

Getting yourself published

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(Why) do you want to publish?

- If you are being asked/forced to publish you need to discover the most interesting and suitable genre
- If you truly want to write you need to identify why – enhancing academic reputation, pure academic interest, provider of information to students or the public?
- The above will determine the genre in which you may wish to publish, the extent of the research and how much time you are going to have to make for yourself

Have you a fear of publishing?

- We all have to start somewhere
- We don't have to compete with the experts
- Somewhere out there does want to read what you have written
- Choose an outlet that matches your talent and experience (below)

What sort of academic writer are you?

- Are you a reluctant writer?
- Are you an experienced, confident writer? (determines type of publication and possible collaboration)
- Do you prefer detailed, analytical, esoteric research and writing or do you want to produce more descriptive and informative?
- Referred publications etc are not the one and only respectable and worthwhile publications
- Are you more comfortable with highly academic language and research (lengthy refereed articles, monographs etc) or do you prefer shorter, simpler pieces with a plainer style appealing to laypersons, practitioners
- Do you wish the publication to feed into teaching or learning (undergraduate or postgraduate)?
- Are you comfortable and more confident presenting work to colleagues and contemporaries (conference papers, contributions to collegiate journal)
- Do you want to research and write in novel, esoteric areas?

Targeting Publications

- Ensure that your piece is suitable for that journal in terms of content, area, style, length etc
- Become familiar with the house style and approach of that journal and present it in that style (journals often provide crib sheets for guidance)

Writing for a range of genres

- **Books – monographs, student texts, chapters in texts**
- **Research papers and reports**
- **Refereed ‘heavy’ academic articles**
- **Shorter, non refereed academic articles**
- **Specialist conference papers**
- **Short conference papers**
- **Case studies and notes**
- **Journalistic articles in ‘trade’ and other magazines**
- **Book reviews and article reviews**
- **Newspaper articles (national and local) – good publicity for you and the university**

Using material for various genres

- **You can use one piece to feed into another piece and so forth**

<p>A newspaper article is then expanded to a short article in a trade magazine, which is then turned into a longer, refereed piece, which can be used to complement future publications, or a book</p>
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- **You can begin at either end of the spectrum – a book to a newspaper article or vice versa**
- **Books or lengthy research papers (including PhDs) are an excellent source for spin off articles: general information in your (book) can be used time and time again**
- **Ensure that the writing style is altered to suit the genre**
- **Ensure that the spin off piece is sufficiently novel, revised and updated**

Collaboration

- **Collaborating with a colleague can provide the necessary confidence for one or both parties**
- **Inexperienced writers can collaborate with an experienced publisher, and the latter might benefit from the other’s (recent) research efforts**
- **Alternatively, two inexperienced writers might find comfort in researching and writing together**
- **Collaboration provides enhanced expertise, innovation and ideas**
- **Ensure that you plan what each party is to do, and when**
- **Ensure that you both appreciate the type and nature of the genre and the quality and style of the journal**
- **Ensure that you have relatively similar writing styles and common practice on referencing and citation**
- **Ensure that the complete piece is coherent and that you can’t see the joins!**
- **Keep the other party informed of recent developments, submission dates, house style and feedback**

Dealing with ‘rejection’ and criticism

- **‘Rejection’ (non acceptance) is common and not necessarily a slight on the quality of your work**

- Rejection can be for other reasons – space, duplication, subject area, approach, (see targeting publications)
- Sometimes down to subjectivity of reviewers
- If it rejected, look closely at the reasons why
- Try to discover whether the piece is generally publishable
- Sometimes no reasons are given, you probably have to move on
- We must accept (constructive) criticism as writers
- Some reviewers like to be rude and highly critical and if your chances are still alive don't respond angrily or negatively
- Take the criticism on board and improve the piece accordingly
- Never discard the piece – someone, somewhere will take it in some form and there may be alternative or further pieces which you can write on the basis of this one

Revising your paper

- Take note of the comments and criticisms and make every effort to comply with their requests and recommendations
- Are the criticisms about house or academic style, substantive content, omissions, relevance, structure, approach?
- You must identify what aspects of the piece need revising and where the problems lie, and what were the strengths.
- Try to ignore rude and unconstructive comments and get on with effective revision
- You may have to change the ambit and style of the article into something else

