



Turn Opinion into Knowledge

Suppose you have a passion for cultural objects and extensive knowledge of them, love to write, and want to test yourself in an international project that puts art and culture in contact with many other artistic forms. In that case, [Hypercritic](#) is the place for you!

We are recruiting new contributors for our **sections**: books, comics, poetry, movies, tv shows, photography, music, video games, sports, performing arts (theatre, opera, dance), fashion, art, heritage (architecture, landscapes, rituals and traditions), gastronomy (food, drinks, and restaurants), travel (Drive&Ride, cities, regions) culture and entertainment at large!

About Hypercritic

[Hypercritic](#) is an online magazine and digital toolkit connecting different cultural worlds into a shared digital space. Hypercritic informs and educates the public through a new scientific approach. It provides users with the necessary tools to develop their tastes by discovering relevant content and experiences.

Hypercritic was founded in July 2020 in Italy and has already gathered 40 authors from all over Europe, the United States, and Latin America, covering books, art, movies, music, and TV shows.

Our method

Each item in the Hypercritic Collection becomes a record and receives a series of switches that describe the *type* of experience it generates. Easy or hard? Fast or slow? Big or little? Clean or Dirty? Whatever interpretation the readers give to these eight switches, playing with this compass will point them in the right direction.

Each record's core is the Hypergraph®, a visual representation of its anatomy, designed to remove as much bias and subjectivity as possible. With a set of universally comprehensible parameters, it filters subjective judgment. The resulting image becomes the infographic portrait of that specific oeuvre or experience.

The Little Hypercritic Handbook

How to write a record

A “record” is Hypercritic’s shorter format, including all relevant aspects of the item you are talking about.

At Hypercritic, we don’t give grades nor make any comments. Hypercritic is the first project which aims to describe culture without rating it.

General

- Length: 300 or more words (max 800)
- Add a distinctive title and subtitles (H2).
How to choose the title: what is the particular idea or aspect that the record highlights?
For subtitles: what is the singular idea or viewpoint that the paragraph highlights?
- Divide the text into paragraphs
- Avoid excessively long paragraphs.

The text must include:

1. **WHY** the item was made, why it is relevant and why it is influential
2. **CONTEXT** where does this item fit artistically, socially, and/or historically
3. **LINEAGE** from where it takes its inspiration and what it has inspired
4. **POINTS OF INTEREST**. These are your ideas on the object.
5. **LINKS**
 - To every other Hypercritic record that might be linked to the object (if they have not yet been published, please take note of the missing records to suggest them during our meetings)
 - Multimedia content linked to the object (but it **MUST be copyright free**)
 - External resources (only from authoritative sources)
6. **TAKEAWAY MESSAGE**. A strong statement.

Prefer record with a **circular structure**:

- Introduction (with also the principal theme/idea - better if it's linked to news)
- Context
- Plot/Lineage
- Point of interest and links
- Conclusions (reprise the principal theme/idea/news)

[Read the records in the Collection](#)

STYLE RULES

Our voice The Hypercritic voice has no age, gender, ethnicity, or strong emotion. Our content aims to inform in a clear and trustworthy manner, as close to objectivity as possible. Because we want our voice to be consistent across pieces written by many different people, we need to erase aspects that identify us as individuals. We want an international audience of all ages, which means our writing needs to be universally accessible. We want to appeal and be easy to read, but not overly friendly, either.

The viewer/listener/reader When speaking about the experience of the object, we use "the viewer/listener/reader" **instead of "we"**, thus maintaining a bit of authoritative distance from the reader and avoiding sounding too much like a review. "The viewer is pulled into the world..." instead of "We are pulled into the world..."

Quality To build trust with our readers, we need to guarantee a high level of quality. Therefore, do the research needed for your piece. Don't stop at filling in the minimum of information: go the extra mile to find interesting facts, research what it was influenced by and what it influenced, where it's placed historically and socially, what other critics said about it. Link it to other items in the Collection, find out what its creators said about it and feel free to quote

What to avoid

- **Superlatives:** The Best, The Most Beautiful, Masterpiece, Master, Genius, Prodigy. Generally, just don't exaggerate- if something truly is amazing, it will speak for itself without all the fanfare.
- **Rhetorical Questions:** Are they really necessary?
- **"Air quotes"** If you're using these it means you're not convinced of what you're saying, and that means you shouldn't be saying it.
- **"Interesting"**. A weak adjective that doesn't make a clear statement- if you answer the question "why is it interesting?" you've probably already found a better word.
- **"Absolutely"** and **adverbs in general**,
- "This being said...",
- Any **language** that's **too colloquial** or young, neologisms.
- "According to a recent study...",
- Sports metaphors
- "Obviously", "Simply put...", "That blew up the web, that took x by storm, that shocked the world, etc"

And now, it's time to write!