



EDITORIAL

Editors and Editorialists: Rowing in the same boat[☆]

Editores e Editorialistas: remando no mesmo barco

Sometimes it is not easy to invite Editorialists because Editorials are difficult to write and perhaps are not thought to give as much reputation as an original article. Moreover, when Editorialists are well established researchers with already large production of original articles, they also become increasingly solicited and cannot therefore commit themselves to write all invited Editorials. However, Editorials are one of the most frequently read articles in medical journals. This is because they are normally written by people that convey new information in an appealing way so as to engage the reader's interest. So let's give the Editorial its merit!

How to write an Editorial

Editorials contribute to the character of a journal establishing a link to the readers and passing a thread through the articles so as to make the issue a complete body of knowledge. Editorials can be solicited to comment on an accompanying article or debate a provocative topic. Often it is the way the Editors convey the journal policy or performance.¹⁻³ It should be succinct and clear, that is not so different as an original article, although editorials do not need to follow a very strict and specific structure as original articles do. Given the fact that they are expected to be short they are more demanding to write. The title should be clear and preferably original and creative.^{4,5} An invitation to write an Editorial should be considered a great honor and is highly valued by the Editors although they do not represent the official views of the journal itself.⁶ There are a few aspects that need to be taken into account when one starts to write an Editorial. The Editorial is balancing the paper it is related to, so it should adequately address all major critical issues that arise from it. Usually, one will need to 1) provide good background for a broad readership, 2) mention the strengths and potential limitations of the study, and if possible 3) provide a perspective. All this, of course, is fully up to experienced editorialists how to approach and decipher the message provided by the associated original manuscript. Sometimes the tone or the title of Editorials can be challenging but this must be written such a way to stimu-

late scientific discussion. Like other articles, conflict of interest statement should be included.

Structure of an Editorial

The components of an editorial according to Huth⁷ develop from: (a) an opening statement describing the problem and adding a tentative answer; (b) a middle section describing the author's argument while citing both the evidence supporting his idea and the evidence against; and (c) a concluding paragraph summarizing the author's findings and proposing a solution to the problem or giving some directions for future investigation.

The Editors of mainstream international respiratory journals like the ERJ can serve as role models for Editors of national journals like the RPP. Moreover they may join forces, not only to improve Editorial work by fruitful exchanges of ideas and editorials experiences, but also to increase the visibility and credibility of some important scientific ideas related to lung health and disease through a common and unified message.

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J.C. Winck^{a,*}, A. Morais^b, A.T. Dinh-Xuan^c, V. Brusasco^c
^a Editor-in-Chief, Portuguese Journal of Pulmonology
^b Associate Editor, Portuguese Journal of Pulmonology
^c Chief-Editor, European Respiratory Journal

* Corresponding author.

E-mail address: jwinck@hsjoao.min-saude.pt (J.C. Winck).

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