



Writing for MediaMagazine

We always love receiving proposals and articles from people who haven't written for us before, as well as from our regular contributors. Any film and media topic is open to you – and there are more reasons than ever to write for us!

What we are looking for:

- examples of really good detailed textual analysis – in article form, annotated images, as artwork, or in any format you wish
- a balance of articles ranging across different media platforms, online, broadcast and print, whether contemporary, mainstream, or independent
- interesting articles on new apps, technologies or digital developments and their impact on media audiences
- coverage of topical media issues and debates – for example, globalization, regulation, media ownership, political or ethical dilemmas in the media
- 'wider reading' articles which introduce students to less familiar or more challenging media forms, ideas or theories.

Here's what you need to do:

1. Read the mag!

Make sure you've read some back copies of the magazine and are familiar with the type of article we publish. We often publish general pieces about media careers, genres or concepts, but lack of space means we have to focus on the requirements of the different specifications. So an 'op-ed' or personal opinion piece about a topical media event – for example, 'Why I think Rihanna and Miley Cyrus are empowering to young women' – may not be as effective as an article which looks at the debates and issues they pose in terms of media representations, detailed analysis of their coverage in selected examples, or research into the ways young women read and talk about their representation.

2. Email [Claire Pollard \(claire@englishandmedia.co.uk\)](mailto:claire@englishandmedia.co.uk) with your ideas

All we need is a brief outline explaining the text or topic, plus the angle you plan to take. We will reply to you within two weeks (it might be a bit longer in the holidays). If we like the sound of your proposal, we'll give you a deadline, although do feel free to send it as soon as it is ready!

3. Articles should be between **1000 and 1500 words** and **written for students, not teachers.**

4. **Try to be engaging, accessible and lively, rather than overly academic**

But equally, don't fall into the 'dumbing down' trap. We want challenging, interesting articles which will introduce new ideas, texts and issues, and make readers think about everyday media and culture.

5. If you need to include any **copyright material**, please let us know before beginning to write. If you are using lots of references, please do check and list them at the end of your article.

6. **Quotations**

Use single quotation marks for any quotations, not italics, colour or bold.

7. **Pictures and images:**

- If you have specific image requirements – for example if your article involves close reading, annotation, or shot-by-shot analysis of very specific images, posters, ads, moving-image sequences, etc – please [Claire Pollard \(claire@englishandmedia.co.uk\)](mailto:claire@englishandmedia.co.uk) before starting your writing.
- If your article is generic, or does not require specific images, just let us know any broad ideas you may have for illustration so we can try to illustrate appropriately.
- Please don't embed any images into the text of your article – we only have to un-embed them, and may not be able to use them anyway.

Submitting your article

1. Include the following information in the file name: Your initials and an abbreviated version of the text or topic title.

For example: MediaMag_CP_AudienceTheory.doc

2. At the end of the article include the full name by which you want to be known in the magazine and a short credit line (no more than 20 words in total). We will use this at the end of your article.

3. Email articles to [Claire Pollard \(claire@englishandmedia.co.uk\)](mailto:claire@englishandmedia.co.uk). We are sorry but we can no longer accept handwritten articles.

Fees

The current typical fees for articles from adult writers are:

- £150 for a full article
- £75-100 for a one-page article
- £75 for an item that's only published on the *MediaMagazine* website

The current typical fees for articles from student writers are:

- £75 for a full article published in the magazine
- £10 for a short item for the newsy pages of the magazine
- £30 for an item that's only published on the *MediaMagazine* website

And finally: some warnings!

- We can't promise to publish an article until we have seen the final piece. The Centre reserves the right not to publish articles that are submitted, whether commissioned or unsolicited.
- We only pay for the articles we publish, and usually pay once the magazine has gone to the printers.
- If we are unhappy with something you've written, we may return it to you for you to redraft, or edit it ourselves so it reads more clearly. We will of course send it to you for your approval before going to print.
- If we can't use your article for space reasons, we may hold it over until the next edition. Please do not send it elsewhere until we have decided not to use it.