EXPLORING THE FIELD:

A DISCIPLNE OF PUBLIC POLICY

- SPECIFIC ANALYSIS OF WRITING

Joo young Park
I. Academic Writing Conventions of Public Policy Summary

II. Academic Journal Analysis in Public Policy

III. Letter to New SPP Grad. Students: Genre Analysis of ‘Policy Memo’

IV. Practical Language Analysis of ‘Policy Memo’

V. Remarks from Professor: Interview Report

VI. Reflection Paper

VII. Reference

VIII. Appendix:
    1) Interview Questions
    2) Public Policy Journal List
    3) Example of Policy Memo
I. Academic Writing Conventions of Public Policy Summary

Introduction about PUBLIC POLICY STUDIES: Academic vs. Practical

The ultimate goal of Public Policy study is producing an effective and well-balanced policy to enhance the public benefit. This means that the study has not only academic features but relatively practical characteristics to apply the research results in the real world. The former angle covers policy theory, policy evaluation or policy operation analysis to mainly review and explore the developing points or implications about the current policies or already implemented public programs. On the other hand, the latter usually raises an issue of the current policy and proposes or suggests its alternatives or totally new policy idea.

Therefore, the writing conventions of Public Policy study include two different aspects. The one is common features of academic writings in Social Science, such as: logically evolving flow, concrete rationale, enough supporting ground, etc., and theoretical method is mainly used. In addition, this kind of writing assumes that the main readers would be academic groups.

However, another aspect of Public policy writing should consider not only scholars but also policy makers, administrators and think tank policy strategist as potential readers because they could have a critical power to actualize the policy suggested by the article. To effectively influence the policy makers, even the academic writings of Public Policy need to manifest concise and clear conclusions to the readers. Plus, in method-wise empirical study is frequently utilized for persuading readers. In other words, writers should realize that writing could be a successful vehicle to deliver implicative knowledge and realistic contentions.

Specific Conventions of Public Policy

Public Policy studies contain a number of fields and disciplines. These include political science, economics, trade, urban & civil engineering, social welfare, peacekeeping, and transportation policy. Thus, the specific convention and writing style is relatively flexible depending on the subcategory of discipline and the character of the related media such as publishers or journals.
1) Structure

Public Policy writings have a similar structure with other Social Sciences:

1. Abstract with keywords
2. Introduction
3. Literature Review
4. Main Findings with subheadings
5. Conclusion
6. References & Notes

- Generally, the introduction part presents the main topic or issue of the writing with its historical background and the current progress. Plus, realistic implications of the issue provide valid justifications for the research.

- In the literature review, previous researches are scrutinized and the writer’s specific standpoint and attitude toward it are also clarified.

- In the case of empirical study, usually the writing has the separated chapter describing methodology and displaying statistical results. Furthermore, the specific data source or total raw data table could be added in the reference.

- One distinctive feature in Public Policy writing is commonly having a certain ‘a bulleted list’ similar with action points, which displays several main points with visual clarity. Charts, diagrams or graphs are utilized to effectively represent data-based findings.

2) Language

In terms of language and word choice, the top priority of Public Policy writing is clarity, accuracy and objectivity to effectively deliver realistic solutions or alternatives. Thus, clear language expression without rhetorical flourishes is necessary.

- Sentences commonly have passive voice to emphasize the affairs or matters themselves and the subject is usually a certain policy, event or government. This means personal pronouns such as ‘I’, ‘we’ or ‘you’ are hardly used.

- The application of noun and noun phrases has relatively higher significance than using verbs as the writing of public policy prefers to offer accurate and concise conclusions.
rather than full descriptions.

- Regarding verb utilizations, various expressions that report data reading and trends catching up, such as ‘increase’ and ‘decrease’, ‘go up’ and ‘go down’ or ‘rise’ and ‘fall’. Thus, appropriate variations of quantitative expressions are recommendable.

- Two types of reporting verbs are mainly used: fact conveying verbs (ex. discuss, discover, define, and find) and insisting verbs (ex. assert, object to, warn, and contend).

- The correct and accurate usage of specialized technical terminology or abbreviation is critical. Usually, in the first mentioning, the full expressions are displayed with abbreviated words. Ex. Child and Adult Care Food Program (CACFP)

3) Reference

- APA (American Psychological Association) citation style is the most common in writings of Public Policy field. The basic principal of citation is "moving the idea forward with minimum of distraction and a maximum of precision"\(^1\) which is aligned with the features of Public Policy writings.

- The citation of primary data such as historical documents of policy, memos, reports and records, usually provide supporting facts. Thus accurate referring to years, full names and specific agencies is critical.

- As the increasing trend of empirical study, it is necessary to efficiently show raw data for analysis, its sample size and composition, and verification method, which are significant attributes to evaluate the quality of writings. Without appreciation of statistical data, the article is hardly accepted.

- To create a credible reference list, not only offline sources like print materials but also online sources, such as internet database or e-journals, should be displayed with detailed URL(Uniform Resource Locator) and searching date. Updated data is preferred to reflect the recent trend of policy in the real world, which mainly contributes to share the imperative situations for raising issues or suggesting solutions.

\(^1\) American Psychological Association, APA style, http://www.apastyle.org/
4) **Common Genre**

- In academic writing, new thesis and conventional academic papers are main categories of Public Policy. Academic journals are main channels to announce new research. Each journal could have diverse characteristics as its special fields, but there is limited flexibility of writing format.

- In the practical and professional aspects of Public Policy, there are more diverse writings with different styles: Policy proposal, Policy brief, Policy Review article, Policy evaluation reports, Executive memo, and Bureaucrat notes.

II. **Academic Journal Analysis in Public Policy**

**Core Channel, Academic Journal**

Like other disciplines, the role of academic journals in Public Policy is critical. The journal is a main channel of sharing academic accomplishments. Plus, especially for ambitious young scholars, it is an unavoidable stage to reveal their fresh studies with innovative ideas. Thus, overall understanding about the publication process and mechanisms of academic journal could be appropriate preparations for graduate school students who want to publish their articles someday. In this context, to efficiently acquire the practical knowledge about academic journal of Public Policy, ‘The Journal of Public Policy and Marketing’ is introduced as a specific example.

**Journal of Public Policy & Marketing (JPP&M)**

- **Historical Background of Journal Launch: Commercialization vs Public interests**

  JPP&M is published every six months by the American Marketing Association (AMA)² from 1982, when the concept of ‘marketing’ was newly raised and rapidly expanded to the whole business industry as well as academic groups. As a matter of

² The American Marketing Association (AMA), one of the largest professional associations for marketers, has 38,000 members worldwide in every area of marketing. For more than seven decades, the AMA has been an essential resource, providing relevant marketing information that experienced marketers turn to every day. The AMA is the industry leader in providing members with expertise and knowledge so that they can stay ahead of the most current developments and trends in marketing.
fact, AMA is a publisher of various magazines and marketing journals: Journal of Marketing, Journal of Marketing Research, and Journal of International Marketing, directed to practitioners and academics.  

The initial motivation of establishing JPP&M was addressing the dynamic relationship between marketing and the public interest. In that time, marketing issues conflicting public benefits were just appearing and expected to significantly increase and impact on overall business as well as governments. Thus, JPP&M wanted to illustrate the leading role of marketing in the legal and regulatory boundary.

**Contents Coverage: Policy-related marketing issues**

After the first publishing about using information processing principal in public policy making, for more than 25 years, JPP&M has delivered academic achievements dealing with policy-related marketing subjects like nutrition and health, ethics and social responsibility, antitrust, privacy and copyright and trademarks, as well as policy implications from the Federal Trade Commission and Food and Drug administration. And it has adopted the noteworthy mission of publishing thoughtful articles on how marketing practice shapes and is shaped by socially important factors such as legal and regulatory environment, ecology, safety, health, consumer vulnerability, deregulation and privacy.

**Article Collection**

To carry these, it is necessary to catch up on the emerging world trends as well as business trends. Therefore to young authors who do not have long academic careers but well understand the innovative public needs and industrial environmental changes, JPP&M could provide relatively flexible opportunities to publish, comparing with other traditional journals. Usually JPP&M gathers articles by public ‘calls for papers’, which not only offers publishing chances to new scholars, but contributes to maintain

---


4 JPP&M, online introduction site created by AMA, 2011

5 JPP&M, online introduction site created by AMA, 2011

6 JPP&M, online introduction site created by AMA, 2011
the trendy and dynamic voice of JPP&M, which is one of the strengths of this journal. Specifically, the editing board sets the next issue’s main agenda reflecting the current trends and invites scholarly articles that address the relevant issues and challenges. Articles may be theoretical or empirical and may employ traditional or innovative research methods to compel the relevant topics.

- **Journal Interests: Marketing implication including public impacts**
  The editorial goal of JPP&M is to chronicle and analyze the joint impact of marketing and governmental policies and actions on economic performance, consumer welfare, and business decisions. In this context, the journal deeply examines the interface between marketing and public policy. In addition, JPP&M has preferences to practical implications that address the relevant issues as well as influence on the public sector. For example, to meet the evolving marketing trends and market environments, AMA and JPP&M recently redefined the definition of ‘marketing’ through several forums and discussions, and the revised concept of ‘marketing’ is calling for significant changes of marketers’ working attitudes and reforms of relevant policies.

- **Review Process**
  The double-blind peer review process of JPP&M is supported by marketing professionals, professors in Public Policy and marketing fields, students and public policy makers to keep abreast of the latest government regulations and legal standards regarding marketing practices. Turnaround time for most manuscripts is seven weeks which is comparatively shorter time than other journals.

- **Feature of Language Discourse**
  The structures of articles and language usages have no difference with the general academic papers. Just one noticeable feature is that innovative diagrams and visualized formats are frequently used to explain new creative concepts and enhance the efficiency of communication. In addition, in the conclusion of the articles, confident and clear mentions about practical recommendations are essential to reflect and actualize the implications of study.

7 JPP&M, online introduction site created by AMA, 2011
III. Letter to New SPP Grad. Students: Genre Analysis of ‘Policy Memo’

Dear new graduate students of SPP,

Firstly, congratulations and welcome to the School of Public Policy at GMU!

Like me, you may want to be a public bureaucrat, policy maker, or academic specialist of public policy in order to contribute to the development of public environments and to the enhancement of public benefits. For all of that, a ‘Policy Memorandum’ is a necessary writing genre for any policy practitioners. To initiate an innovative policy and to propose a new political direction, the policy memo has the most important role in communicating and sharing the related information with policy makers. Thus, the ability to write a policy memo is one of the essential competences to have.

What is a ‘Policy Memo’?

‘A POLICY MEMO’ is a document that provides analysis and/or recommendations for a particular audience (e.g., officials, bureaucrats, politicians, development practitioners, donors), regarding a particular situation or policy-related problem. The fundamental purpose of a policy memo is ‘to help decision makers’. Thus, the memo should provide exactly as much description as is required to allow readers to understand the analysis and no more. This means that the format will also be different. Some might say that a policy memo is more “professional” because it is geared towards readers who have a limited amount of time to make a practical decision.

To effectively support and assist those policy makers, policy memos provide critical information in a timely manner. In other words, the memos should help the policy makers understand complex and substantive issues in a short time in order to decide on a political direction. Thus, policy memos should deliver the best available information on the problem and evaluate possible solutions. Plus, inclusion of a final recommendation for action is desirable.

---

8 DS space at MIT site created by MIT library, 2011  

9 How to write policy memo written by University of Michigan-Dearborn
To write a successful ‘Policy Memo’ – Succinct & Well organized

In this context, policy memos should be ‘short’, no longer than 3 to 5 pages, and summarize all key information in the first paragraph. The best way to write a policy memo is so that the audience can easily obtain the main points. Hence, simple and easy word choice without jargon is essential and a professional and organized formatting intensifies not only readability but credibility of the contents. In addition, effective section headers and strategic section compositions are the considerable points to get the attention of an audience.

In the first heading, the writer’s name with job title, target recipient, subject of memo and date of sending are represented. And the most critical content, ‘summary’, covers an issue, the reason why a policy decision is needed, and recommended action. Frequently, clear recommendations of action could be reemphasized at the end.

The general structure and composition of the memos is given as below:

1) **Executive Summary**: Usually within 100 words, it covers the purpose of the memos and its recommendations. Specific indication is covered in an additional sentence the audience for whom the memo is intended, e.g., a particular NGO, government agency, legislator/politician, branch of an international organization.

2) **Statement of the Issue/Problem**: This can be as short as one question.

Ex) What role can the {any political, social, religious organization of choice} play in enhancing the {political/economic/social} status of {any disadvantaged group of choice}?
Should {any organization/government of choice} provide humanitarian assistance to people in the {any war zone/natural disaster situation of choice}?
How should {any country or region of choice} respond to the investment interest of {any multinational corporation or financial institution of choice}?
Who should take the responsibility for {fixing any development problem of choice}?

http://www-personal.umd.umich.edu/~atthrall/writememo.pdf

10 Guideline of writing Policy memo written by University of North California, department of public policy; A revised version of guidelines originally developed at Harvard University by Jane Kinney, Sharon Gravett, and Noah Applebaum.

11 Guide line of writing public policy by The Reproductive Health Supplies Coalition
http://www.rhsupplies.org/fileadmin/user_upload/toolkit/B_Advocacy_for_RHS/Guidelines_for_Writing_a_Policy_Brief.pdf
When should [any country/organization of choice] decide to intervene in [any development problem/crisis of choice]?

3) **Background of Issue**: Include only the essential facts that a decision maker “needs to know” to understand the context of the problem.

4) **Main Issue**: Statement of interests in the issue: This is meant to remind the reader of why the issue matters for the country/group/organization.

5) **Pre-existing Policies**: This summarizes what has been done about the problem thus far.
   The objective of this section is to inform the reader of policy options that have already been pursued, if any.

6) **Policy Options**: This section delivers the possible courses of action or inaction that may pursue.

7) **Advantages and Disadvantages of Each Policy Option**

8) **Recommendation**: After prioritizing the relative pros and cons of the above options recommend one option. If the sources of recommendation are available, it could be added.

**Types of Policy Memo**

- Information (background/briefing/debriefing);
- Confirmation of agreement/terms
- Comparison of options or products;
- Decision/action;
- Policy analysis;
- Marketing;
- Directives
- Summaries of major reports/transmittal.

The first three types are most likely to be the basis of an academic assignment. And the others are common writings in the work place. There is some overlap among the types and sometimes combined writings could be asked depending on the case.

---

12 Guidelines for Writing Memoranda by University of Maryland, School of Public Policy
http://www.publicpolicy.umd.edu/current/writing-guidelines
One thing you should remember to write policy memo is that the memo must persuade through logical argument, not simple recitation of facts and assertions\textsuperscript{13}. To do that, grasping insights of the issue and developing correct rationales are required.

For helping your understanding, I add a sample of Policy Memo in Appendix 3, thus please refer to it. If you have any inquiry about my writing, please contact me without any hesitation and I really hope all the best for your school life and academic achievement, Good Luck!

\textit{Sincerely,}

\textit{Joo Young Park}

\section*{VI. Practical Language Analysis of ‘Policy Memo’}

This part covers more specific language usages of Policy Memo: Sentence pattern, Word Choice, Linking words and Expression of technical terms.

\begin{itemize}
  \item \textbf{Concise and clear – Noun phrases oriented}
    
    In general a policy memo is less than 3 pages. Thus, each sentence is composed of condensed words and expressions. Use one paragraph to develop one idea or argument. Noun phrases are frequently and importantly used, and word choice of reporting verbs decide the overall tone about how much the impetuous issue has represented in the memo. It stimulates the audience, usually the policy maker, to make decisions urgently. In addition, to show a clear actor of the problem, active voice is mainly utilized.

    \begin{itemize}
    \item The essence of the problem (NP) is inadequate financial and human resources to sustain US political influence in a fast-changing world\textsuperscript{14}.(NP)
    \end{itemize}
\end{itemize}

\textsuperscript{13} Guideline of writing Policy memo written by University of North California, department of public policy; A revised version of guidelines originally developed at Harvard University by Jane Kinney, Sharon Gravett, and Noah Applebaum.

\textsuperscript{14} The above examples are provided by The Stanley Foundation Policy Memo to the president-elect’s National Security transition, ‘A unified International Affairs and National Security Budget to Increase American Effectiveness Worldwide’

The Center for New American Security (CNAS) and Stanley Foundation (NP) concluded an eight-month initiative focused on the anemic condition of the United States’ civilian international affairs agencies. (NP)

America (NP) needs foreign policy infrastructure investment, and not just for special initiatives or boutique programs, (NP)

The Obama Administration (NP) will, and should, consider specific measures to redress organizational weakness in the US government’s foreign policy apparatus. (NP)

There is universal support among national security professionals for serious action to remedy.

Simple but conclusive words

- **Words Choice**
  
  Easy words are preferred for readability. But to deliver clear implications and recommendations, ‘conclusiveness’ should be also considered. The next is the examples of frequently used terminology in policy memos.

  Policy **initia/tive**
  
  *the ability or skill to initiate things, take decisions or act resourcefully*

  Immediate **impet/us**
  
  *the force or energy with which something moves; momentum*

  Systemic **civil/ian** capacity
  
  *anyone who is not a member of the armed forces or the police forces.*

  **Appara/tus**
  
  *the equipment needed for a specified purpose*

  **Im/plemen/tation** plan

  **Inter/agency** & International

  **Sub/sequent**
- **Linking words**

- **Abbreviation or technical language**
  At least defininf the terms fully in the first using. Ex. CNAS (The Center for a new American Security), INA (Immigration and Nationality Act), AFM (Adjudicator’s Field Manual)

**Effective and Implicative communication**

A typical format and layout are desirable to use to keep *standard conventions* of policy memo, including numbering, bullets, charts, indentations, etc. Keeping the general and formal rule and manners provide professional credibility and helpful to focus the contents.

To convey implications, *analytic writing style* is effective, rather than descriptive style.

Ex) *Descriptive style*: Korea-US FTA finalized in Nov. 2011

*Analytical style*: Three major factors led Korea-US FTA are ……, The first is ……..

In addition, *attractive subheadings* contribute to get audience’s attentions and make organized communication. (Ex. Law enforcement or Military Intervention?, Criteria for Decision Making, Fewer Attacks, but Greater Lethality)

---

V. **Remarks from Professor: Interview Report**

- Interview date: Sep. 27th 4p.m.
- Interview place: George Mason Arlington campus, School of Public Policy
- Interviewee: Ann Baker\(^{15}\), Senior Associate Dean and Professor in School of Public Policy\(^{16}\)

---

\(^{15}\) Baker previously directed School of Public Policy's Masters in Organization Development and Knowledge Management Program for five years. Prior to joining Mason, Dean Baker was a Kellogg Fellow, having received a three-year Leadership Development fellowship from the W.K. Kellogg Foundation for International Leaders of the Future. Dean Baker's research interests include cross cultural communication, organizational learning and knowledge creation, organizational change, virtual conversations, group dynamics, conversational learning, and conflict & change. She is the author of numerous publications and recently published the book, *Catalytic Conversations: Organizational Communication and Innovation*. 

\(^{16}\)
This interview was planned to get understanding about academic writings: their characteristics, differences from general writings, publishing process of articles, and practical tips for graduate school students’ writings. Especially, the scholar group’s specific perspective about academic writings and their expectations about graduate students’ writings will be covered from the conversation with the faculty member, who is in the Public Policy School at George Mason University and has enough experiences writing as well as publishing.

**General Writing vs. Academic Writing**

Professor Baker emphasized three main principals about academic writings ‘Accuracy’, ‘Objectivity’ and ‘Verification’, which are the distinguishable characteristics from non-academic writings. In other words, academic writings should contain and convey scientifically accurate factors and truths verified objectively. She believed that this is one of the obligations and social roles of the academic groups. In addition, academically preferred conventions should be considered for the writing. Three things to remember are ‘logical flow and organizing’, ‘presenting evidences of writer’s contention’ and ‘concise writing’, through which we could convince the reader to agree. To effectively appeal and influence, we need to be aware of not only what the main content is, but how to say it.

**Traditional Journals vs. Academic Magazines**

Baker summarized that ‘creating new knowledge’ and ‘building up and sharing new theory’ are the main roles of journals. She has full experiences from initially creating an article to publishing it in academic journals. To publish the writing, firstly we need to understand each journal’s view point and attitude toward the specific field and major topic (See Appendix 2-Public Policy Journal List). On top of that, each publisher has its own process and policy for publishing. Traditional journals in Public Policy such as ‘Policy Science’ or ‘Public Policy and Administration’ have great reputations and significant influences on the scholars as well as policy makers.

However, as they have strict rules and policies to publish, new writers hardly have an opportunity to present their articles. Even after getting an approval to publish, continuous

---

16 However, Ms. Baker’s specialized major is multicultural communication. Because of this, the interview contents could have somewhat limitation of getting Public Policy major specific opinions.
revisions are necessary for finalized printing. Generally this long process takes more than one year. In other words, the concrete verification and credibility is the virtues from it, but on the other hand, long preparations make it easy to miss the timely publication and review of the ongoing public issues.

Especially considering the practical characteristics of Public Policy, sensitivity of timing cannot be ignored. Thus, as the alternatives, Baker recommended the periodical academic magazines like ‘Atlantic Monthly Magazine’, ‘New Founder Monthly Magazine’ or ‘Harvard Business Review’. Reading these kinds of magazines enables us to catch up on the trend about not only the academic field but the related real world in a timely manner.

**Writing of Graduate School Students**

To get more practical advice for writings of graduate school students, the questions about specific standards of faculty to evaluate students’ articles or assignments were asked. The next three points are the answers from Baker.

- **Importance of Citation**
  Most of all, one of the important points to remember is ‘elaborate citing’. Full and accurate citations could be created appropriately by direct quotations, indirect references with reporting verbs and citations of full paragraphs with reference. Adequate citing helps to establish the author’s credibility as well as good evaluations.

- **Robust Grounds**
  It is critical to represent sufficiently supportive evidence or information for my key contention and rationale. For this, the interviewee emphasized that enough research process for getting a strongly convincing case of my point is important.

- **Data Accuracy**
  All data and information contained in the article should be 100% accurate. To show the precision, concrete references of credible sources and validated full explanations, especially on numerical data, are necessary, considering recently increasing trends of empirical studies.

In a nutshell, if the writing succeeded in getting a professor’s trust and interest, it would easily achieve high grading.
Now, let's look back

This is my first semester at GMU as well as in US graduate school. It is the first time to write a formal academic article in English. Moreover, this project is, of course, the first opportunity to explore my major, public policy, from the writing focused perspective. Thus, it is understandable that I experienced lots of challenges as this project. I had to put significant efforts and had to have substantial pains and pressures. In spite of them, I could not avoid some mistakes and errors such as grammar problems, which made me disappointed in myself.

However, now, at the end of project, I has realized the mistakes and errors were my precious lessons. I could learn and get more accurate knowledge and understanding by the blunders, which give me somewhat consolations.

Gains from Project One

By writing the first part of Public Policy conventions, I could learn not about my major’s academic disposition but its discourse. As an academic discipline, Public Policy brings in elements of many social science fields and concepts: economics, sociology, political economy, program evaluation, policy analysis and public management, all as applied to problems of governmental administration, management, and operations. This feature aligns with the ultimate goal of Public Policy that is the application of theory to practice for intensifying Public interests. To actualize it, the discourse of Public Policy has evolved toward getting more powerful influence to policy makers. Specifically from writing articles to diverse participations to make voice, communications and interactions with stakeholders are composed the discourse of Public Policy.

In second part, ‘Journal analysis’ is the most challenged part for me. Because I had to know representative journals in my major with their academic stands to pick up a right journal for my analysis. Plus, I also needed to get their publication principal and review process, for which I had to understand the historic and academic context of the study. Actually ‘Public policy’ relates various fields from daily subjects like health and transportation to high leveled topic such as politics or foreign affairs. Moreover, it has very dynamic trend. Thus, comprehending
all of them was too big task for me.

However, so luckily I found a marketing policy related journal which is my familiar field, and the journal deals highly interesting issues and trendy topics. I am really glad to meet the journal, thanks to this project.

Genre and language analysis are about practical writing in the professional field. I selected ‘Policy Memorandum’ as it is the most important and critical writing genre. To analyze it, I had to read several actual policy memos and related guidelines for writing of policy memos. Through the readings, I learned not only about language features but their actual roles in the working places. In particular, recommendations about the importance of understanding working conventions and context are a memorable advice to create rightly functioning writings.

Last part, I had an opportunity of having an interview with a faculty, by which I could listen a precious voice of the academic specialist helping development of my writing. Especially, her opinion about traditional academic journals comparing relatively innovative magazines offers practical viewpoints for utilizing them. When I need to catch up the recent trend, the magazine is more appropriate channel in a timely manner but for theoretical improvements, traditional journals are more considerable.

**Matter is ‘moving forward’**

The ‘Project One’ was just a beginning. This big project provides me a door to open and head toward the English writing. Now I could see just the path to the goal, even though, I do not know when I could get there. But, what I know is, the matter is just going and going without giving up.
VII. Reference


DS space at MIT site created by MIT library, 2011 [http://dspace.mit.edu/](http://dspace.mit.edu/)

Guild line of writing public policy by The Reproductive Health Supplies Coalition [http://www.rhsupplies.org/fileadmin/user_upload/toolkit/B_Authocacy_for_RHS/Guidelines_for_Writing_a_Policy_Brief.pdf](http://www.rhsupplies.org/fileadmin/user_upload/toolkit/B_Authocacy_for_RHS/Guidelines_for_Writing_a_Policy_Brief.pdf)

Guidelines for Writing Memoranda by University of Maryland, School of Public Policy [http://www.publicpolicy.umd.edu/current/writing-guidelines](http://www.publicpolicy.umd.edu/current/writing-guidelines)

How to write policy memo written by University of Michigan-Dearborn [http://www-personal.umd.umich.edu/~atthrall/writememo.pdf](http://www-personal.umd.umich.edu/~atthrall/writememo.pdf)


VIII. Appendix

1. Appendix. Interview questions for a faculty in public policy field_SPP

Interview topic scope
- focusing on ‘academic writing’; esp. research paper & Journal articles

I. General feature in public policy

1) What are three similarities between what the WAC writing guides and your faculty informant said about writing in your discipline?

2) Could you tell us general ‘discourse’ and ‘conventions’ in Public policy field?
   - Then, how about in writings? Specific answers would be more helpful

II. Recommendable & Credible resources

3) What are some of the foundational and reputable academic journals in your discipline?
   - Then, how do you use those materials for your writings?

4) If we found a controversial issue from the journal, how could we review and verify the related articles for having our own view?

5) Could you recommend any credible data or reference sources?

III. Writing assignment in Grad. school

6) What are some examples of writing assignments in your graduate program?

7) What is your evaluating standard? Specific answers would be more helpful.

8) New, innovative & creative idea vs. results based on concrete data & nationals, which one should we put higher priority in our writing?

9) Specifically, could you share any knowhow for handling data?
   - In terms of quantitative and qualitative aspects, how much should we have weightings or proportions of Statistics in our writings?
## 2. Appendix. Public Policy Journal List

<table>
<thead>
<tr>
<th>Journal Title</th>
<th>Main Topic</th>
<th>Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative Science Quarterly</td>
<td>General Policy</td>
<td>1956-2007</td>
</tr>
<tr>
<td>Administrative Theory &amp; Praxis</td>
<td>Policy Theory</td>
<td>1993-2005</td>
</tr>
<tr>
<td>Dialogue</td>
<td>Political Issue</td>
<td>1978-1990</td>
</tr>
<tr>
<td>Canadian Public Policy / Analyse de Politiques</td>
<td>Canada Policy</td>
<td>1975-2009</td>
</tr>
<tr>
<td>Inquiry</td>
<td>Political Issue</td>
<td>1969-2008</td>
</tr>
<tr>
<td>Theory: J-PART</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Journal of Marketing &amp; Public Policy</td>
<td>Marketing Policy</td>
<td>1982</td>
</tr>
<tr>
<td>The Milbank Quarterly</td>
<td>Health Policy</td>
<td>1986-2009</td>
</tr>
<tr>
<td>Journal Title</td>
<td>Focus</td>
<td>Period</td>
</tr>
<tr>
<td>--------------------------------------------------</td>
<td>------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>The Milbank Memorial Fund Quarterly</td>
<td>Health Policy</td>
<td>1934-1972</td>
</tr>
<tr>
<td>The Milbank Memorial Fund Quarterly Bulletin</td>
<td>Health Policy</td>
<td>1923-1933</td>
</tr>
<tr>
<td>Philosophy &amp; Public Affairs</td>
<td>Int’l Affairs</td>
<td>1971-2005 **</td>
</tr>
<tr>
<td>Policy Sciences</td>
<td>General Policy</td>
<td>1970-2007 **</td>
</tr>
<tr>
<td>Public Administration Quarterly</td>
<td>General Policy</td>
<td>1983-2002 ***</td>
</tr>
<tr>
<td>Public Administration Review</td>
<td>General Policy</td>
<td>1940-2005</td>
</tr>
<tr>
<td>Public Affairs Quarterly</td>
<td>General Policy</td>
<td>1987-2007 ***</td>
</tr>
<tr>
<td>Public Productivity Review</td>
<td>Policy Evaluation</td>
<td>1975-1989</td>
</tr>
<tr>
<td>Publius</td>
<td>General Policy</td>
<td>1971-2005</td>
</tr>
<tr>
<td>La Revue administrative</td>
<td>General Policy</td>
<td>1948-2003</td>
</tr>
<tr>
<td>Social Service Review</td>
<td>Public Policy</td>
<td>1927-2011</td>
</tr>
</tbody>
</table>
3. Appendix. Example of Policy Memo

Policy Memorandum

To: Stakeholders and Interested Parties
From: Miles McEvoy, Deputy Administrator
Subject: Labeling of Textiles That Contain Organic Ingredients
Date: Original Issue Date – May 20, 2011

The USDA regulates the term “organic” as it applies to agricultural products through the National Organic Program (NOP) Regulation, 7 CFR Part 205. Raw natural fibers, such as cotton, wool, and flax are agricultural products and are covered under the NOP crop and livestock production standards. The NOP regulations do not include specific processing or manufacturing standards for textile products. However, in keeping with NOP’s inclusive scope policy, any textile product produced in full compliance with the NOP regulations may be labeled as NOP certified organic and display the USDA organic seal.

The NOP does not restrict the use of the term “organic” in the labeling of textile products that are certified under third-party certification bodies as long as all of the fibers identified as “organic” in these textile products are produced and certified under the NOP regulations. Textile products that are

17 Source: http://www.ams.usda.gov/AMSv1.0/getfile?dDocName=STELPRDC5090967
produced in accordance with the Global Organic Textile Standard (GOTS) may be sold as organic in the U.S. but may not refer to NOP certification or display the USDA organic seal.

Textile products that are labeled as “organic” may:

- Use label claims that identify specific types of organic fibers
- Use statements identifying the percentage of organic fibers

Textile products that are labeled as “organic” must not:

- Use the USDA organic seal unless they are certified in accordance with the NOP regulations.
- Imply or lead the consumer to believe that the final product is certified under the NOP regulations unless they are certified in accordance with the NOP regulations.
- Use a combination of both organic and non-organic sources for a single fiber that is identified as “organic” in the final product.

These policies do not supersede requirements of other Federal and State laws. The NOP labeling requirements are in addition to those required by the Federal Trade Commission’s (FTC) Textile and Wool Acts.

United States Department of Agriculture 1400 Independence Avenue SW. Policy Memo 11-14 Agricultural Marketing Service Room 2646-South Building National Organic Program Washington, DC 20250 PM