

# Why Do Editors Reject Your Articles?



SHREEPRAKASH SHARMA

**House style, summarily, is the way in which each magazine or newspaper presents the information, uses the contents and various other literary genres on its pages. It varies from one publishing house to others. An aspiring writer needs to first know very well the sorts of articles printed, style adopted, quality and total number of words used in a write-up and genre of language used. In the absence of these inevitable home works one cannot succeed to get his or her stories printed in it.**

All the newspapers and magazines have their own style of publishing stories and news for the readers. Some of them introduce their stories or articles with an anecdote while others simply do it with the bare facts and the contents of the topics chosen. They also use, inter alia, very conspicuous types of fonts, graphic designs, sketches and visuals. Selection of particular cult of language, words and sentences for the use in the writing provides bizarrely unique identity to the magazines and newspaper. This conspicuousness in the writing is what we call in media as "House Style." In fact, the house style of a newspaper or magazine is tantamount to the corporate brand upon which it survives and sustains the subscription by the readers.

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Moreover, all magazines and newspapers are sponsored and financed by various corporate houses and business tycoons. And, therefore, they essentially promote the products and philosophies of their financiers and sponsors and all articles to be used in magazines and newspapers are assessed upon these criteria. So the budding writers must keep in mind what we may call one of the basic facts that their articles for the contribution must be based upon the ideologies of the sponsors of the newspapers and magazines. For this one must make a thorough market research or go through the particular newspaper or magazine seriously to find out whose philosophy or ideology it promotes. So any contribution which does not dovetail with such parameters of newspapers and magazines is mercilessly rejected and dumped.

The freelance writers often make the blunder when they chance upon a magazine in the market, come home and start writing on a new idea without making in-depth research of its house style and submit the write-up and wait impatiently to get the message from the editor's desk about the use of his or her article in a particular issue. There cannot be any longer wait than this.

The editor does not take much time to reject it. Nor does he take pain to respond either. This is one of the biggest reasons for editors rejecting contributions from their esteemed writers.

So before mailing an article to an editor of a magazine or a paper, one must carry out a serious research into it and try seriously to find out the answers of the following questions-

- How are the titles of the articles printed in the magazine written?
- How many words have been used in sentences on an average?
- How many sentences are there on an average in a paragraph?
- Make a list of all the goods and services that have been advertised in the magazines and newspapers which tell the writers what types of people read them.
- Also make research into the difficulty level of words used in the articles.
- You also must have the following information-
  - A. Editor's name and his email-id (contact number also, if you can).
  - B. Editorial address of the magazine or newspapers.
  - C. Frequency of the publication of the magazine and its cover price.

Keeping in mind the above facts, usually considered as the parameters of success in print media, choose a very thought-provoking, and fresh subject and write on it scrupulously and diligently to sell it to the magazines or papers of your choice.

## WORDS MATTER MOST



### Choose the closest meaning of the words given in the capital letters -

1. BUCKLE  
(A) to insult (B) to fasten (C) to practise
2. BUSTY  
(A) bosomy (B) rusty (C) impressive
3. PHOBIA  
(A) an unreasonable fear (B) inertia (C) ready-to-use
4. SHELVE  
(A) to blame (B) to decide not to continue (C) to resist
5. GROPE  
(A) to disappoint (B) to try to find out something (C) to lick
6. SHIBBOLETH  
(A) a defeat (B) a wound (C) a conservative idea

Answers: 1.B 2. A 3. A 4. B 5. B 6.C

### Choose the word most nearly opposite to the words given in the capital letters

1. GREGARIOUS  
(A) antisocial (B) aggressive (C) rustic
2. HERETIC  
(A) believer (B) banished (C) weak
3. HEED  
(A) to embrace (B) to mislead (C) to ignore
4. GUSTO  
(A) disappointment, distaste (B) illegal (C) unsuccessful
5. SPURIOUS  
(A) acute (B) genuine (C) occasional
6. STAMINA  
(A) violence (B) constancy (C) weakness

Answers 1. A 2. A 3.C 4. A 5. B 6.C

### IDIOMS

Firing on all cylinders - working at full strength (The multinational companies are firing on all cylinders to meet the unexpected surge in the demand for the consumer goods in the market.)

To be curtains for someone - to be the end or death of someone (It was nearly curtains for the old woman when a fast-speeding truck ran over her.)

Not cut out for something - not suitable or fit for something (Those innocent rural girls were not cut for the film industry- They lacked the beauty and brain to survive in it.)

Till the cows come home - for a very long time (They decided to sit and wait till the cows come home.)

A fair crack of the whip - a sufficient period of stardom or success (Keep trying hard to succeed and the day would not be far off when you too will be given a fair crack of the whip.)

Crocodile tears - pretending tears of grief (The lady wept very bitterly over her husband's death. But they

were only crocodile tears because she married her old paramour only next month.)

### PHRASAL VERBS

TO TAKE STOCK OF - to evaluate or assess something. (The players took stock of the weather and odd circumstances of the city and planned meticulously to win the matches.)

TO TAKE THE OPPORTUNITY OF - to use a very favourable chance to do something (The government must take the opportunity of making an appeal to the common masses for having more patience in this critical condition of the cash crunch.)

TO WORK UP FOR - to develop, to increase, to stimulate (The opposition parties have been trying to work up for more support to oppose the financial policy of the government.)

TO WORK OFF (on) - to get rid of frustration or anger at somebody else's expense (Parents worked off their frustration on their innocent children. / Stop making your anger off on me.)

TO WRIGGLE OUT OF - to avoid something unpleasant cunningly (He is the cleverest boy in the class. He always manages to wriggle out of the responsibilities assigned to him by his teacher.)

### WORDS USUALLY USED IN MEDIA

To bag - to record, to register (India has bagged the top spot in the Human Development Index rankings only followed by China.)

Ombudsman - an authority dealing with people's complaints (The bank ombudsman is busy disposing of the cases relating to the complaints of interest rates on the deposits of the small investors)

To unveil - to open or start a new product (The Tata Motors has planned to unveil India's first indigenous electric bus next week.)

Milestone - any important event (The little girl's victory in the national level chess championship is a significant milestone in the sports arena of the country.)

Collaborative - a work involving two or more than two people (The recognition of an academic institute is the result of collaborative work done by both the students and the teachers.)

### Last but not the least:

WORD OF THE DAY  
UMBILICUS: Noun. (Pl. Umbilici) Navel, a central point, heart.

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# Your Body Has Its Own Wisdom

Our perception of the world is shaped by the predictions our brain is making

DAVID BROOKS

This has been a golden age for brain research. We now have amazing brain scans that show which networks in the brain ramp up during different activities. But this emphasis on the brain has subtly fed the illusion that thinking happens only from the neck up.

It's fed the illusion that the advanced parts of our thinking are the "rational" parts up top that try to control the more "primitive" parts down below.

So it's interesting how many scientists are now focusing on the thinking that happens not in your brain but in your gut. You have neurons spread through your innards, and there's increasing attention on the vagus nerve, which emerges from the brainstem and wanders across the heart, lungs, kidney and gut.

Young children say, "Mommy, I hate you!" when they mean "I don't like this" because they haven't learnt their culture's concepts for hatred vs. badness. But as we get older we learn more emotional granularity.

The vagus nerve is one of the pathways through which the body and brain talk to each other in an unconscious conversation. Much of this conversation is about how we are relating to others. Human thinking is not primarily about individual calculation, but about social engagement and cooperation.

One of the leaders in this field is Stephen W. Porges of Indiana University. When you enter a new situation, Porges argues, your body reacts. Your heart rate may go up. Your blood pressure may change. Signals go up to the brain, which records the "autonomic state" you are in.

Maybe you walk into a social situation that feels welcoming. Green light. Your brain and body get prepared for a friendly conversation. But maybe the person in front of you feels threatening. Yellow light. You go into fight-or-flight mode. Your body instantly changes.

Your ear, for example, adjusts to hear high and low frequencies — a scream or a growl — rather than midrange frequencies, human speech. Or maybe the threat feels like a matter of life and death. Red light. Your brain and body begin to shut down.

### Emotional granularity

According to Porges' "Polyvagal Theory," the concept of safety is fundamental to our mental state. People who have experienced trauma have bodies that are highly reactive to perceived threat. They don't like public places with loud noises. They live in fight-or-flight mode, stressed and anxious. Or, if they feel trapped and constrained, they go numb. Their voice and tone go flat. Physical reactions shape our way of seeing and being.

Lisa Feldman Barrett, of Northeastern University, also argues that a main purpose of the brain is to read the body, and to regulate what she calls the body budget. You may see a bully on the playground. Your brain then predicts your next action and speeds your heart rate and breathing to deal with it. You experience these changes as emotion — oh, this is fear or oh, this is anger — because your brain has created an emotion concept to make those physical changes meaningful.

"You might think that in everyday life, the things you see and hear influence what you feel, but it's mostly the other way around: What you feel alters your sight and hearing," Barrett writes in "How Emotions Are Made."

### 'I hate you'

When we're really young we know few emotion concepts. Young children say, "Mommy, I hate you!" when they mean "I don't like this" because they haven't learnt their culture's concepts for hatred vs. badness. But as we get older we learn more emotional granularity.

The emotionally wise person can create distinct experiences of disappointment, anger, spite, resent-



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ment, grouchiness and aggravation, whereas for a less emotionally wise person those are all synonyms for "I feel bad."

A wise person may know the foreign words that express emotions we can't name in English: tocka (Russian, roughly, for spiritual anguish) or litost (Czech, roughly, for misery combined with the hun-

ger for revenge). People with high emotional granularity respond flexibly to life, have better mental health outcomes and drink less.

If bodily reactions can drive people apart, they can also heal. Martha G. Welch of Columbia University points to the importance of loving physical touch, especially in the first 1,000 minutes of life, to lay down markers of emotional stability.

### Conscious self-talk

Under the old brain-only paradigm, Welch argues, we told people to self-regulate their emotions through conscious self-talk. But real emotional help comes through co-regulation. When a mother and a child physically hold each other, their bodily autonomic states harmonise, connecting on a metabolic level. Together they move from separate distress to mutual calm.

Welch has created something called the Welch Emotional Connection Screen, which measures the emotional connection between mothers and preterm babies. By encouraging this kind of deep visceral connection through 18 months, her therapy can mitigate the effects of autism.

When you step back and see the brain and body thinking together, the old distinction between reason and emotion doesn't seem to make sense. Your very perception of the world is shaped by the predictions your brain is making about your physical autonomic states.

You also see how important it is to teach emotional granularity, something our culture pays almost no attention to.

You also see that we're not separate brains, coolly observing each other. We're physical viscera, deeply interacting with each other. The important communication is happening at a much deeper level.