

# Appendix III - How to publish?

Presenting the results of their research activities is not only one of the conditions that doctoral students must fulfil to obtain their degree but is also a practical necessity. After all, there is no point in making an effort that nobody will ever know about.

## The basic rule: don't worry!

Do you want to publish an article or attend a conference? Do not hesitate to send suggestions to conferences or journals that may be interested. After you send your email, nobody will bite you. The worst that can happen is that they reply that they are not interested in your topic, or you do not receive any answer at all (which usually means the same thing, or in some cases that your email has been lost).

## What to present?

- A book-length monograph (only for the brave PhD students)
- An article for an academic journal
- A chapter in a book/collective monograph
- A conference contribution (which may be published)
- A poster for a conference or workshop (A poster provides basic information about your research. Poster presentations are commonly part of a conference or workshop; during the conference, you stay near your poster, ready for possible discussions)

## Basic overview of academic genres

Peer-reviewed genres:	Non-peer-reviewed genres:
<ul style="list-style-type: none"> <li>• Academic article (theoretical)</li> <li>• Academic article (empirical)</li> <li>• Monograph</li> <li>• Edited collective monograph</li> <li>• Chapter in monograph</li> </ul>	<ul style="list-style-type: none"> <li>• Academic essay</li> <li>• Academic interview</li> <li>• Conference abstract</li> <li>• Abstracts of proposed monograph and book chapter</li> <li>• Conference paper in conference proceeding</li> <li>• Conference report</li> <li>• Book review</li> <li>• Book review essay</li> </ul>

## Peer-reviewed Genres

### Theoretical studies

A theoretical study is an academic article that does not arise from the author's own empirical research. It usually focuses on mapping the field, introducing a certain concept into new contexts, or innovatively connecting well-known concepts. It usually consists of an overview (a summary of existing knowledge) and an analytical part (offering a new approach to the existing knowledge). Of course, it also includes notes, citations, references, and a list of sources.

### Empirical studies

An empirical study is an academic article that is based on the author's own empirical research and presents their results. It consists of a theoretical framework (some journals require this in a section on the concept of research or discussion of literature), an explanation of the methodology used, a presentation of results, and a discussion of how the research results relate to the theoretical framework. There are significant differences between quantitative and qualitative empirical articles. However, both types include notes, citations and references, and a list of sources.

### Monographs

A monograph is a single coherent text about one specialised topic, usually in the form of a book. Librarians call a monograph a "non-serial work published as one or a definite number of volumes," thus distinguishing it from a periodical publication. The author offers the publisher a monograph in the form of a "book proposal," which the publisher reviews.

A monograph is structured into chapters, sometimes drawing on studies previously published in journals or proceedings (it is necessary to obtain copyrights from a previous publisher or co-authors in appropriate cases). If photos and other data are used that are not the author's, permission must be obtained from the copyright holders.

A monograph contains a factual and name index, notes, references to literature, citations, and a list of references. Before submission, take care to format the manuscript in conformity with the instructions published by the publishers.

## Edited collective monographs

An edited collective monograph is a monograph dealing with a single, usually highly specialised topic in the form of chapters created by various authors. One or more editors have responsibility for the project. The monograph's team of authors is often formed from the participants in a conference panel or an international networking project. The editor(s) determine(s) the topic and is/are responsible for its relevance and for the quality of the contributions to individual chapters. If the chapter authors are not native speakers of the language in which the collective monograph is published, the editor(s) also provide(s) proofreading services. Alternatively, proofreading can be provided by the authors themselves or (rarely) by the publishing house.

### Chapters in edited collective monographs

A monograph may have multiple authors if different chapters are elaborated on by different authors. Edited collectives are listed under the editors' names. A chapter in an edited collective monograph is prepared by the author of the chapter in cooperation with the editor(s) of the monograph (who usually is not identical to the editor of the publishing house). Participation in an edited collective monograph is by the invitation of the monograph's editor(s) and usually will follow the acceptance of a chapter proposal. Chapter submissions must respect the deadlines set by the editor. The collective monograph's editor prepares an overview of the author's chapter, and the final version of the chapter will contain the editor's notes. Chapters are usually submitted pursuant to an "Agreement Between Publisher, Editor, and Author".

## Non-reviewed Genres

### Academic essays

An academic essay focuses on a subject through a distinctive, personal lens. Unlike a theoretical study, an essay may be more free units argumentative and use more imaginative language. It includes references to literature, citations, and a list of sources.

### Academic interviews

An academic interview is an interview with a prominent scholar in a research field, which is introduced by a short overview recapitulating the work, theories, and concepts that the scholar has introduced/used. It also contains data from the scholar's biography (about studies, research institutions, projects, key publications, etc.). It may also contain a list of literature (titles mentioned in the interview or used in the overview).

### Conference abstracts

Abstracts of papers under consideration for presentation at a conference are evaluated by reviewers selected by the conference organiser. However, this is not a typical peer review and is not intended to improve the text of the abstracts. Reviewers only decide whether or not to accept the paper described in the abstract. A conference paper abstract is a short text addressed to the conference organisers upon their request, which summarises the paper. Attention should be paid to the organiser's requirements regarding scope, structure, and length (usually around 200-400 words). The aim of an abstract is to convince the reviewer(s) that the author's paper on the topic should be presented at the conference. The structure must be clear, the headline attractive, and the first sentence catchy. The abstract must go straight from the first sentence directly to the topic (e.g., "The proposed paper will deal with..."). Leaving a statement of the purpose of the paper to a later part of the abstract reduces the paper's chance of acceptance.

## Appropriate structure

- Title
- Author's/Co-authors' name(s)
- Author's affiliation
- A first sentence that engagingly introduces the topic and purpose of the paper
- An outline of the relevance of the topic together with very brief references to other authors and concepts relevant to the topic (the context)
- formulation of specific research questions, data processing techniques, and methods used in the research of the topic
- The contribution of the research to the field of study

## Abstracts of proposed monographs and book chapters

An abstract of a monograph is sent to the publisher (to the attention of the relevant editor) whom the editor/author hopes will publish the monograph. The abstract of the proposed monograph must include its title, topic, list of chapters, contribution to the field, and expected target group of readers. An abstract of a chapter in an edited collective monograph (chapter proposal) is sent to the monograph's editor. It should have the same structure as the abstract of a conference paper, and contain an explicit description of the proposed chapter's relevance to the topic of the monograph.

## Conference papers in conference proceedings

Talks given at conferences may be reduced to written form. The page range is variable, usually at least about 2000 words. Some conferences only print the submitted abstracts, while other conferences may require submission of the full text of a paper before the event.

## Conference reports

Some journals publish reports from conferences, which provide information about the conference title, topic, organiser of the conference, thematic sections, delivered contributions, and important debates evoked by contributions or keynote speakers.

## Book reviews

A book review informs the reader about the content of a published academic work and about its author(s). A book review assesses the quality of the topic's elaboration and places the reviewed work in the context of the overall knowledge of the topic within the research field.

## Book review essays

A book review essay informs the reader about the content of a published academic work and about its author(s) but also includes a more general, essayistic discussion of the book. A book review essay often discusses several titles relevant to the given context.

### What are RVVI, RIV and VaVal?

It is not surprising that not every published scientific result has the same value. There is a relatively complicated methodology for evaluating science in the Czech Republic. The Government Office for Research, Development and Innovation (RVVI) handles the coordination of the whole area. RIV stands for the Register of Information on Results, which gathers the published results of research projects in the area of research, development and Innovation (Czech acronym: "VaVal").

### Where to find an appropriate publishing platform?

A list of Czech peer-reviewed journals can be found on the [RVVI web pages](#).

An overview of foreign academic journals can be found in the Communication & Mass Media Complete section of the EBSCO database, accessible from the [FSS CU library website](#).

The website of [the prestigious publishing house SAGE](#) contains a list of communication-themed journals published by SAGE.

Another major publisher is Routledge (and the whole Taylor & Francis group to which it belongs). [Its website](#) contains a list of Taylor and Francis's communication-themed journals.

Some academic journals are published by [Intellect Books](#).

A useful database is the [Central and Eastern European Online Library](#) (CEEOL), which is accessible through the FSS Charles U library.

The European Science Foundation has its own database of humanities journals. Students who focus on discursive, linguistic, and historical topics will appreciate the list of journals found in the [European Reference Index for the Humanities](#) (ERIH).

## Tips and Tricks for Publishing

### Begin with reviews

Writing reviews is a good way to get in touch with the academic community. By doing a job that does not take much time (compared to other outputs), you will learn the academic language and gain awareness of the people associated with various journals. Some journals make open calls for reviews of particular works, but you can go the other way and suggest that you review a title that interests you.

### Writing in a team with co-authors

This happens more frequently in publications on the natural sciences, but working together on a single output is becoming more common in the social sciences as well. If you publish such a text, remember that the authors' names do not appear alphabetically, but according to their contribution in the published work. The position of the lead author is the most prestigious. The lead author is usually responsible for the division of labour in the writing of the work and the subsequent assembly of its individual parts.

### Proofreading

If you are sending a contribution to a foreign-language journal, have it checked by a native speaker, ideally one who is also an expert in the field. Resources from SVV can be used for proofreading purposes.

### Compliance with formal requirements

Each journal has its own guidelines for the style and format of contributions, which are usually available on its website. Adherence to the required citation standard, length limitations, etc., is essential. Also, check the title, abstract, and references carefully.

### Communication with editors

Before submitting a paper to a journal, it is advisable to verify the journal's interest in, and paradigmatic compatibility with, your study with the journal's editor. The worst that can happen is that they won't answer. It is good to have the text almost ready at the moment when you reach out to the editor. Communicating with editors requires courtesy, patience, and perseverance (polite but persistent demands for response).

## **Dates and deadlines**

Professional communication with editors requires adherence to deadlines, timely apologies, and requests to postpone deadlines. The grant of a postponement should be made explicit. Do not silently assume it has been granted.

## **Dealing with peer-review**

After receiving the review(s) of your article, it is recommended to wait a few days before responding to the editor. Any criticism of one's own work is, by its nature, unpleasant and can evoke strong emotions. However, it is not appropriate to complain about the reviewer or their human or professional qualities.

If the ratings of two anonymous reviewers differ significantly, and you don't know what to do about it, don't hesitate to contact the editor. They can advise you on what path to take in making revisions. If you think it may be useful, you can suggest a third review if the editor doesn't suggest it first.

## **Do not accept all of the reviewers' notes "blindly"!**

It is not absolutely necessary to incorporate all reviewers' comments in your revisions, especially when reviewers contradict one another. Make changes where you acknowledge that the reviewer is right, and in sections where editing the text does not affect your conclusions. Where adjustments would go against your convictions, do not back down. It's still your text! All corrections made by the author to the text must remain marked. It is advisable to draw up a list of corrections you have made and a brief description of the reviewers' comments that underlie them.

## **Acknowledgement**

Before submitting a manuscript for publication, you must check that the text includes an acknowledgement mentioning all grants and projects by which the study/research that is presented in the text, has been funded.



## If rejected, try again!

The fact that one journal has rejected your submission does not necessarily mean that it is a lousy paper that will never be published. Absolutely not! Take advantage of the feedback from the reviewers, edit the text, and try again somewhere else.

## Several (perhaps) useful titles about publishing academic studies

- Culen, D. (2012): *Editors, Scholars, and the Social Text*. Toronto: University of Toronto Press.
- Dunleavy, P. (2003): *Authoring a PhD*. New York: Palgrave Macmillan.
- Duszak, A. ed. (1997): *Culture and Styles of Academic Discourse*. Berlin: Walter de Gruyter.
- Gamage, D., Zajda, J. (2007): *Secrets of Scholarly Publishing in International Journals*. Albert Park: James Nicholas Publisher.
- Haustein, S. (2012): *Multidimensional Journal Evaluation: Analyzing Scientific Periodicals Beyond Impact Factor*. Berlin, Boston: Walter de Gruyter.
- Moed, H. F. (2005): *Citation Analysis in Research Evaluation*. Dordrecht: Springer
- Mulvaney, M. K. A., Jolliffe, D.A. (2005): *Academic Writing: Genres, Samples, and Resources*. Harlow: Pearson Longman.
- Neville, C. (2007): *The Complete Guide to Referencing and Avoiding Plagiarism*. Maidenhead: McGraw-Hill.
- Rocco, T. S – Hatcher, T. et al. (2011): *The Handbook of Scholarly Writing and Publishing*. San Francisco: Jossey Bass.
- Silvia, P. J. (2007): *How to write a lot*. Washington: American Psychological Association.