

Advice to Authors - Publishing in Academic Journals (SSH)

1. Identify your Audience and Type of Publication

- Is your audience local, regional, national or international?
- Who is your audience? (i.e. Teachers, researchers, general public?)
- Is your paper suitable as a Magazine article? Book? Research note? Literature review? Or a Journal article?
- If it is an article for a Journal, do you:
 - Write an article for a specific journal?
 - Find a journal for your article?

2. Choosing the Correct Journal

- Research the journals in your field
- Library, Publisher's websites, e.g. <http://www.tandf.co.uk/journals>
- Talk to Peers
- Identify the type of journal (General, Niche?)
- Familiarise yourself with the Aims and Scope of Journals
- Choose the 'Best' (most suitable) journal for your article

3. Assessing the Best Journal for Your Article

- Is it international?
- Is it peer reviewed: how long will this take?
- Who is the Editor?
- Who is on the Editorial board?
- Who Publishes in the Journal?
- Is it on the Institute of Scientific Information's Social Science Citation Index (ISI/SSCI®) Database?
- Is the Journal available online and/or in printed form?
- Is it published by a major international Publisher or Association/Learned Society?

4. Writing for Your Chosen Journal

- Look at previous papers to get a feel for what is accepted
- Check the Aims and Scope statement again
- Take note of maximum extent (word count) of the submission
- Follow any submission guidelines carefully
- Quote from previous papers (show awareness of the literature)

- Send an Abstract to the editor

5. **Preparing the Journal Manuscript**

- Read the “notes for contributors”/”instructions for authors” carefully
- Ensure the article is correctly formatted and referenced
 - Utilise automated reference and/or article-formatting tools (e.g. EndNote™, Reference Manager™, ProCite™, Papyrus™, Bibloscape™)
- Write an abstract
- Ensure references cited in text, appear in bibliography
- Expand any acronyms, remember your audience is international
- Check spelling and grammar
- Figures, tables and photographs
 - Check they are ALL present
 - Place in a separate file - do not embed in the text of the manuscript
 - Consider how they will appear in the journal
 - Ensure you have the correct copyright clearance for any material in your paper that is already © to a third party, e.g. pictures
- Ask a colleague to read paper prior to submission
- Is there an online article submission facility (e.g. Manuscript Central™) or does the journal require hard-copy submission

6. **Reasons for rejection/ways to avoid rejection**

Professor David Phillips (University of Oxford), Editor of *Oxford Review of Education* offered the following ten reasons why articles are rejected:-

- Article not ready, only a draft
- Article is parochial (will not appeal to a wider, international audience)
- Poor English (If English is not your first language, seek help)
- Manuscript is poorly prepared (see 5. above)
- Too short or too long (check article length in author guidelines)
- Article is submitted to the wrong journal (material not of relevance to readership – check Aims and Scope of journal)
- Nothing new is stated or found
- Under theorised
- Under contextualised
- Not a proper journal article