**How to write articles for international journals   Sally Brown, March 2014**.

**Motives for publishing in journals include:**

* Disseminating the outcomes of your research.
* Accumulating evidence for your professional portfolio.
* Making a contribution to your department’s research profile.
* Making a contribution to the academic community.
* Improving your own national profile and standing in the academic or professional community.
* Identifying yourself within a domain of research or scholarship and facilitating contact with other professionals working in the same area.
* Opening doors, enabling you to get promotion or a temporary contract renewed.

**What are the points that make a manuscript immediately appealing to editors:**

* Good fit to the journal
* Author guidelines followed.
* Professional appearance: how it looks.
* New/novel treatment of the subject
* Very thorough.
* Good writing clarity and style.
* Relevance of subject.
* Title of manuscript.
* High-quality abstract.
* Seminal piece of work/research.
* A controversial subject.

**The most common reasons why editors immediately rejecti a manuscript**

* Author guidelines not followed.
* Not thorough.
* Bad writing: clarity and style.
* Subject of no interest to readers.
* Poor statistics, tables, figures.
* Ten most common reasons for immediately rejecting a manuscript...
* Old subject / manuscript.
* Unprofessional appearance.
* Title of manuscript.
* Too simple - ‘reporting’.
* Written at the wrong level.

**Good advice to help you maximise your chances of publication:**

* Write clearly, logically and sequentially.
* Study and follow the author guidelines.
* Have the manuscript critiqued by peers and others before submission.
* Think what readers might want to know, rather than what you want to say.
* Pay great attention to detail about presentation/appearance/format.
* Ensure your Research method is relevant, appropriate and accurate.

**Writing in journals: some suggestions**

* Never publish in a vacuum: know where you are aiming to publish your work by carefully reviewing the available outlets in your field.
* Every journal has its own particular strengths and preferences, Consider whether your work should best be published in a major academic journal, or perhaps some emerging, less prestigious journal.
* Some material has a more practical than academic bias. You may consider a practitioners’ journal to be the appropriate vehicle for a particular piece rather than a strictly academic journal.
* Assess carefully whether you can match up to the demands of a target journal.
* Assess what may be attractive to the editor of a journal in the light of recent trends in the publication. Some topics move rapidly in and out of fashion.
* It may be that your work has a particular specialist audience, and that it is best placed in a specialist journal.

**When writing an abstract**

* Write this at the very end of the article production process;
* Summarise briefly what you set out to achieve, your research methods and your key findings;
* Look at abstracts within the target journal so you can emulate their style, scope and length. Some journals have a prescribed format for abstracts which you must follow using their on-line form
* Scientific journals normally use very short sentences but social science journals use longer more complex ones;
* Seek peer review from a more experienced colleague as abstracts really matter.

**Useful references**

* Black, D. Brown, S. and Race, P.(1998) 500 Tips for Getting Published Kogan Page London
* Day A (2008) How to Get Research Published in Journals Gower, London
* Fairbairn, G and Fairbairn S (2005) *Writing your abstract: a guide for would be conference presenters* Salisbury: APS publishing
* Kamler, B and Thomson, P. (2006) *Helping doctoral students write: pedagogies for supervision,* London: Routledge.
* Noble: Studies in Higher Education *Publish or Perish: what 23 Journal Editors have to say* [*Studies in Higher Education*](http://www.informaworld.com/smpp/title~db%3Dall~content%3Dt713445574)*, Volume* [*14, Issue 1 1989 , pages 97 - 102*](http://www.informaworld.com/smpp/title~db%3Dall~content%3Dt713445574~tab%3Dissueslist~branches%3D14)  Routledge
* Sadler R (1984, but multiple subsequent reprints) Up the Publication Road HERDSA Green Guide No 2
* Thomson, P. and Kamler, B. (2013) Writing for peer reviewed journals London Routledge.