Routledge
Taylor & Francis Group

Advice to Authors - Publishing in Academic Journals (Social Sciences and Humanities)

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 to be 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™, Biblioscape ™)
   - 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), of *Oxford Review of Education* cited 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 point 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