



Introduction to academic publishing: form, process and planning

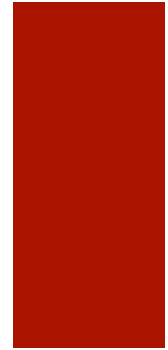
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Overview

- Developing academic material for publication
 - Form and Genre
 - Presentations to drafts to journal submission
- Publication strategy and planning
 - Priorities
 - Resources
 - Needs
- BREAK (approx 14:30 hrs)
- The publishing process
 - Decision-making
 - Brokers, framers and mediators
 - Timelines | priorities
- Influence and control in the process as author
 - Journal selection and profiles
 - Creating a research space
- 17:00 hrs END

Academic journals : type, text and form



- What are the characteristics of a successful article?
 - Publication in an academic journal? A peer-reviewed academic journal? A peer-reviewed academic journal with high Impact Factor?
- Quality control and selection in the publishing process
 - The Top Journals (used as a descriptive terms, indicating high IF and/or prestige) have a Reject Rate of 50-80%
- “Inferring importance because something is cited, even cited frequently, is a leap of logic. Yet, implicitly, this is what ‘impact’ is casually taken to mean. It is even more clear that impact is not a measure of scholarly quality.” (Smeyer & Burbules 2011, 4)

Academic writing: type, text and form



- “Academic writing is highly signalled and signposted” (Murray 2005, 139); this is one of the key characteristics (besides originality, precision and argumentative strength) in referee reports and revision advice
- The quality of the text depends on the target journal: read these attentively and analyse in regard to
 - Structure, style of debate, originality
 - Style and rhetorical devices

What other formats of academic publications exist?

- Different formats within a journal
- Different formats across journals (and across disciplines)
- Different formats altogether
 - Book sections
 - Print on Demand
 - Blogs | social media
 - Audio | video
 - Newspaper | booklets
- Reasons for different formats?
 - Audiences | access | reach
 - Autonomy | control
 - Timelines

Publishing a journal article: decision-making process



Broker, formers and gatekeepers in the publishing process



- Who shapes and influences an academic text?
 - Authors
 - Supervisors | institutions
 - Funders
 - Anticipated audiences
 - Editors | publishers
 - Reviewers | referees
 - Peers and colleagues who comment
 - Language editing
- Scale and reach of these vary – also for different publications

‘Becoming a scholar of the journal’



- What is acceptable for publication in that journal?
- How are articles structured, arguments made and written?
 - Analyse abstracts
 - Define genre:

“Perhaps we can agree that academic writing is not infinitely various; there are recurring patterns and dominant norms and forms within and across disciplines. Consequently, the range of structures and styles at your disposal is not infinite. Your writing choices are limited by the conventions currently operating in your target journal. Each journal has its own genre, certain types of arguments that are privileged over others.” (Murray 2005, 58)
 - Create profiles of particular journals
- Who participates in the debate? What do I need to know so that I can also participate?

Writing | crafting your publication



■ Creating a Research Space (CARS, John Swales 1990)

■ **Move 1 Establishing a territory**

- Point out the importance of the general subject
- Make generalizations about the subject
- Review items of previous research

■ **Move 2 Establishing a niche**

- Make a counter-claim, i.e. assert something contrary to expectations
- Indicate a gap in the existing research/thinking
- Raise a question about existing research/thinking
- Suggest the essay is continuing a tradition, i.e. it is following in the footsteps of previous research/thinking

■ **Move 3 Occupying the niche**

- Step 1: Outline the purpose of the essay, or state the research that was pursued
- Step 2: State the principal findings of the essay—what the reader can expect the essay/research will have accomplished for them by the time they get to the end
- Step 3: Indicate, roughly, the structure of the essay—what will appear in it and in what order

Research articles structures

- IMRD and variations

Procedural sectioning	Topical sectioning
Introduction	An international economy
Method	Spread of English
Results	Changes in the 21 st century
Discussion	
Conclusion	

(source: S Potter 2006 137)

- Again: need to familiarise yourself with discipline and journal: many variations of this structure (and whether it's adhered to strictly or not)