

Academic Publishing Tips and Strategies
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(Based on Tips for Academic Publishing, Mary Bucholtz, UC Santa Barbara)
<http://www.linguistics.ucsb.edu/faculty/bucholtz/sociocultural/publishingtips.html>

- You need to publish your work in order to get a job and get tenure (even at schools whose primary focus is teaching)
- Publications stimulate and expand the academic community and allow you to participate in a broader professional discourse and engage with your colleagues and peers, both nationally and internationally
- How much? Hard to answer in the abstract, but rule of thumb is: don't compromise quality for quantity's sake. However, if you have a really long piece, you might consider splitting it and submitting two pieces

Producing a Manuscript

- Some Myths about Writing
 - a. Writing must be perfect, done in a single draft.
 - b. Writing must be spontaneous and inspired.
 - c. Writing must proceed quickly.
 - d. Writing must be original.
 - e. Writing is inherently difficult.

For more on writing process: see

<https://www.uu.edu/centers/faculty/resources/article.cfm?ArticleID=233>

- Don't compare yourself to others since the superficial look at your friend's CV does not give you the whole story. If carefully thought about, carefully researched and written, your viewpoint is unique and as such an original contribution to the academic discourse
- There is no perfect piece, careful and repeated editing will ensure the quality you desire in your writing, enlist your friends, peers, professors for feedback before you send the ms out for consideration
- Show people your work even when you feel self-conscious about it. A writing group is a great idea since it structures your time and pushes you to produce: we all know how hard it is to write, make sure you select people who can give you constructive criticism. Don't take criticism personally, not then, not when you get your ms back with reader comments
- Understand and accept your writing style, figure out what allows you to be productive
- Have a long-term publishing goal. Often working on your dissertation or thesis will result in original and publishable work. However, most universities and colleges demand a book publication for obtaining tenure. Focus on the book project first and make sure that if you submit part of a book chapter for individual publication that you are allowed to republish it for the book

- Use what you have produced while teaching or presenting at a conference, often the best conference papers are selected to be published in Conference Proceedings. It is often just a small step to expand on your already existing paper. However, if you have done more research on this topic, try to refine and expand the paper even more and send it to peer-reviewed journals. Make sure you have perused major publications in your field and selected one that might be interested in your piece on the basis of topic, approach, writing style, and audience
- When you get reader comments back, allow yourself to understand them as constructive as possible, although blind review comments can be harsh, read them as a possibility to make your ms better; often all that is needed is a clarifying sentence or paragraph, sometimes just a word here and there. The reviewers will typically be 2 or 3 academics whose areas of expertise is closely related to the paper topic. Reviewers usually don't know the identity of the authors and the authors almost never find out who their reviewers were. If you don't agree with the suggestions because expanding in that direction would take you into an area you don't want to go, just don't pick up on that. Don't give up when asked to make significant changes, this is all a chance to produce the better paper.
- Revise and Resubmit means exactly that, it also indicates that peers have taken the time and care to make suggestions, they are invested, so should you be. Ultimately: it is a sign of high quality if your work withstood the rigorous review process of established and experienced referees
- Don't be surprised if you get rejected, this is a huge part of academic life. Incorporate some of the reader's suggestions and submit to a different journal as soon as possible so that your research does not feel "dated"
- Create a publishing pipeline, the multiple stages to each publication: conception, writing, inquiry with journals, editing, resubmitting etc. take a long time. A ms takes several months to be reviewed and 6 months to a year and more to be published after that. Try to have different projects going at all times: 1) ideas, 2) research, 3) conference papers/ and or ms drafts 4) ms under submission 5) forthcoming publications 6) published work

Where to Publish

- Create your own publishing opportunities: Be aware of CFP, propose special issues or edited volumes (maybe based on a conference panel that you have organized or a book project you are working on). If you have an orphaned paper, ask your peers and mentors where you could place it. Sometimes a phone call from a respected colleague can create a valuable opening for a submission. Also check where the secondary sources you consulted were published, chances are you could place your piece in a similar journal
- Be selective, don't use the first best place, make sure it's a reputable journal and read by your target audience. Make sure you are publishing in sync with the publishing goals of your department. Most departments ask for a book and a number of peer-reviewed articles; sometimes book chapters are valued equally, sometimes not, have a talk with your mentor about the exact expectations
- Submit from the top down not from the bottom up: Start as high as you can in the journal hierarchy, then go to the next journal on the list. Don't pull the ms from a lower-tiered journal to submit it elsewhere. That considered highly unprofessional. Generally, the more specialized the journal the more specialized the readership, i.e. lower ranking. Rough rule: the more words there are in the title, the lower the journal is ranked. Journals associated with

major university presses tend to be higher-ranked than journals published by smaller or more specialized presses. There are “objective” ranking systems, so again ask around

- There is an increasing number of electronic journals with exactly the same features as the print journals: They have editors, editorial boards and editorial advisers. They have references or footnotes and the standard length of 3,000-8,000 words in most cases. Downloading articles allows academics to make clean copies, saving time and money for both users and universities. Ironically, the www has increased the use of paper because so much is now available at the push of a button. What is important for both authors and readers of electronic media is to be able to discern the quality of the work, a kind of filtering system is necessary to make sure print media and electronic media co-exist on the same level. For more information see Peter Roberts, “Scholarly Publishing, Peer Review and the Internet”, http://firstmonday.org/issues/issue4_4/proberts/index.html

How to Publish

- Read through a journal article or book series before you submit a ms. If you are not quite sure if your piece fits contact the editor with your questions before submitting to an inappropriate place. When writing be aware of your readership and the current issues notions circulating within that community
- Follow submission guidelines: be aware of style considerations, word length etc. Don't submit one ms to more than one publisher at a time
- Approach book editors unofficially about your project, especially a book project. They can give you a sense if to submit and how to write the proposal. Most editors welcome the chance to help place the ms in the most appropriate places
- Look at examples of successful book proposals, again ask a friend or mentor to show you what they have done
- Start early. Publish as a grad student if you can, if not be aware that your dissertation project will most likely become your first book that will provide your ticket to tenure. Make writing part of your life, the more regularly you do, the more easy and even enjoyable it will become

Additional Resources

Beth Luey, *The Handbook for Academic Authors*, Cambridge, Cambr. UPress 2002

Luey covers the details of publishing scholarly books from start to finish, including specific types of books such as textbooks and multi-author collections of articles or essays. Financial details, such as royalties, are explained from the point of view of both author and publisher. Luey is very helpful in giving professors a sense of publishers' pressures and business considerations. She discusses how to consider which publisher is most appropriate for submitting a proposal as well as the form and mechanics of submissions. She describes contracts and tells what to look for before signing. She tells how to prepare the typescript and illustrations professionally. I thought that her explanation of why the prices of academic books varies was an interesting topic.

Eleanor Harman, Ian Montagnes, Siobhan McMenemy, eds, *The Thesis and the Book: A Guide for First-Time Academic Authors*, Toronto: U of Toronto Press, 2003

The academic caveat Publish or Perish is not a new one, and for over a quarter of a century, *The Thesis and the Book* has come to the aid of graduate students in their quest for publication. The doctoral dissertation, usually the first book-length study completed by a scholar, is, however, only rarely publishable as a book. Understanding the differences between the two forms is a crucial part of one's education as a scholar and is equally important in appreciating the endeavors

of scholarly publishers. *The Thesis and the Book: A Guide for First-Time Academic Authors*, revised and expanded in this second edition, will continue to provide the best overview of the process of revising a dissertation for publication.

Drawing on the expertise of the contributors, all of whom are editors, publishers, and scholars themselves, the chapters present the rudimentary differences between a thesis and a book (including matters of purpose and audience), give guidance on the necessary stylistic, technical, and structural revisions to the dissertation, and offer advice to first-time authors who must not only revise their work to satisfy prospective publishers, but also learn a good deal of the ins and outs of scholarly publishing.

The Thesis and the Book will continue to be of great value to graduating doctoral students seeking publication and to the faculty members who supervise these students. It will also be of value to acquisitions editors at scholarly presses, who must contend with the submission of revised dissertations for publication.

Peter Benjaminson, *Publish Without Perishing: A Practical Handbook for Academic Authors* (Reference and Resource Series), NEA Professional Library 1992

Recent Internet Discussions and Resources:

- What counts for your career? What counts for you?: <https://chroniclevitae.com/news/291-what-s-the-point-of-academic-publishing>
- How to integrate electronic media: academia.edu: <http://www.psmag.com/nature-and-technology/academic-publishers-dont-understand-the-internet>
- On the writing process: <https://www.uu.edu/centers/faculty/resources/article.cfm?ArticleID=233>
- How to chose the best publishing outlet: <http://www.studentpulse.com/blog/posts/51/5-tips-for-publishing-your-first-academic-article/>
- How to dodge publishing pitfalls: <https://www.timeshighereducation.com/features/10-point-guide-to-dodging-publishing-pitfalls/2011808.article>
- How to get published in an academic journal: top tips from the editors: <https://www.theguardian.com/education/2015/jan/03/how-to-get-published-in-an-academic-journal-top-tips-from-editors>
- 5 Tips for Publishing your First Academic Article: <http://www.inquiriesjournal.com/blog/posts/51/5-tips-for-publishing-your-first-academic-article/>
- How to get your first academic paper published: <https://www.timeshighereducation.com/blog/how-get-your-first-academic-paper-published>
- 7 Tips to publish on a scientific journal: <https://www.elsevier.com/connect/7-steps-to-publishing-in-a-scientific-journal>