THE Campus opinion piece guidance

THE Campus opinion pieces (or Views, as they are titled on our platform) usually come in at 800-900 words per piece. They should ideally be based around a strong/strident opinion that forms the basis and the focus of the argument/piece. Do not be afraid to be forthright and/or controversial. But do bear in mind that we are a news magazine, not an academic journal. Opinion articles for the publication are written in a high-end magazine style – we do not publish footnotes, references (hyperlink instead, please).

Also, please try to avoid excessively "academic" language – it's not common to speak in terms of "modalities" or "observed differential experiences" and the like, so a good way to think of the tone we're looking for is that of an intelligent conversation you might have with a friend over dinner who is not au fait with academic lingo. Please do consult our Views section to get a feel for style if you're unsure.

Dos and don'ts/further advice

- We've noticed a tendency for 90% of these pieces to begin with a line about how Covid has made things difficult/flipped HE on its head – please try to avoid this in your intro, it's very well established at this point.

- What we don't really need are pieces that essentially point out that 'things are changing and we need to get on board with that'. We don't really want to look at the general situation any more – it's well established and long discussed, so what we are after are pieces that dig deeper and/or focus on a specific area of/problem with/solution for HE. The key is to ask yourself what, specifically, your piece will be adding to the conversation – is it unique?

- The purpose of these pieces is not to explicitly state "we're doing this" and "we're doing that" but to demonstrate real thought leadership and thus promote your institution in that way – by having it be associated with articles that build a compelling argument, engage our readership and offer some solutions to/insight into the issues raised.

- We also need these pieces to move beyond abstractions. Discussing the big ideas is fine, up to a point, but then we need to see why this is important and how it relates/can be applied to real-world situations. Avoid spending too much time discussing the changes that HE is going through – most of our readers are well aware of them – and use the (somewhat limited) word count to concentrate on the unique and insightful point/s that you want to make.

- We'd also prefer it if the piece could offer up some ideas on how readers and/or the sector might solve the issue/s at hand, or at least begin to think about them. We're not expecting all the answers, obviously, but offering a (potential) way forward brings even greater value to the piece and its readers.

Finally, please do check our THE Campus contributor terms and conditions and ensure you're happy with them – they're very standard stuff, but we just need you to have seen them (no need to respond to them, unless you have a query of course).

THECampus