



**International  
Growth Centre**



# **Writing for *Ideas for Growth***

**Guidelines for authors**

**The International Growth Centre (IGC) aims to promote sustainable growth in developing countries by providing demand-led policy advice based on frontier research.**

DIRECTED BY



FUNDED BY



A blog is an opportunity to introduce innovative research and policy ideas to a wider audience beyond academia, while deploying more sophisticated analyses than are normally handled by the press.

**Length** – contributions should be between 800-1,000 words and written in a style that is accessible to a non-economics audience. Alternative contribution formats (such as photo-essays) will also be considered.

**Titles** should be descriptive and summarise your main argument. The title will be tweeted and 'facebooked'; descriptive, catchy titles are more likely to get 'clicked through' to.

**Opening:** As with journalistic pieces 'lead with the best.' Don't save your main argument or analysis for the end of the post. Referencing external news events or research that isn't your own is a useful way of contextualising the piece and establishing relevance to the reader.

**Headings** break up text and provide online scanners a quick overview of what the article will cover. Bulleted or numbered lists work equally well in turning long blocks of text into easily scannable content.

**Charts and Graphs** are a great way to communicate the post's argument in a visual way and we welcome one or two for each post when applicable. Online readers tend to scan content and visual cues will keep them engaged. Relevant **photos** are also welcome.

**Jargon:** Try to avoid jargon and minimise acronyms. Blogs should not include in-depth discussions of research design or rely heavily on econometric terminology.

### **Style tips**

- Write short sentences rather than long ones.
- Keep paragraphs to a smaller length than in main academic writing.
- Don't use abbreviations in the main text. Similarly we write 'percent' instead of using the % sign.
- Keep it simple. Put any subordinate or qualifying clauses at the beginning or end of sentences and aim for a close connection between subject, verb and object.

**Links:** We encourage links to direct readers to more detailed reports or other pieces of research, news items or other blog posts. Please insert a hyperlink on the relevant word (using ctrl-K) or simply place the URL in parentheses where you would like it to be placed and we will link it ourselves.

**Editing Process** All submitted contributions are reviewed by the editor. We will sometimes come back to you and suggest some edits, revisions or possible links to add in which authors are free to accept or not. *Please check your email in the few days after submission.* The editor will also write an *introduction* or hook that gives a condensed account of the whole substantive argument of the blog.

**Thank You!**