

A useful thing to consider before writing is developing / making a concept note, a sort of short framework of all the elements that your article will contain.

The concept note would contain the answers to these basic questions:

- 1 Length - *What is the length of your article?***

I.e. how long is your article going to be? Plan 10% for your introduction and conclusion and the rest for the main body.
- 2 References/sources/bibliography**

*What are the references you are using?*

Conduct a research and have a list of main, most relevant references, be that book, articles or web-links that you will use in your article.
- 3 Structure**

*How many paragraphs/main arguments will your article have?*  
*What are the main claims you will expose and elaborate upon?*

Focus on 4-5 main arguments and develop them as separate paragraphs, each having itself a firm structure. The paragraphs should work together well, i.e. all your main claims should contribute to the overarching main argument and gradually contribute to it.
- 4 Provisional Introduction & Conclusion**

Once you have – or are attempting to – have your concept ready, you should also try to have a handy, short introduction and conclusion, even just 1-2 provisional sentences that will contain the initial core of the future intro and conclusion. This way, you should build a strong structure, coherent and tightly connected arguments that will form the core of your future articles. Once you identified the suitable design and structure, rather try to stick to it then divert from it, unless there's a good reason for such change.

**con-cept** /ɛ'kɒn-sept, \$'kɑ:n-/  
has written a book about the  
arguments used in political science  
define the concept of beauty.  
concept of the global village?  
the film's central concept. [C]  
our house built, the concept for  
itect to realize it for  
toothpaste!