

Semper Anticus Article Criteria (Revised)

Topics & subtopics

- The following topics and subtopics can be considered as tags (when writing the article add the specific tag at the end of the text). There can be multiple tags per article (max 3), if the topic is broad enough and can be considered relevant to both tags.
 - *The Sciences* – articles in the field of biology, physics, chemistry, etc.
 - *Mind & Health* – articles regarding lifestyle and wellbeing
 - *Politics*
 - *Latvia & Baltics*
 - *Global*
 - *Tech* – everything associated with technological advances in medicine, biotechnology and other fields
 - *Environment & Sustainability* – articles associated with a current topic regarding the planet, sustainable lifestyle, etc.

Language

- The language of the article must be “popularly scientific” (explained in layman’s terms), such that anyone without discreet or pre-existing knowledge in the specific field of the article’s topic would understand the article completely.
- Important facts and specific knowledge of the topic must be kept in the article (so that the reader can learn the scientific terms), however these facts and specific knowledge must be thoroughly explained.

Article title

- Every article must have three versions of the main title (T1, T2, T3)
- The title cannot be self-explanatory: X is caused by Y
- The title is preferably a question, yet not obligatory
- The title should address the main idea directly

Perex

- Every article needs to have an opening paragraph (a perex), 3-4 sentences
- Gives the main idea of the article
- Mentions important facts, yet does not give away any conclusions
- Works as an attention grabber, leads to read on more.
- May pose a question at the end, which will be answered later in the body/conclusions of the article
- The perex does not have a subtitle

Article body

- **Reach the minimal wordcount of 300, yet optimal would be 450-650, maximum advised is 850 words.**
- If you have conducted research regarding the topic of your article, describe it briefly towards the end without any long descriptions of statistical analysis. If needed, include some tables or graphs.
- Remember – your article should give the reader an insight about the topic that you have studied not specific details for professionals.

Subtitles (Intertitles)

- The body of the article must be divided into subsequent paragraphs
- Subtitles allow to have discrete sections of the article text
- Subtitles work as any title – address main idea of subsequent text, enticing for the reader, do not give away the main point of the paragraph
- Aim to have 2-3 subtitles, do not divide the text too much.

Highlights

- Choose 2-3 important facts from the body of the article, which will be highlighted
- Must be written in quotation marks
- Write out the highlighted text at the end of your article

Excerpt

- The excerpt is a small piece of text that will be attached to the front page (under the title and headlining photo) of the blog. The excerpt works as a teaser for the whole article.
- Excerpt must be in the range of 24 – 30 words, containing the main idea of the article, yet not giving any conclusions away and not being self-explanatory.
- The excerpt is not the same as perex. The excerpt will be visible to the reader before they have chosen to read the specific article (works as a teaser, whereas perex is a more general synopsis (without conclusions) of the article itself).

Sources

- Use at least 3 sources (they have to be listed in the end of the article under *Sources*)
- Use legitimate sources that have credibility, such as scientifically established sites (e.g. *Scientific American*), e-books, the library, etc.
- Avoid using pseudo-scientific sites such as Wikipedia or other untrustworthy sources

Proofreading

- Please proofread your work before submission

Photos

- 2-3 relevant (preferably aesthetically pleasing) photos must be added to every article
- Can also be infographics, graphs, etc.

Ending

Author: your full name

Photo sources: e.g. pinterest.com

Article sources: XXX XXX

Highlighted zones: XXX XXX

Excerpt: 24-30words, main idea

Topic (tag): e.g. the sciences