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## WRITER'S GUIDELINES for **Sawaddi Magazine**

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Sawaddi encourages AWC members and nonmembers to contribute articles. We believe that a variety of writers' styles enriches the magazine. Style, however, must not conflict with clarity or correct grammar. Though editors attempt to retain the author's style, we must correct errors and assure that the article is complete and reads smoothly.

We hope these guidelines will help you prepare your article for Sawaddi. If you have any questions, please contact Joette Berkompas or Victoria Dunham at the AWC office (02-712-3380/1) or by email <[sawaddi@awcthailand.org](mailto:sawaddi@awcthailand.org)>.

### Keep the article focused

Before you start to write, plan what you want to cover. That may sound easy, but most writers acquire much more research than they can use. Articles that attempt to cover too much usually become tedious, rambling and confusing.

Most topics have myriad aspects. Determine whether you want to present highlights of a broad picture or narrow it to one specific aspect.

For example, a story on Thai ceramics may include a broad introduction and sections on several types that describe how each developed and the process, materials and style of each type or, you could write about just one type of ceramics, such as celadon.

### Research carefully

Include specific information on your topic that informs and entertains our readers.

When writing about technical aspects of a topic, make sure you understand it and have enough information to describe it clearly. If you refer to information acquired from another source, attribute it to the source.

When you submit photographs, provide enough information about each one so the editors will be able to write captions.

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### Tips on Style

- Write to express; not to impress.
- Use active voice. Passive voice uses a form of the verb "to be." Pace, clarity and vigor distinguish active-verb style from passive-verb style. Sometimes writers use passive voice and embellish with adjectives and adverbs, ignoring the immense supply of powerful, descriptive verbs in the English language.
- Strive for sentence variety.
- Articles should be concise. If your first draft is 2,000 words, cut your second one to 1,700. It will improve your writing and help you avoid wordy phrases, redundancies and clichés.
- Avoid being pedantic, but take care not to be flippant.

### Structure the article

**The Introduction:** The most important part of your article, the introduction must compel our readers to read it. After you have completed your research, decide which aspect of the topic is the most appealing. Is it the historical significance? Is there something unique about it? Does it reveal something of interest about the culture? In short, why should the reader read it? The introductory paragraph should also provide a context. The reader should know what you are writing about, where it is and why it's special.

**The Body:** Structure the article so that information follows logically and clearly. Combine information that pertains to various aspects. The article shouldn't jump back and forth from one aspect to another or diverge into tangents. Use transitions at the beginning of paragraphs to lead the reader from one aspect to the next.

**The Conclusion:** End the story with a tidy paragraph that wraps it all up and delivers a point of view or a poignant touch.

### Specifications

- Word count: Most articles run between 1,300 and 1,800 words.
- Format: We prefer to receive simple text files (no need for double-spacing, bolding, etc) either on disk or by email <[sawaddi@awcthailand.org](mailto:sawaddi@awcthailand.org)>.

If difficulties arise, contact us. If you're in a quandary about the article's focus, how to research it or structure it, give us a call or drop in and see us on Mondays or Thursdays. It may help you clarify a problem and make it easier and more pleasant to write.