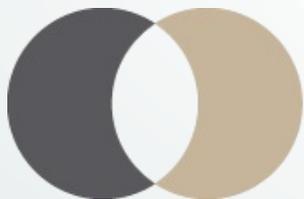


AUTHOR SERVICES

How to Get Published ... and Read

Tips to help you succeed

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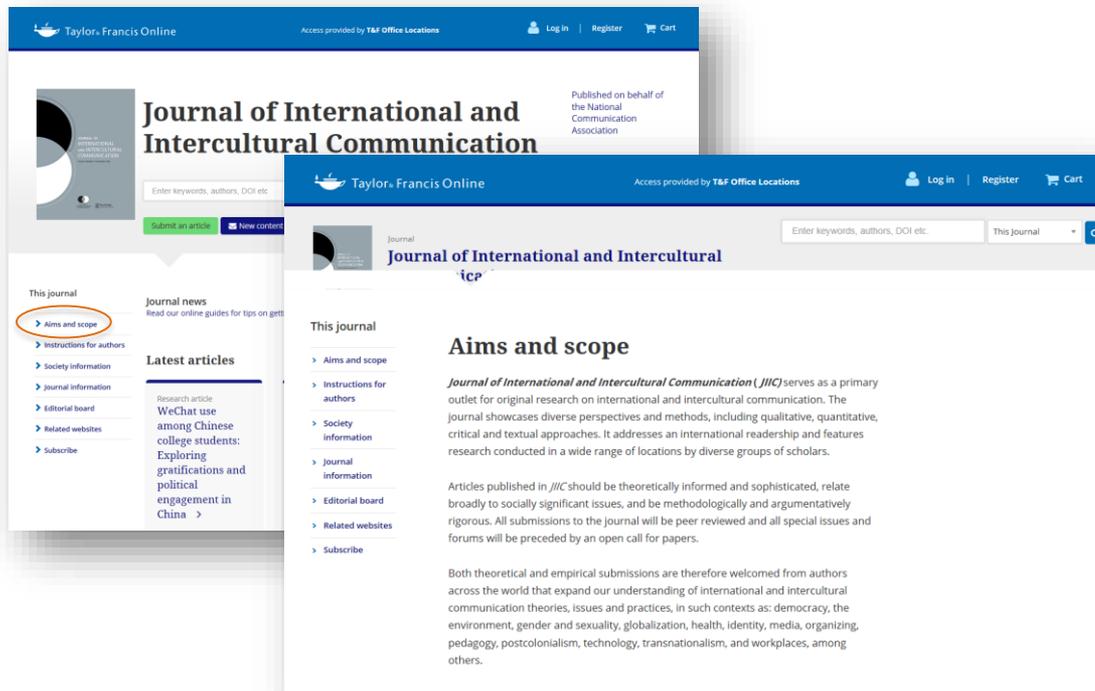
NCA's Journals





Why You Should Read a Journal's 'Aims & Scope'

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The 'Aims & Scope' will help you understand what the journal is about, and who it is for.

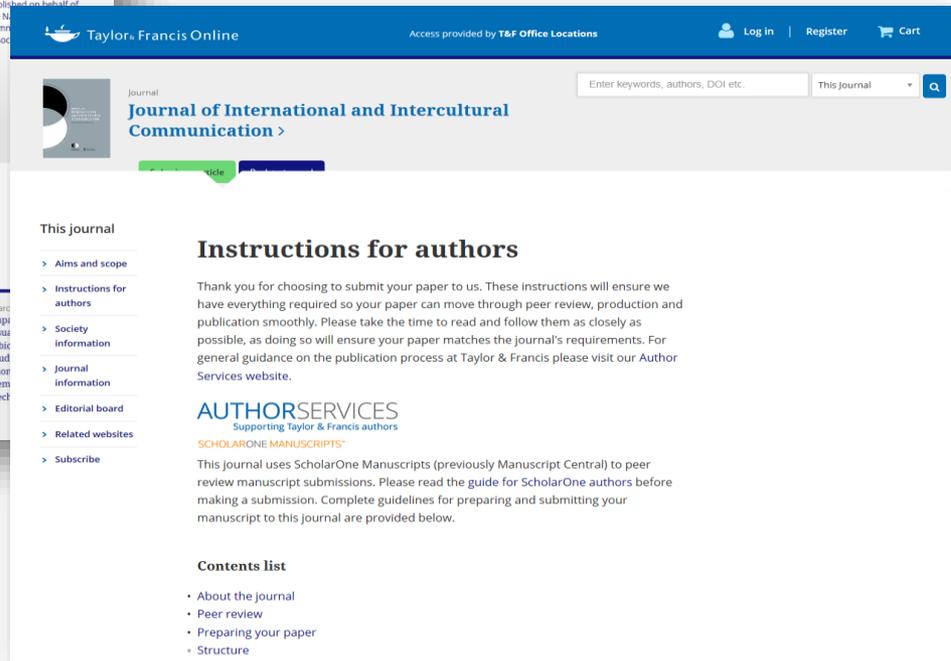
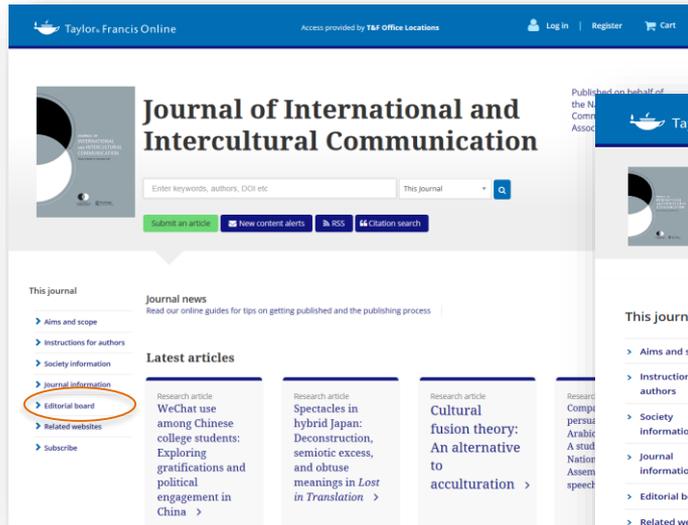
Find it on the journal page on **tandfonline.com**





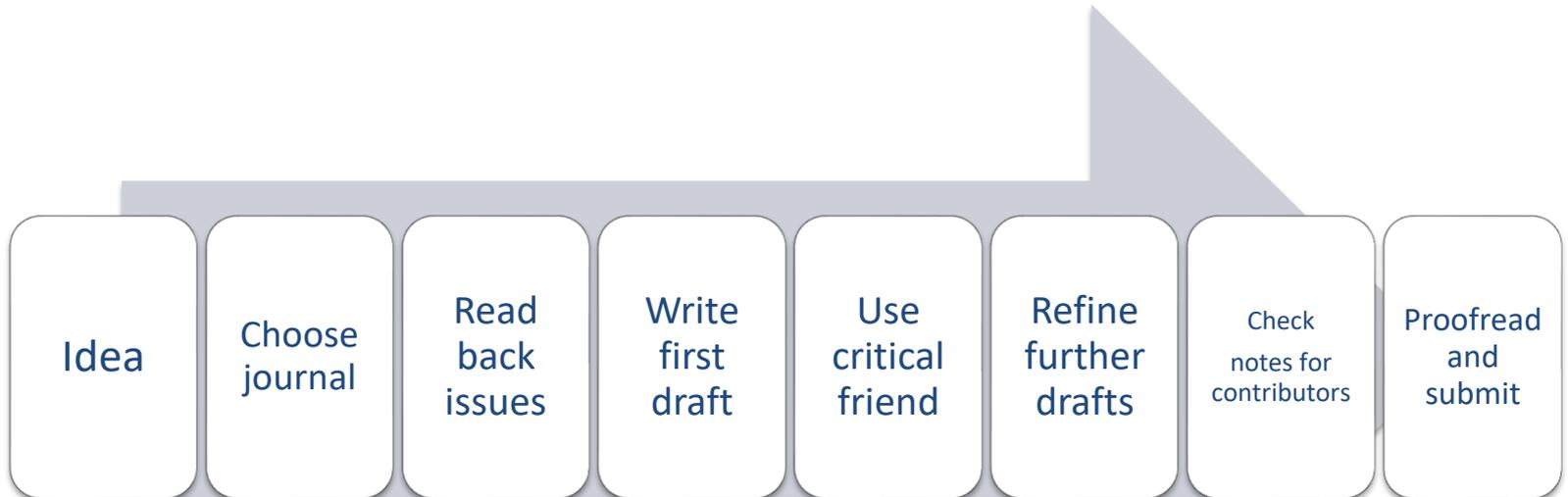
Follow the Instructions for Authors

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The Stages to Go Through *Before* Submitting



Choose the right journal for your research





Ethics for Authors: the Essentials

- Be wary of **self-plagiarism**
- Don't submit a paper to **more than one** journal at a time
- Don't submit an **incomplete paper** just to get feedback
- Always include and/or acknowledge all **co-authors**
 - and let them know you've submitted the paper to be published
- Always mention any **source of funding** for your paper
- If you are using someone else's work, check that you have **permission** to use it in your article
 - data sets, surveys





Your Submission Checklist

- ✓ A **title page** file with the names of all authors and co-authors
- ✓ Main document file with **abstract, keywords, main text** and all **references**
- ✓ **Figure, image** or **table** files (with permission cleared)
- ✓ Any extra files, such as your **supplemental** material
- ✓ **Biographical** notes
- ✓ Your **cover letter/email**





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ORCID Record that can contain links to your research activities, affiliations, awards, and more. You control this content and who can see it.			



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What is Peer Review?

Peer review allows an author's research to be evaluated and commented upon by independent experts.

- **Double-anonymous review:** where the reviewer's name is hidden from the author and the author's name is hidden from the reviewer
- Every article deemed suitable for review in NCA journals will be examined by at least two **independent experts**





How to Handle Reviewers' Comments

- Try to **accept** feedback with good grace
- Revise as **requested**
 - If you can't, explain why
- Turn the paper round **on time**
- **Thank** the reviewers for their time
- **Be specific** when responding
- Defend your position: be **assertive and persuasive**

Don't be afraid to ask the editor for guidance

A good editor will want to help





Top-Ten Reasons for Rejection (What to Avoid)

1. Sent to the wrong journal, doesn't fit the aims and scope, or fails to engage with issues addressed by the journal
2. Not a research journal article (i.e. too journalistic or clearly a thesis chapter or consultancy report)
3. Too long/too short
4. Poor regard of the journal's conventions, or for academic writing generally
5. Poor style, grammar, punctuation or English
6. No contribution to the subject
7. Not properly contextualised
8. Poor theoretical framework
9. Scruppily presented and poorly proof read
10. Libellous, unethical, rude or lacks objectivity





CONGRATULATIONS, YOU'RE **PUBLISHED!**

AUTHORSERVICES
Supporting Taylor & Francis authors

— Choosing a journal Writing your paper Making your submission Understanding peer review Moving through production You're published!

Step 1

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Step 1 Looking to publish your research?	Step 2 Write a draft of your article	Step 3 Read the instructions for authors	Step 4 An initial assessment by the journal editor	Step 5 Your article is being reviewed	Step 6 The journal will collate reviews	Step 7 Your article is accepted	Step 8 Your article is published
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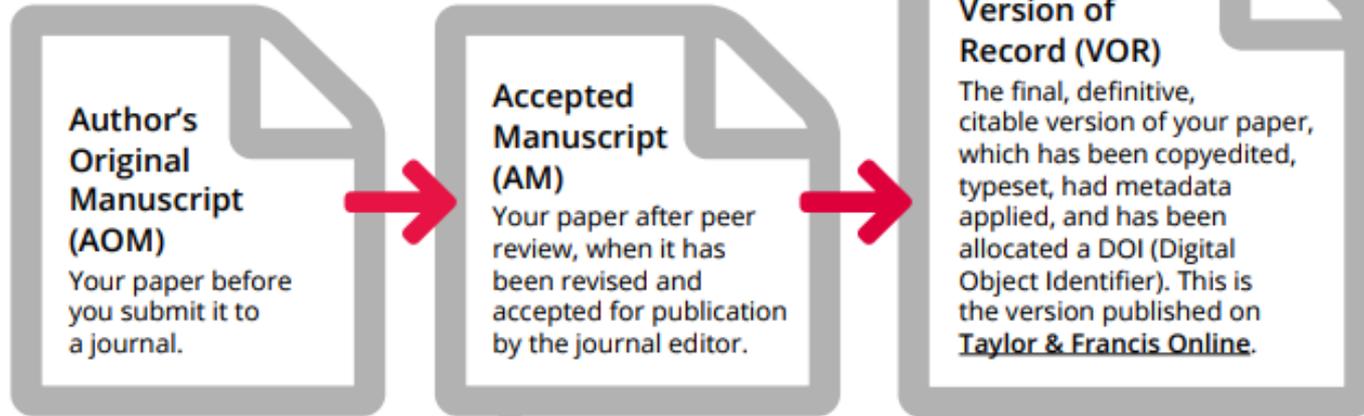


Sharing Your Work

Sharing your work

How to do it

Understanding article versions*





Using Social Media to *Promote, Share and Engage*

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11% are posting a link on share services such as **Reddit**

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Who Do You Want to Read Your Research?

What makes newsworthy research?



Knowing what a journalist looks for can be tricky. We've outlined the top criteria to consider below to help you decide which articles would be most suitable for press attention.

News criteria	Press campaign
A major breakthrough in the field 	Article: "A new otter of giant size, Siamogale melilutra, from the latest Miocene Shuitangba site in north-eastern Yunnan" <i>Journal of Systematic Palaeontology</i> Headline: Scientists discover 6-million-year-old giant otter fossil in China's Yunnan Province Altmetric 1,258 Article Views 12,622
Impact on society 	Article: "Sleepless in school? The social dimensions of young people's bedtime rest and routines" <i>Journal of Youth Studies</i> Headline: 1 in 5 young people lose sleep over social media Altmetric 322 Article Views 2,151
Recommendation for change 	Article: "Healthy excursions outside the thermal comfort zone" <i>Building Research & Information</i> Headline: Study finds major health benefits linked to indoor temperature variation Altmetric 255 Article Views 2,743
Timely 	Article: "Does engagement in advocacy hurt the credibility of scientists?" <i>Environmental Communication</i> Headline: Public may be more accepting of advocacy by scientists than previously thought Altmetric 538 Article Views 8,053
Human Interest 	Article: "A mega-analysis of memory reports from eight peer-reviewed false memory implantation studies" <i>Memory</i> Headline: Half of us would believe fake facts Altmetric 504 Article Views 9,304



Need inspiration? To see some recent case studies of what your academic research could look like in the media, visit <http://bit.ly/press-case-studies>

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The screenshot shows the Taylor & Francis Group website with a press release titled "'Authentic' teachers are better at engaging with their students". Below it is a Facebook post from the National Communication Association (NCA) titled "How Russia 'Pushed Our Buttons' With Fake Online Ads". The Facebook post includes a graphic with the text "OUR LEGACY OUR RELEVANCE" and a photo of the US Capitol building.





Thank You!

- J. Kevin Barge
- Trevor Parry-Giles
- Sophie Wade

