last sentences, if it appears relevant to your need, read the abstract again, carefully. This is your framework for reading the rest of the article.

*Introduction-
Sets the stage for the problem under investigation. The problem is placed in its historical and theoretical context, and the author’s hypothesis is presented. The author may answer these questions:
- What is the problem and why study it?
- How is this study related to other studies done in the past?
- How will this research further the study of the problem?
- Where does the hypothesis originate?
- What questions does the author hope to answer in this research?

Method-
Describes the method used in the investigation. The chronological procedures of the study are detailed.
- How is the hypothesis translated into a testable question?
- Who are the subjects? How were they selected? How many subjects are involved?
- What are the subjects asked to do? Or are they (their behaviors) just observed?
- How are the independent and dependent variables manipulated or measured?

Results-
Analyzes and reports the results of the investigation. Many statistics may be discussed here with tables and graphs that may help you to interpret the data. Usually after the statistical analysis is an interpretation of the statistics.

*Discussion / Conclusion-
Interprets the study and offers implications. The first few paragraphs here contain all the main ideas of the report.
- What conclusions are drawn from the study?
- What new information is provided about the problem?
- What practical and theoretical implications can be made from the study?
- How does the study support or contradict past research?
Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”
Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.

This story can fit 150-200 words.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

This story can fit 100-150 words.

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

This story can fit 75-125 words.
This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it’s a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you’ve received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you’ve created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.