

Slide 1 幻灯片 1

This presentation is called 'Publishing in Academic Journals: tips to help you succeed' but it could equally be called 'How to get you through the journal peer review process.' The aim of the presentation is to help you learn from the mistakes, we as publishers, have seen academics make in the past. 我们的讲座的题目是‘在学术期刊上发表论文：你怎样才能成功’，但是这个题目也可以称为‘帮助你顺利通过期刊的同行评审’。讲座的目的在于帮助你避免我们出版社所见到的很多学者在投稿时常犯的错误，以提高投稿命中率。

It is not really designed to teach you how to write a paper, but instead to offer you advice on presenting your paper in the best possible light, choosing the correct journal to send it to and then tailoring your article to your chosen journal. This will hopefully give your paper the best chance of success. 我们的讲座不全是要教你怎样写文章，而是就以下问题给你提出一些建议：尽可能完美地呈献你的论文，正确选择投稿的期刊，以及量体裁衣，使自己的论文符合所选择的期刊的要求。做到了这些，我们有理由相信你的论文为期刊接受的可能性将会大增。

Towards the end of the presentation we will give you our 'Top Ten reasons why papers get rejected and hopefully by the time we get there we will have told you how to avoid them. 在讲座接近尾声的时候，我们会列出论文不被接受的十大原因。我们希望我们到时也会讲清楚怎样避免这些错误。

Slide 2 幻灯片 2

The journal publishing cycle and peer review process can be difficult to understand so we will begin by trying to clarify this process for you. 期刊出版的周期及同行评审的过程可能令人难以理解，所以我们就先解释这个过程。

We will go on to discuss the importance of knowing who the audience for your paper is, then the equally important job of choosing the correct journal to send your paper to. Choosing the incorrect journal can delay your paper being

published by up to six months, or possibly longer, so it is best to choose the right one from the start. 然后我们再讨论了解你的论文所针对的读者的重要性，以及选择合适的期刊的重要性。如果把论文投给了不合适的期刊，论文发表的时间就会推迟大致 6 个月，或者更久，所以最好从一开始就选择好期刊。

Next we will cover assessing the best journal for your paper. This can be difficult and the best journal might not be the best journal in your particular field. 接着，我们讨论为你的论文选择最好的期刊。这可能很困难，而且对你最好的期刊可能并不一定是你的领域中最好的期刊。

Preparing your manuscript well will certainly help you through the review process so we will demonstrate how to avoid the common mistakes authors make. 努力把稿子准备好当然有助于你通过评审，所以我们将示范怎样避免作者常犯的错误。

We will point out some general journal publishing protocols which crop up in questions that we are asked regularly, such as plagiarism; submitting the same paper to two different journals and other queries. 我们将指出我们经常被问及的有关期刊出版通用规范方面的问题，比如剽窃，一稿两投，及其他问题。

Finally, we will tell you the top 10 reasons why journal manuscripts are rejected. These were given to us originally by Professor David Phillips of Oxford University. It was this top ten that provided the catalyst for this presentation some 10 years ago. 接着，我们将告诉你论文被拒的十大原因。这些原因最初是牛津大学的大卫·菲力普斯教授告诉我们的。正是这些原因在 10 年前促使我们准备这个讲座。

To finish, we will examine what to do if your paper is rejected. 我们最后分析如果你的稿子被拒你该怎么办。

Do look out for the top tips, if you only take away one thing from each slide - *that is your top tip* 如果你每个幻灯片上只记住一个内容的话，请留意寻找最有用的忠告—这是我们给你的最重要的忠告。

Slide 3

To begin, let's examine the journal publishing cycle. This is how academics generally work. They get an idea of what they want to write about. They then choose the journal they want to publish their article in. Hopefully they go and look at the journal in some detail before they actually write their article and look at past issues and papers. They produce a draft of their article then get a critical friend (not just someone who will tell you the paper is good regardless) to look at it and critique it. After this, the author will then write a further draft. They will check the notes for contributors for the journal and make sure they adhere to the individual journal's submission guidelines. Then they submit it to the journal's editor – but only after it is a *finished piece of work*.

我们先来看看期刊出版的周期。这也是学术界的常规做法。学术人员对所要撰写的文章先有一些想法，然后他们就选择要投稿的期刊。比较好的作法是他们能够在撰写之前就了解一下这份期刊，看一看过刊和里面的文章。他们完成文章初稿后，就请一位批判的诤友先读一下，给一些批判性的意见（这朋友不是那种不管你文章写得好不好都随便地称赞你的）。之后，作者会修改稿件。他们会查阅期刊的作者须知，确保他们符合那份期刊的投稿指南。校对后，他们就将稿件提交给期刊编辑-这时候这份稿件才算是一篇成文。

Slide 4

After the Editor receives the manuscript he or she may well reject the paper without sending it out for peer review. Authors often fail to appreciate this and can get annoyed because their paper hasn't been reviewed. However, many of the top journals may only accept as little as five per cent of the papers which are sent to them and although we know there is a lot of debate about this, we think it is best that the editor says no at this stage, as this could save you a lot of time in the future. If the paper does go out for peer review, the process can take six months and then be rejected.

编辑收悉原稿后，有可能直接拒稿，而没有送至同行评审。作者经常因为稿件没有进行同行评审而恼怒，未能体会其中的意义。然而，很多顶级的期刊只接受总投稿数目的百分之五而已。尽管这仍备受争议，我们认为期

刊编辑在这阶段拒稿是最好的做法，它可以省却你以后很多时间。如果稿件送至同行评审，整个过程可能需要6个月，而结果仍是拒稿。

Reviewers are often difficult to find and in general, do not get paid, so Editors prefer not to send them papers that in the editors opinion will not make it through to publication.

评审人通常不容易寻求，而且他们一般不会得到审稿费。因此编辑个人如果觉得稿件不能够通过出版要求，他们一般不希望将稿件送出去进行评审。

If a paper gets through this initial screening stage it will go to reviewers who are anonymous. Reviewers will not know who the author is and authors will not be told who the reviewers for their paper are.

稿件如果通过初期评审，就会发给匿名评审人。作者的名字将采用匿名的形式。同样的，作者也不会被告知评审人的身份。

Different journals have different methods of reviewing. On some journals the editorial board sit as a panel and discuss all the papers. More commonly, journals will send each paper to two or three academics who are knowledgeable in subjects relevant to the article, who will review it and then provide written feedback to the Editor with a recommendation.

不同的期刊有不同的评审方式。一些期刊的编委会会以小组评审的方式讨论所有的稿件。更常见的做法是期刊会将每份稿件发给文章相关领域上的两至三名知名的学术人员。这些评审人会在审阅稿件后，为编辑提供一些书面反馈，给予建议。

Of course, two reviewers may have different views on the same paper, so sometimes the editor will need to send the article to a third reviewer. Once the Editor has received the views of the reviewers, he or she will respond to the author with a decision. The decision may be to accept the paper straight away, but that doesn't happen very often. More commonly, the recommendation provided by the reviewers is that the paper requires *minor* amendments, which the author then makes and resubmits. If the reviewers comments are taken into consideration and necessary changes made, these papers are then most often accepted for publication.

当然，两位评审人可能对同一篇稿件持不同的意见，因此有些时候编辑必须将稿件发给第三个审稿人。一旦编辑收到评审人的意见后，他就会通知文章作者审定的决定。这个决定可能是直接接受稿件，不过这并不常发生。通常，评审人的意见是稿件需要小的修改，作者可以根据建议修改后重新投稿。如果作者参考了评审人的建议，并做了必要的修改，多数时候稿件会被接受发表。

When the reviewers suggest that a paper needs *major* amendments for it to be publishable it is often difficult to know what to do next. Some authors make all these major amendments, send their paper back and it still gets rejected. So if you get *major amendments* as a reply from the editor, we suggest that you check whether you would be better to submit your article to another journal rather than making the amendments, going back through the review process and still getting rejected. Most editors will be willing to advise you.

当评审人的建议是稿件需要大的修改才能发表，这时就比较难于决定。一些作者依照建议，进行所有大的修改，稿件重投后，仍是被拒稿。所以，如果编辑给你的回复是大的修改，我们建议你了解一下是否要将你的稿件投给另一份期刊，而不是在修改和经历了审阅过程后，还是被拒稿。多数编辑会很乐于为你提供建议。

The reviewers' feedback that goes to the author is usually amended by the editor. If you have to re-submit your paper it generally goes back to the same reviewers. After all the amendments are made and the paper is accepted, it is sent to the publisher who will send you a proof of your article as a final check, after which your article is eventually published.

作者所收到的评审反馈通常是已经经由编辑修订了的。重投的稿件一般会回到同一个评审人。修改完成后，稿件一经接受，就会被送到出版社，出版社将会发给你一份证明文件，说明你的文章是定稿。之后你的文章就会出版。

Out of every 100 manuscripts that come into an editor, only about 30 will get published. So in our list of journals, you could argue that 70% of papers are rejected. They might go back into the system again with another journal, or keep going round and round the review process. So you should accept that some of your papers are likely to be rejected at some point in your career.

编辑收悉的每 100 份稿件中，大约只有 30 份会出版。所以，在我们的期刊目录中，你可以说 70% 的文章会被拒绝。这些稿件可能会再次进入另一份期刊的审稿系统，或是进入一轮一轮的审稿过程。因此你应该接受在你学术事业的某些时刻，你的一些文章可能会被拒稿。

Slide 5

With the basics of the publishing cycle and the review process out of the way, let's move on to considering writing your paper. You should always start by deciding who you are really writing for. This is equally true for books as well as journal articles. Most journals are read by researchers and a paper should appeal to an international readership. Now that nearly all journals are online, they can be read in virtually every country in the world. However, it may be that your article is relevant mainly to a national audience and you want to write in quite a specific way for that group of readers, in which case a national journal would provide a better chance of getting published. 在讲清楚期刊出版的周期及同行评审的过程之后，我们接着考虑论文写作。你务必从一开始就决定好你的读者是哪些人。这一点对撰写书稿同样适用。大多数期刊的读者是研究人员，论文应对国际读者有吸引力。现在几乎所有的期刊都有网上版本，所以基本上在所有的国家都可以读得到。但是，有时，你的文章主要与某一个国家的读者有关，你的行文方式也针对这些读者，那么这个国家的期刊可能会提供更好的机会，使你发表你的论文。

If you are a practitioner, consider if the readership for your article will be fellow practitioners or if you are aiming at a research audience – this will affect which journal you choose to submit to. 如果你是一个实际工作人员，不从事理论研究，那么你应该考虑你的文章是否更适合你的同行阅读，还是你的读者对象是研究人员，这会影响你选择哪一家期刊投稿。

You need to consider if you are really writing an academic journal article or if you are writing a magazine article, a book or if you are really just trying to publish your dissertation? 你需要考虑你是否真的在写学术期刊论文，还是在写杂志文章，还是在写一本书，还是你只是想把你的学位论文发表出去。

You may be wondering if you should send your completed PHD thesis to a journal to be published? This may seem obvious, but we recently had a young student send his PHD thesis to us in August, saying, 'my tutor tells me I need to

publish my thesis as paper in a well-respected journal and I need it published by Christmas'. So obviously neither the tutor nor the student had sound knowledge of journal protocol or the peer review process. 你可能在考虑是否应该把你已经完成的博士学位论文投到一家期刊发表？这可能很明显，但是我们最近（也就是 8 月份）收到一位年轻的学者寄来的博士学位论文，他写道：“我的导师告诉我我需要把我的学位论文在一家备受推崇的期刊上发表，我需要在圣诞节前发表”。从他的信中，我们可以明显看出他的导师和他本人并不十分了解期刊的规范及同行评审的过程。

Writing book reviews is often a good way to start academic writing. Many top researchers do not really want to write book reviews because it doesn't count towards their research assessment exercise, but if you're a new academic it's a good place to start. Contact the book reviewer of the journal and offer your services as a reviewer, they will likely be very keen to employ your services. 写书评通常是开始学术写作的好方法。许多杰出的研究人员并不很想写书评，因为这不能增加他们在科研评估中的得分，但是，如果你学术生涯刚刚起步，写书评是一个好的开端。你可以联络期刊的书评编辑，他们可能很愿意请你写书评。

So, you have a publishable paper and it conforms to what a journal article looks like. Your next decision is whether to write for a specific journal or write your article and then panic? We sense that around 70% of authors write their article and then look for a journal to match it to, and the other 30% choose a specific journal and really aim to get their article into that journal. Our advice is to be part of that 30%! Write for a specific journal. We think you have a much better chance of being accepted. 你现在写好了一篇可以发表的文章，这篇文章看上去也符合期刊论文的格式。下一步你需要做出决定的是，你是要量体裁衣，为某一个期刊而写作，还是要花力气把文章完全写好，然后不知所措？我们感到大约 70% 的作者先写文章，然后再寻找适合文章的期刊，而其他 30% 的作者则先选择好期刊，然后再努力针对这个期刊准备稿子。我们的建议是你要像那 30% 的作者一样，先选好期刊，再按照这个期刊的特点和要求写稿子！我们认为这样你的论文就会有更多被接受的机会。

Choosing the correct journal to submit your paper to is the most important decision you have to make. Get it right and the whole peer review process can be much easier.

选择正确的期刊进行投稿是你要做的最重要的决定。决定正确，整个同行评审的过程会容易许多。

There is no excuse now for not knowing what is in a journal as nearly every publication has a website. On here you will be able to see all the information you need from aims and scope, contents lists and details on how to submit a paper. Talking to your colleagues is also important - find out where they publish and why? Also find out if they had a good experience when they published with a journal or a particular publisher.

现在几乎每个出版社都有自己的网页，因此你没有理由不了解这份期刊的内容。你在网页上可以看到期刊的宗旨、范围、内容目录和如何投稿的细节。和你的同事交谈也是很重要的。你可以了解他们投稿的期刊和选择的原因。你也可以了解他们和某一期刊或出版社的合作体验是否良好。

When choosing a journal, you can choose a generalist journal which has papers on a wide range of topics from over the world, or a niche journal. It's difficult to say which one is right for you, but by looking at the individual journal you should get a feel for what's right for your paper.

当你选择一份期刊时，你可以选择综合性期刊。这类期刊的文章主题广泛，稿件来自世界各地。你也可以选择针对性很强的专业期刊。我们很难说哪种做法对你才是合适的，不过当你看每份期刊，你应该能够有一些直觉你的文章适合怎样的期刊。

Every journal has an aims and scope statement telling you what the journal is about and what the editors look for and we always encourage our editors to change them as the journal changes.

每份期刊都有自己的宗旨和范围声明，用于解释这份期刊的内容，和编辑们寻求的内容。我们建议编辑当期刊进行调整时，宗旨和范围声明也应该随之调整。

Reading the aims and scope is very important to any journal you are going to submit to. You really need to know what's going on in that journal, and hopefully the aims and scope will tell you that.

阅读宗旨和范围对你的投稿非常重要。你需要了解那份刊物的内容。而宗旨和范围声明能够提供你这些信息。

Remember you are joining in a conversation with people in this journal, make sure you have something to say and make sure that what you have to say links in with the journal you are writing for.

记得你是在加入这份期刊中人们的对话。你要确定你言之有物，对对话有所贡献，你要确定你所说的和你所投的期刊是相联系的。

Always try to choose the 'best' journal for your article, which may not always be the 'best' journal in the field. The 'best' journal is often the one that accepts your paper.

你要为你的文章选择“最佳”的期刊，这可能不是这个领域“最好的”期刊。“最佳”的期刊通常是能够接受你文章的期刊。

Slide 7

Some publishers put their readership usage on their website . Looking at the top cited or downloaded papers can give you some idea of what subjects are popular in the journal. You have to establish if it is important to you that you are publishing in a top international journal and that the journal is peer reviewed. Most academic journals are peer reviewed, but there's no harm asking the editor if it is peer reviewed and how long the review process might take, how long will your paper could be in that peer review process? It is worth checking who the journal editor is, who is on the international board and who publishes in the journal? Would your paper fit with the other papers in the journal?

一些出版公司会将他们的读者群和阅读情况放在网页上。那些索引最多或下载量最大的文章能帮助你了解这份刊物的哪些主题受欢迎。你要决定在国际品牌期刊和同行评审的期刊上发表文章对你是否重要。多数学术期刊都采用同行评审，不过你也不妨询问编辑是否使用同行评审，评审过程大

约需要多长时间，你的文章多快能够进入这个过程。其他的一些问题也一样值得询问，比如期刊编辑是谁，国际评委会成员包括谁，刊物是由谁出版的，你的文章是否和期刊其他文章相符？

It's also useful to look at the Sherpa Romeo website. This website is UK-government funded and based at the University of Nottingham. The site details every publisher's policy on whether you can put your paper in a university repository, what you can do with your paper before it's published and after it's published. It also can tell you about publishers that will publish your article on an Open Access basis, or if you are obliged to pay to make your paper freely available.

查阅 SHERPA / RoMEO 罗密欧项目网页也很有裨益。这个网页是英国政府资助的，基地在诺丁汉大学。这个网页具体说明了每个出版机构的政策，比如你能否将你的文章发在大学的知识库，你在文章出版前后可做些什么。它也说明了一些出版机构可能会将你的文章放在统一开放资料库的，或是你需要支付一定费用，使你的文章可以免费提供给用户。

Slide 8

There are many databases that supposedly measure the quality of a journal. The best known, and currently the most used, is the Thomson-Reuters Citation Database which measures journals by their Impact Factor™. You should be aware that not all journals are in this database. Other databases include the European Reference Index for the Humanities, the International Bibliography of the Social Sciences, and the Australian Research Council's ERA listings. It is well worth looking at these as well as they are calculated differently and can include different journals than the Thomson-Reuters version. 现在有许多数据库据称能衡量期刊的质量。最著名的，目前使用得最多的当属汤姆森-路透引用数据库(Thomson-Reuters Citation Database)。这个数据库用期刊的影响因子 (Impact Factor™)来衡量期刊的质量。你应该意识到并不是所有的期刊都进入了这个数据库。其他的数据库包括欧洲人文学科参照索引 (European Reference Index for the Humanities)，国际社会科学图书文献 (International Bibliography of the Social Sciences)，以及澳大利亚科研理事会的 ERA 索引。建议你也看一看这些数据库，因为它们的计算方法不同，所收录的期刊也可能与汤姆森-路透引用数据库有所不同。

Most journals are available in print and online versions, but it is worth checking as not all journals are online - yet. 大多数期刊都以纸制印刷及网络 两种方式出版，但是你需要核实一下，因为并不是所有的期刊都已出版网络版。

You may want to publish with a major publisher, learned society, or association. If you do, you know they are doing their best to promote your paper. 你可能想在一个主要的出版社，学术社团，或是协会发表论文。如果是这样，那么你可以确信他们会尽力去推介你的论文。

Some editors may not even respond to you if you send an abstract of your paper to them, whilst other think it is good to see one. It is worth trying to find out if the editor will look at one as it could save you a lot of time. 有些期刊编辑对于你寄给他们的你的论文的摘要，他们可能甚至不给你回复，而另外一些编辑认为他们最好先看一看你的摘要。所以，你最好询问清楚某个编辑是否需要看摘要，这样你可以节省很多时间。

Slide 9

We will try to explain the Thomson-Reuters Citation Index and the Impact Factor™, as well as how an Impact Factor™ is calculated. The Impact Factor™ is the measure of quality generated by Thomson Reuters and published in an annual report called the Journal Citation Report. 我们现在解释汤姆森-路透引用指数，影响因子™，以及影响因子™是怎么计算出来的。影响因子™是汤姆森-路透衡量期刊质量的指标，发布在期刊引用报告（Journal Citation Report）的年度报告里。

The Impact Factor™ is calculated by dividing the number of citations received in a year to those papers published in the preceding two years, by the number of articles published in the same preceding two years. Taylor and Francis has successfully lobbied for a five year Impact Factor™ rather than this two year Impact Factor™ because we feel that five years is a better reflection of a journal's quality, especially in the social sciences where papers often take longer to be cited. In philosophy for example, a paper often doesn't begin to get established in the current literature in the field for about 10 years so it's rather strange to measure something in its first 2 years of publication. But

obviously in subjects such as medicine and physics where papers are cited quickly, the two year Impact Factor™ works well. 影响因子™是这样计算出来的：用某一年里对此前两年发表的论文的引用次数，除以此前两年发表的文章的数目。泰勒及弗朗西斯出版集团 (Taylor and Francis) 成功地进行游说，建立五年影响因子™而不是通用的两年影响因子™。这是因为我们感到五年是一个能更好地反映一个期刊质量的期间，尤其在社会科学领域，论文常常需要较长的时间才能被引用。比如，在哲学学科里，一篇论文经常大约十年时间基本无人引用，所以衡量期刊或者论文的影响力用两年这样的期限未免有点奇怪。但是，很显然，在一些学科比如医学及物理，论文会很快被引用，那么两年影响因子™就很合适了。

To find out if the journal you are interested in publishing in has an Impact Factor™, take a look at the journal's website which should say if the journal is indexed and if so, what its Impact Factor™ is. 要了解你有兴趣投稿的期刊是不是有影响因子™，你可以查阅该期刊的网站，网站上应该公布该期刊是不是被索引，如果是，它的影响因子™是多少。

Remember – a journal will only have an Impact Factor™ if it is covered in one of Thomson-Reuters' databases. 请记住——一家期刊只有被汤姆森-路透的一个数据库收录，该期刊才能有影响因子™。

Slide 10

As we keep saying, check the aims and scope of the journal to ensure your paper fits with what the journal is trying to achieve. Always be aware of the maximum number of words a papers should be. If they say that they will only accept papers with a maximum of 6000 words and you send 12000 words, you are very likely to get rejected straight away or at least get the paper sent back asking you to reduce this by half.

正如我们一再重申的，你要确认期刊的宗旨和范围，确认你的文章和期刊的目标一致。你要确认文章限定的字数。如果他们只接受字限为 6000 字的文章，你投的稿件为 12000 字，你的文章很有可能会直接被拒绝或至少是被退回，要求字数减半。

Some journals *do* take shorter articles of say 1500 words on a topic, often as 'Research Notes', some don't. Do not submit such shorter articles to a journal that doesn't take them. Check first.

诚然一些期刊会录用篇幅较短，如字数为 1500 左右的文章，。这些文章一般是关于某一课题。通常称为“研究札记”。如果期刊不录用这一类的文章的期刊，你就不要投篇幅短的文章。先确定再决定。

Always check any submission guidelines, often called 'Notes for Contributors' or 'Instructions for Authors' the journal may have. Follow these guidelines to the letter and try to get it right first time.

你要养成检查投稿指南的习惯，它又常常被称为“投稿须知”或“作者指南”。你要严格遵循这些指南，第一次就做对。

If the journal uses an electronic submission and peer review system such as ScholarOne Manuscripts™, make sure you use it .You may think that the Editor of the journal is the main powerhouse for the journal and makes all the key decisions. But that is not always true. It's often the Editorial Assistant who works for the Editor that holds the key to success. To annoy them by getting your paper submission wrong can also influence their decision with the editor.

如果期刊采用电子投稿和同行评审系统如 ScholarOne Manuscripts™，你要确定你使用它投稿。你也许认为期刊编辑是期刊的主要人物，做所有关键决定。但是这不全然正确。编辑助手经常是稿件录用的关键人物。如果你投稿方式错了，使他们不悦，也可能会影响他们和编辑的决定。

It generally impresses the editor and referees if you quote references from previously published papers in the journal. It shows the Editor that you have read other papers in the journal, it shows the reviewers that you know about the journal and of course it give the journal another citation which can add to their Impact Factor™ .

如果你在文章中引用期刊之前出版的文章，你将能够增加编辑和评审对你的印象分。这能够向编辑表明你阅读过期刊其他的文章。也可以向评审表明你了解这份期刊。当然这也可以增加期刊的索引，提高他们的影响因子。

A badly prepared manuscript, scruffily presented with references missing will not create a good impression. The research in it might be good, but many good papers are rejected because of poor presentation.

一篇仓促完成、文字不全,如参考文献不完整的文章会给评审留下不好的印象。许多文章的研究本身可能是好的,但却因为文章呈现方式不佳而被拒稿。

Slide 11

Again we keep going back to the same points, read the Notes for Contributors and follow any style guidelines. This makes it look like you have written that paper for that specific journal.

我们还是要重申同样的要点。要阅读投稿须知,遵循格式指南。这会让文章看上去象为这份期刊量身定做的。

Writing an abstract is an art. It really should be in the third-person, but some journals do allow it to be in the singular. You often see papers where the abstract, the introduction and the conclusion are all virtually the same. Try hard to make them different. Do not put references in abstracts as they are often lifted out and used to put into abstracting and indexing databases.

写摘要是一门艺术。摘要的书写应使用第三人称,但一些期刊的确允许摘要以其他单数人称出现。你常看到一些文章的摘要、前言、和结论几乎是同样的内容。你要尽量区别这三部分的内容。不要在摘要中加进参考文献,因为摘要的内容常被单独提取,用于摘要或索引数据库。

Ensure the references cited in the text appear in the bibliography at the end of the paper. Authors often forget to do this.

要确认正文中引用的文章都出现在文章结尾的参考文献。一些作者常常忽略这一点。

Any acronyms you use should be expanded; try to remember that you are writing for an international audience. Your paper could be read in any country in the world. What may be a common acronym or abbreviation in your country may mean nothing to someone from another part of the world! It should also

be obvious that you need to make sure the grammar and spelling are accurate, but sadly many papers are let down by poor grammar and spelling.

你使用的任何缩略语都要以完整的名称写出来。你要记住你的读者来自世界各地。你的文章可能在世界任何一个国家被阅读。你本国很常见的一个缩略语和简称对世界另一个角落的人是没有任何意义的。很明显的，你也要确认你的语法和拼写的正确性。令人为之难过的是很多文章因为语法和拼写问题而被拒。

The title of your paper is very important. With so many academics searching for research online, you want to make sure that your paper can be easily found by a researcher using an online search engine. The first opportunity for an academic to see your paper might be when it's sent round by the various e-mail contents alerting services. So if your title is called 'You can't see the wood for the trees', you will get a lot of hits in forestry, but not in the subject area you are writing in.

文章的标题也是至关重要的。由于有大量的学术人员在网络上搜寻研究文献，你要确保通过网络搜寻引擎可以很简易地找到你的文章。让学术界人员看到你文章的最快的方法，也许就是通过不同的电子邮件通知服务。所以如果你的文章标题为“见树不见林”，你的文章在林木行业会有很多点击阅读，但在你所投稿的科目领域却不会得以出现。

If you are asked to supply keywords as indexing terms, please do so. Many journals will have a list of recommended keywords to use.

如果期刊要求你提供关键字作为索引词汇，请你遵循这一建议。许多期刊会推荐一系列的关键词供使用。

Slide 12

Editors often receive papers where there are tables or figures missing. This does give a poor impression, so make sure everything is included in the final version you submit.

编辑经常收到一些表格和图表不全的文章。这会造成不好的印象。你要确定你最后呈交的定稿中包括了所有的内容。

If your paper contains photographs or pictures of paintings, you must make sure that you have the right to use them and that all copyright issues are cleared. We can use multimedia files in our online journals, but it is best to check what formats and file sizes are acceptable.

如果你的文章中使用了照片或是绘画的图片，你必须确定这些材料没有版权问题，你可以使用他们。网上期刊中可以使用多媒体材料，但最好要确认期刊接受哪些格式或文件规格。

You really should ask a colleague to look at your paper before you submit it. They can often see errors you may have missed.

你最好要求你的同事在你投稿前帮你看一下你的文章。他们经常能够看到你可能疏忽了的错误。

If English isn't your first language, it may well be worth asking a competent English speaker to read it or use one of many English language polishing services that are available.

如果英语不是你的第一语言，你可能需要请一位语言能力好的英语母语者阅读你的文章，或是使用现有的英语语言编辑和润色服务。

Now that everyone saves different versions of their paper – version 1.5 or 1.6 for example - it is easy to send the wrong version to the Editor. Publishers can find this is a real problem, so check carefully to ensure you send the correct and final version of your paper.

如果每位作者都保存文章的不同版本，如 1.5 或 1.6，很有可能会提供错误的版本给编辑。这会对出版方造成工作上的不便，所以要仔细检查，确保你发出的是文章的定稿。

Slide 13

Now for some publishing protocols. 现在讲一些出版方面的规范。

Plagiarism is to claim someone else's work as your own. It is unethical and can lead to legal action. It goes without saying that you should not plagiarise others'

work. 剽窃的意思是把其他人的工作当成是你自己的。这是不道德的，剽窃的人有可能会被起诉。很明显，你不应该剽窃他人的工作。

Neither should you include extracts or passages of previously published work in your paper without proper attribution or acknowledgement. 你也不应该在沒有适当注明出处及作者的情况下，在你的论文中使用已经发表过的段落。

Self-plagiarism is a subject that causes much debate. A good research paper should be completely original and if you have sections of your previously published work in your paper, they should be properly attributed and referenced. 自我剽窃是一个很有争议的话题。一篇好的论文应该是完全原创的，如果你使用你自己以前发表过的段落，你应该注明出处。

Submitting a manuscript to more than one journal at a time is very tempting, especially when peer review can take some time. Academia is quite a small world and that you will often find that the same paper is sent to the same reviewers and you will get found out. If you are found out, it is likely that both journals will reject your paper. In effect, you will have wasted not only your own time, but also that of the editors and any reviewers, as your work can only be published in one journal. 在同一个时期内一稿多投是有相当诱惑力的，尤其是同行评审可能花时间。学术界是一个相当小的圈子，你经常会发现同一篇稿子会被送给同样的评审人审阅，因此你一稿多投会被揭穿。如果你被揭穿，可能两家期刊都会拒绝接受你的论文。事实上，你这样不仅浪费你自己的时间，也浪费编辑和评审人的时间，因为你的文章只能在一家期刊上发表。

Plagiarism has always existed but now with new software such as CrossCheck, publishers can check whether whole, or parts of papers have been published before. 剽窃是出版界的痼疾，但是现在有了新的软件比如互查（CrossCheck），出版社可以查出一篇论文是否局部或全部曾经发表过。

Always mention and acknowledge anyone who has helped and worked on the paper. This will avoid any embarrassment at a later stage. Also mention any source of funding for your paper as the various funding bodies that assess your paper do like to see if you have received any funding. 你务必要对曾经帮助过你写论文的人以及曾经参与论文写作的人进行致谢。这会避免以后产生

尴尬。你还要提到给你的论文提供资助的机构，因为许多评估你的论文的资助机构都想看一看你是否收到过资助。

Slide 14

Many publishers have websites where they offer help and services to authors and the Taylor & Francis version is called our Author Services website and the URL is [given here](#). Here you will find lots of information about how to write an article and hear podcasts from some of our Editors. It also gives information on copyright and what you can and cannot do with your paper after publication. 许多出版社都有网站给作者提供帮助和服务。泰勒及弗朗西斯出版集团也有这样的网站，称作‘作者服务网站’。网址是：[given here](#)。在这里你可以查到很多怎样写论文的信息，你也可以听到我们的一些编辑的网上录音。我们的网站上还提供有关版权的信息，以及你的论文发表后你对自己的论文可以做及不可以做的事情方面的信息。

Slide 15

Here are ten reasons why papers are rejected, so avoiding them is a certainly advisable.

下面是拒稿的十大原因。我们建议你尽可能避免这些问题。

They were given to us by Professor David Phillips who edited the *Oxford Review of Education* for over 25 years.

这些建议是由大卫菲力普斯教授所提供的。他在过去的 25 年来一直担任 oxford review of education 牛津教育评论的编辑。

We have discussed many of them on previous sections of this recording. Remember that your paper may be rejected for a number of reasons; it may not be just one.

我们在之前的录音中已经谈了很多内容了。记得，你的稿件被拒绝的原因可能不止一个。原因可能有很多。

- 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. 投错期刊。文章不符合期刊的宗旨、范围或和期刊列出的主题没有相关性。
- 2 Not a proper journal article (i.e. too journalistic, or clearly a thesis chapter, or a consultancy report).
非期刊论文形式（如风格太象报刊文章，或者行文明显是论文的章节，或是咨询报告）
- 3 Too long (ignoring word limits for the particular journal) or too short. 文章太长（没有注意特定期刊的字数限定）或太短。
- 4 Poor regard to the conventions of the journal (failure to consult Notes for Contributors) or to conventions of academic writing generally. 文章和该期刊的通常格式不符（作者未查询投稿须知）或不符合一般的学术写作方法。
- 5 Bad style, grammar, punctuation; poor English (not corrected by native speaker). 文体欠妥，语法，标点不正确，英语层次低（文章未经以英语为母语的人士修改）

Slide 16

- 6 Fails to say anything of significance (i.e. makes no new contribution to the subject) or states the obvious at tedious length.
内容毫无重要性（即对该课题没有新的贡献意义），或是以冗长的篇幅陈述显而易见的内容。
- 7 Not properly contextualised (e.g. concentrates on parochial interests and ignores the needs of an international or generally wider readership). 文章没有把研究的背景及意义讲清楚，（如只集中在某些局部问题或兴趣而未能顾及国际或较广区域的读者的要求）

- 8 Poor theoretical framework (including references to relevant literature). 理论架构不严谨（包括相关文献的引用）
- 9 Scruppily presented and clearly not proofread. 内容呈现不清楚，未经校对。
- 10 Libellous, unethical, rude. 诽谤性言论，不符合道德规范，粗鲁。

避免这些错误，你的文章就有更高的录用机会！

Slide 17

Having your paper rejected, especially for a first time author, can be traumatic experience, but a top tip is not to react straight away. Relax and take some time to consider the comments you have been sent. 如果你的论文被期刊拒绝，你可能觉得很痛苦，情绪十分低落，这对于初次投稿的作者来说尤其如此。我们建议你不要马上作出反应。放轻松，花些时间思考你收到的评语。

Getting into a long drawn out debate with the editor is probably not worthwhile, either and is unlikely to change the editor's decision. However, you are within your rights to query anything that might not be clear, especially if the referees' comments are quite different or seem contradictory. 就你的论文和期刊编辑展开冗长的争论大概不值得，也不大可能改变编辑的决定。然而，你有权力就不清楚的地方向编辑询问，尤其是在不同的评审员的意见很不相同或是互相矛盾的时候。

If you do resubmit your paper to another journal, try to alter it according to the new journals aims and scopes and instructions for authors, taking special note of the reference style of the new journal. 如果你要把你的论文投到另外一家期刊，你要努力修改你的论文，使它符合新期刊的宗旨，范围及作者须知，要特别注意新期刊引用文献的格式。

If you are asked to make *major* changes to your paper, you have to make a choice to make. Do you use the referees' comments and resubmit to that journal or try your luck with another title? 如果期刊编辑请你对论文作重大

修改，你需要做出选择。你是要根据评审员的建议对论文修改后把它投到原来的期刊，还是投到另外一家期刊去碰一碰运气？

This can be a very difficult choice to make and one that only you can make. 这个选择可能是一个很难做出的选择，但只有你自己才能做这样的决定。

Slide 18

Rejection can be very frustrating, but with the help of this presentation, we hope that you will not look like this... 稿件被拒可能让人很沮丧，但是我们希望在这个讲座的帮助下，你不会像这样。。。。

Slide 19

Rather you will be celebrating the publication of your paper like this! 相反，你将会像这样来庆祝你的论文的发表！

Slide 20

We have talked extensively about what to do in order to give your paper the best chance of being published.

我们关于如何投稿这一话题谈了许多，希望能够让你的文章有更高的发表机会。

Listed above are some simple and effective methods to promote your paper to in order to reach the widest and most appropriate audiences.

以上所阐述的是一些简单有效的方法，让你的文章可以有更广泛更合适的读者群。

Add your article, or the journal, to your students' reading lists as essential reading.

你可以把你的文章或是期刊列为你学生的必读书目。

Use your staff profile entry on your department website, or your personal webpage, to add information about your article and link directly to the online version.

你也可以利用你们系网页上的学术人员档案，或是你个人的网页。你可以在上面添加你的文章信息或是直接链接到电子版的论文。

Authors are increasingly promoting their content via [Twitter](#) and [Facebook](#) so it can be picked up by other researchers and practitioners. Place an announcement on your Twitter or Facebook page highlighting the publication of your article with a link to direct people to the online version.

越来越多的学术人员也利用 Twitter 和 Facebook 推广他们的文章。这样一来，其他的研究人员或业内人士就可以获得他们文章的信息。你可以在 Twitter 或 Facebook 进行通知，介绍你的文章出版，提供链接让他们可以直接阅读电子版的文章。

[LinkedIn](#) is an interconnected network of experienced professionals from around the world with over 55 million members. It is not just for career opportunities. When you create your profile that summarizes your professional expertise and accomplishments, why not include a mention of your articles?

[LinkedIn](#) 是专业人士的互联网络，目前在全球有 5 千 5 百万用户。它不仅提供了就业机会。你在创建个人档案，总结你专业能力和专业成果时，也不妨提及你发表的文章。

Academics, researchers, and practitioners are increasingly using social communities such as [MyNetResearch](#) and [Academici](#) as a way of meeting and conversing with people who share the same research interests.

越来越多的学术人员、研究人员、业内人士也开始使用社交社区，如 [MyNetResearch](#)、[Academici](#) 作为一种途径，和相同研究兴趣的人员进行会面讨论。

You could add your article to your personal [CiteULike](#) library to share with others, which helps them discover literature which is relevant to their field. You can help with this process just by using CiteULike and through the [invite a friend](#) feature.

你也可以将你的文章加入你个人的 [CiteULike](#) 图书馆和别人分享，这将能够帮助他们查询相关的文献。你只需要使用 CiteULike，通过邀请朋友的功能就可以简单完成这一过程。

Post a short message to any discussion lists you are a member of, letting people know that the journal's latest issue, which includes your article, is now available. The easiest way to do this is to [register for the table of contents alert for the journal](#) so you can forward the email once you have received it.

你如果是一些讨论小组的成员，你也可以发出一个简单的信息，让别人知道你入选的期刊最新的一期已经可以浏览了。最简单的方法就是注册期刊的内容通知服务。你可以在收到邮件后直接转发给朋友。

Check your institution has a subscription to the journal. If not, recommend it for the next subscription year.

你可以确认你所属的院校是否订阅该期刊。如果没有，你可以建议他们下一个年度开始订阅。

Encourage others to request a free sample copy from the 'Free Sample Copy' link on the journal homepage to introduce them to the work published in the journal.

你可以鼓励其他的人通过“免费样刊”的链接，索取一份免费的样刊，向他们介绍期刊的出版内容。

And lastly, but perhaps most importantly, use your email signature to tell people about your article.

最后，也许也是最重要的，就是使用你电邮的签名为你的文章做宣传。

If you need further help or advice, please visit the Taylor and Francis Author Services web site the web page url is given again, here.

如果你还需要其他帮助或建议，请浏览以下网址，访问泰勒及弗朗西斯作者服务网页。