

The Myths of
Academic Publishing

EXPLODED!

or at least prodded at a
little bit

QUESTIONS?







**THE
BEST**

**THE
LESS
THAN
BEST**

A MODEST PROPOSAL

1. Brief Description
2. Synopsis of Contents (chapter by chapter)
3. Market and Audience
4. Competition
5. Additional Information
(length, timescales, reviewers)

JLS

JOURNAL OF
LITERATURE & SCIENCE

Lessons?

Follow journal guidelines
e.g. give abstract (if asked for)
Submit in the *style* of the journal
Stick to the required word length

What is a journal
looking for in an
article?



FIT

RELEVANCE

RIGOUR

The logo consists of the letters 'REF' in a bold, white, sans-serif font, centered within a solid teal square. This square is positioned in the upper center of a larger black rectangular background.

REF

ORIGINALITY
SIGNIFICANCE
RIGOUR