Ensuring Full Literacy in a multicultural and digital world

Ensuring Full Literacy is a team of Canadian and international scholars and industry, community and outreach partners working to bridge the many dimensions of literacy acquisition in our multicultural and digitally-connected world.

Blog Post Competition Guidelines

Researchers often focus on learning how to write complex and informative academic articles geared towards other researchers. However, knowing how to translate this knowledge or experience into digestible content for wider audiences is equally essential. Sharing our impact with the greater community empowers individuals with the information they need to make informed decisions.

That's why we're inviting all of our **next generation scholars** (students, RAs, post-docs, etc.) to participate in our blog post competition! This is a great exercise for labs to practice your knowledge translation skills, while also showcasing your science and/or sharing your partnership experience!

You will have the opportunity to share your article on the ensuringliteracy.ca website and affiliated accounts.

Theme *examples*:

- Translate methods, results, and implications from an ongoing or completed EFL-related research project tailored for audiences such as parents or teachers.
- Discuss your experience of partnering with one of our industry, community, or outreach partners (e.g., sharing your Mitacs partnership experience), highlighting the benefits and implications of such partnerships.
- Write a discussion piece on a literacy-related topic, comparing and contrasting related research

If you are unsure whether your desired topic or format is appropriate, please email Leah at lbrainin@uwo.ca to discuss your ideas.

Content: Blog posts should be engaging, informative, and accessible to a general audience. Please use clear language and avoid jargon whenever possible. Posts should offer valuable insights and contribute to the conversation surrounding literacy and/or your partnership experience.

Format: Blog posts should include *clear headings, subheadings, and paragraph breaks*. You are welcome and encouraged to include images, graphs, or other visual aids to enhance your posts.

Word Count: Blog posts should be between 500-1000 words in length. Please try to stay within 20% of this word range.

Submission Process: Please submit your blog post as a .docx or .pdf file via email to ensuring.literacy@ubc.ca with the subject-line "EFL Blog Post Competition Submission".

Deadline: May 1st, 2024

Competition Judging Criteria:

- **Clarity and Accessibility:** The extent to which the blog post effectively communicates literacy concepts in a *clear and accessible* manner.
- **Engagement and Impact:** The ability of the blog post to engage readers and provoke thoughtful consideration of the topic, as well as its potential to positively impact literacy practices, attitudes, or understanding.
- **Relevance and Significance:** The relevance of the blog post to the themes of literacy in our multicultural and digital world, or partnerships between research and practice, as well as the significance of the insights or findings in contributing to the broader conversation surrounding literacy.
- **Writing Quality:** The overall quality of writing, including coherence, organization, grammar, and style, as well as the use of engaging language and effective storytelling techniques.

> **Prizes:**
> 1st Place: $150
> 2nd Place: $100
> 3rd Place: $75

Tips for Writing an Engaging Blog Post:

- Brainstorm topics and begin with an outline of conversation points.
- Narrow down your desired audience.
- Provide relevant background information to contextualize your discussion.
- Clearly articulate the significance of your research or chosen topic.
- Use examples, anecdotes, or case studies to illustrate key points.
- Offer insights or practical implications that extend beyond the scope of your immediate research.
- Proofread your post carefully to ensure clarity, coherence, and grammatical accuracy.

Additional Resources:

- https://www.linkedin.com/pulse/blog-writing-guide-how-write-academic-livewebtutors/
- https://proofed.com/writing-tips/5-top-tips-on-writing-an-academic-blog-post/
- https://authorservices.taylorandfrancis.com/research-impact/how-to-write-an-academic-blog-post/

We look forward to receiving your submissions and reading your insightful contributions to the field of literacy research! If you have any questions, please reach out to Leah at lbrainin@uwo.ca with the subject-line "EFL Blog Post Competition".