

# Publication Express

A monthly **newsletter** brought to you by JournalEdit — your publishing partner.

## What's new at JournalEdit?



**Getting closer to our customers.** We're growing! Over the coming months, we're hiring Campus Ambassadors at leading research institutions to expand our local presence and help provide face-to-face service for our largest clients. Want to see a representative at your university? Email us with suggestions or to nominate a graduate student for consideration.

**Year 2017 budgets.** As the end of year approaches, many academics are looking to utilize the remaining balance of their university funding or research grants. If you anticipate publishing in 2018, we can help you pre-order language editing for a future manuscript using 2017 funds. Get the most out of your research dollars - set aside credit and help your team get a jumpstart on the new year!

## Research Community Highlights



**Fracture-resistant cement?** Taking inspiration from mother nature — new study published in *Science Advances* explores the use of 'brick wall-style architecture' to enhance the durability and flexural strength of cement. Researchers from University of Konstanz leverage insights from studying the structure of a sea urchin's spine to develop the next-generation of construction materials. [Read more.](#)

**Are healthcare workers overworked?** A lack of work-life balance and exhausting schedules are issues frequently noted by the medical community. Who bears responsibility for addressing the challenge: doctors, hospitals, regulators, or patients? What's your view? [Read more.](#)

**A dog named Laika.** Celebrating 60 years since the first animal, a Soviet street dog named Laika, orbited the earth. Enjoy a short video profiling her story and interesting video footage from a notable moment in history! [Watch.](#)

## English Language Tips



**Tip 1:** Is it okay to use the words "clearly" or "obviously" in an academic paper?

Generally, we advise authors to avoid these words in formal research publications. Data may be interpreted in different ways. It can be especially offensive when presenting the results of your work, since the reader may not find it "clear" or "obvious". Alternatives like "it's worth noting" allow the author to highlight an observation without passing judgment.

**Tip 2:** When to use *it's* versus *its*?

Confusing *it's* and *its* is a common mistake, even among native speakers. The word *it's* is short for "it is" or "it has". On the other hand, the word *its* means 'belonging to it' and is a possessive pronoun (like his or her).

*Example:* "It's raining outside" is correct. The sentence could be substituted with "It is raining outside".

*Example:* "Look into its eyes" is correct. We are using *its* as a possessive pronoun. Similarly, we might say "look into his eyes".

## Notable Quotes



**Life advice from one of our favorite scientists:**

"One, remember to look up at the stars and not down at your feet. Two, never give up work. Work gives you meaning and purpose and life is empty without it. Three, if you are lucky enough to find love, remember it is there and don't throw it away." - *S. Hawking, Professor and Research Director, University of Cambridge*

**Best acknowledgment in an academic paper:**

"This work is ostensibly supported by the Italian Ministry of University and Research...The Ministry however has not paid its dues and it is not known whether it ever will do." - *Anonymous*

**The brutal honest truth of how to improve your writing:**

"Write, rewrite. When not writing or rewriting, read. I know of no shortcuts."  
- *L. King, American author*

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