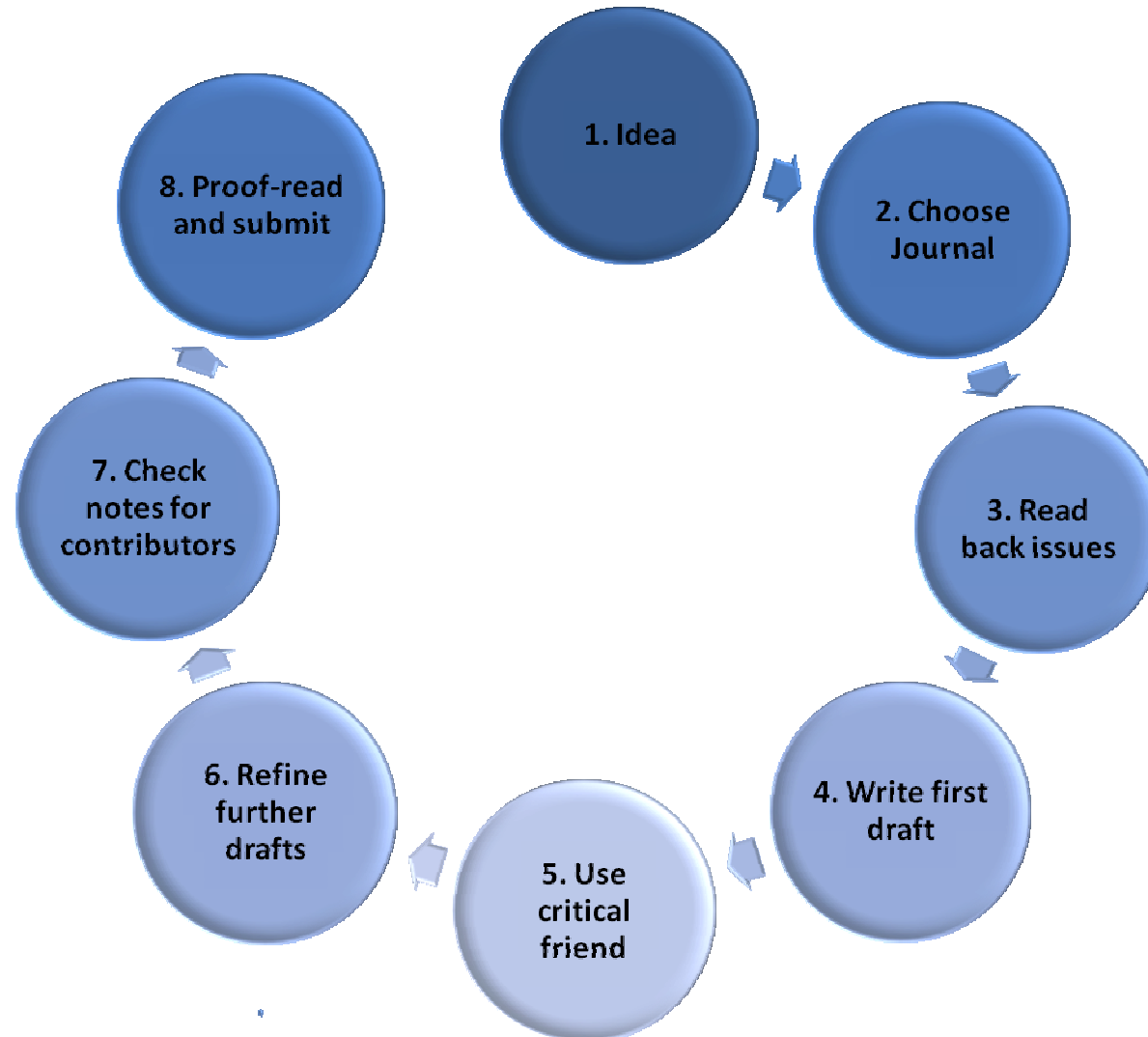


# Publishing in Academic Journals

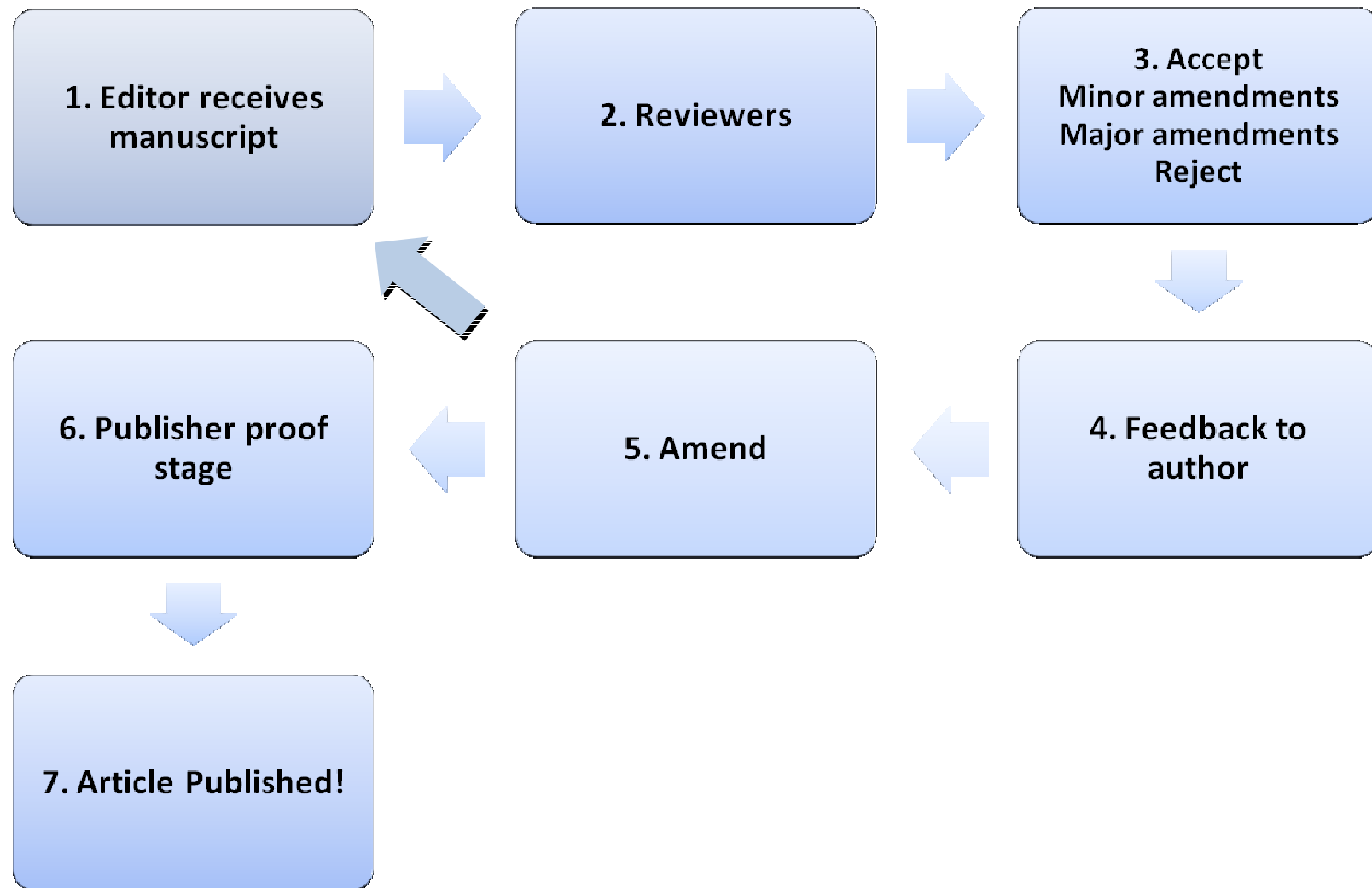
## Tips to help you succeed

**Ian White, Publisher, Journals  
(Education), SRHE pre-conference,  
December 2011**

# Start of the Publishing Cycle



# The Peer Review Process



# Top Ten Reasons for Rejection

- 1 Sent to the wrong journal, does not fit the journal's aims and scope/fails to engage with the issues addressed by the journal.
- 2 Not a proper journal article (i.e. too journalistic, or clearly a thesis chapter, or a consultancy report).
- 3 Too long (ignoring word limits for the particular journal) or too short.
- 4 Poor regard to the conventions of the journal (failure to consult Notes for Contributors) or to conventions of academic writing generally.
- 5 Bad style, grammar, punctuation; poor English (not corrected by native speaker).

Continued...

# Top Ten Reasons for Rejection (continued)

- 6 Fails to say anything of significance (i.e. makes no new contribution to the subject) or states the obvious at tedious length.
- 7 Not properly contextualised (e.g. concentrates on parochial interests and ignores the needs of an international or generally wider readership).
- 8 Poor theoretical framework (including references to relevant literature).
- 9 Scruppily presented and clearly not proofread.
- 10 Libellous, unethical, rude.

From this...



...to this!



# Help for Prospective Authors

We have a new Author Services website <http://journalauthors.tandf.co.uk/>

The site contains audio interviews with academic editors providing advice on how to get published and how to write a research paper.

Guidance is also available on:

- writing an article, editing or language polishing, translating, checking references, artwork, providing supplementary data, how to choose a journal;
- systems and interfaces (ScholarOne Manuscripts, CATS, Rightslink);
- the review process and what to expect;
- the production process and checking proofs;
- post-publication, errata, reprints, optimising citations;
- article versions and institutional repositories: what authors can and can't do with their articles.

We are particularly aware of increased demand from Chinese authors.

Our Authors' Newsletter is freely available online.