# Transcript of the video ‘Targeting journals’

Now having decided what your community is, what your gang is, that you want to hang out with, the next issue is around how you might target specific journals. Now we've kind of indicated that there's lesser journals, we've kind of indicated to expect a pecking order, and so on; how do you actually target the journal? Well, the best way to think about this is: you want to join a conversation.

So think about going to a party; you go to a party, and you've come in, there's groups of people all hovering around, you find a group you think you want to hang out with, and you go and stand slightly to the side probably, and what do you do? You listen to the conversation for a little bit, you kind of pick up the vibe, you kind of work out what people are talking about; you don't just butt in. And then having listened to the conversation for a few minutes, you find a way of saying something which connects with what people have been saying; you join the conversation.

Okay, so they're talking about movies or something; you'll find something to talk about movies, or actors, or actresses, or whatever it is. You don't just jump in and say ‘hey I've read this great book yesterday’ or something like that. That's not a way of joining the conversation, people give you kind of strange looks.

So joining the conversation in the journal requires a similar kind of approach. So how do you listen to the conversation? Well, you read the journal. You read the journal for the last couple of years, you look through the last few issues, particularly in relation to the kind of topics you're interested in. You find where your work fits with the discussion which has been happening within the journal and you find some kind of connection so you can join the conversation. It doesn't mean you have to agree with what people have been talking about. It's perfectly fine to disagree, but you locate your work within that debate. So rather than saying ‘I have my masterpiece, I'd like you to publish it’; you have your masterpiece, and it connects with some of the conversations which have already been happening within the journal.

So that's absolutely critical for journals because journal editors are looking for people who are able to do that. They see their journal as not just publishing papers, but continuing an intellectual kind of discussion, stories about what's happing in the field. And you need to make a contribution to that.