# Contents

List of figures vii  
About the author ix  
Preface xi  
Acknowledgements xiii  
Companion website xv  

1 Introduction: Entering the conversation 1  
2 Getting started: Developing good writing habits 21  
3 The 'I' in (social) science: Objectivity, transparency and argument 43  
4 Who are you talking to? Defining your audience 59  
5 What do you want to say? Forming your core argument 79  
6 How are you going to say it? Developing your structure 99  
7 Breaking up the grey mass: Headings, figures and tables 121  
8 Holding up the mirror: Giving and receiving feedback 139  
9 Saying it out loud: Presenting your paper 161  
10 Delivering the goods: Following author guidelines and submitting your manuscript 185  

Postscript 205  
Glossary 207  
Index 211