

## GUEST EDITORIAL

Medical journalism and editorship require competency and legitimacy job and is very scarcely adopted by medics as an additional skill.

Medical editing is now no more a lay man job but an established science in many countries of the world. It has tremendous public health importance. It effects the health of the people. The written and published work is taken as a piece of evidence to practice medicine in real life. When instead of relying on expertise, the administration turns to uninformed "opinion leaders" and charlatans who obscure the truth and facilitate the promulgation of outright lie, then the life of people is endangered. Handling this precious evidence of science could not be less than a meticulous science. A structured certified program of medical journals editorship is an unmet desire of many of us. The certification gives legitimacy and confidence. The learning through an organized objectively designed course and the outcome of being certified is more socially recognized and officially acceptable.

A four day certificate medical course was conducted by Pakistan Association of Medical Editors under the auspices of University of Health Sciences, Lahore. The learning of medical writing, reviewing, editing and publishing is a critical and sensitive task. Moreover, there are certain grey areas in transparency and integrity in medical journalism. How to tackle them can only be learnt in the company of galaxy of experts.

Learning any competency has three domains namely knowledge, skill and attitude. The course began with the apex of the pyramid of competency i.e. attitude. Chief coordinator of the course and others have the art of teaching this difficult subject by combining their personal practical experience with knowledge which in fact becomes narration of display of attitude. Reflection a high cognitive activity was well mentored along with a hands on activity about peer review set the standard of course very high from the very first day. The selection of articles, were all worth learning. The definition of peer review, peer review system, selection of reviewer, transparency of the peer review process, integrity and quality of the published work were well covered. Different means of acknowledging the reviewer keeping in view the integrity and respect of the reviewer and system were other hallmark. Many old concepts were replaced with new ones. Many ethical, moral, personal security and integrity issues related to editing were highlighted

The activity also covered the DOI, DOR and their genesis, hand on exercise on copy editing and was reinforced by various learning tools. How do big multinational drug companies play with the lives of developing countries were elaborated. Some very useful tips to overcome them were taught. A journal must have a policy vision and scope. It gives a perfect direction for the journey on the road to the successful destination of impactful publication. Business models and running the successful journal was discussed with day to day examples for clearance and elaboration. The role of impact factor, predator's journals, economic integrity and law of necessity were hotly discussed topics with an added advantage of meeting very learned peers and mentors.

Every written material when published, bears some level of scientific evidence. It can lead to at some point and somewhere in decision making of human health care. Medical editorship and peer reviewing is very critical and daunting task. It was purposeful and well-designed scientific learning activity. The smartest thing that one can also learn is not to "reject" or to say "NO" but to "decline" politely but firmly to maintain transparency, integrity and quality in life.

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