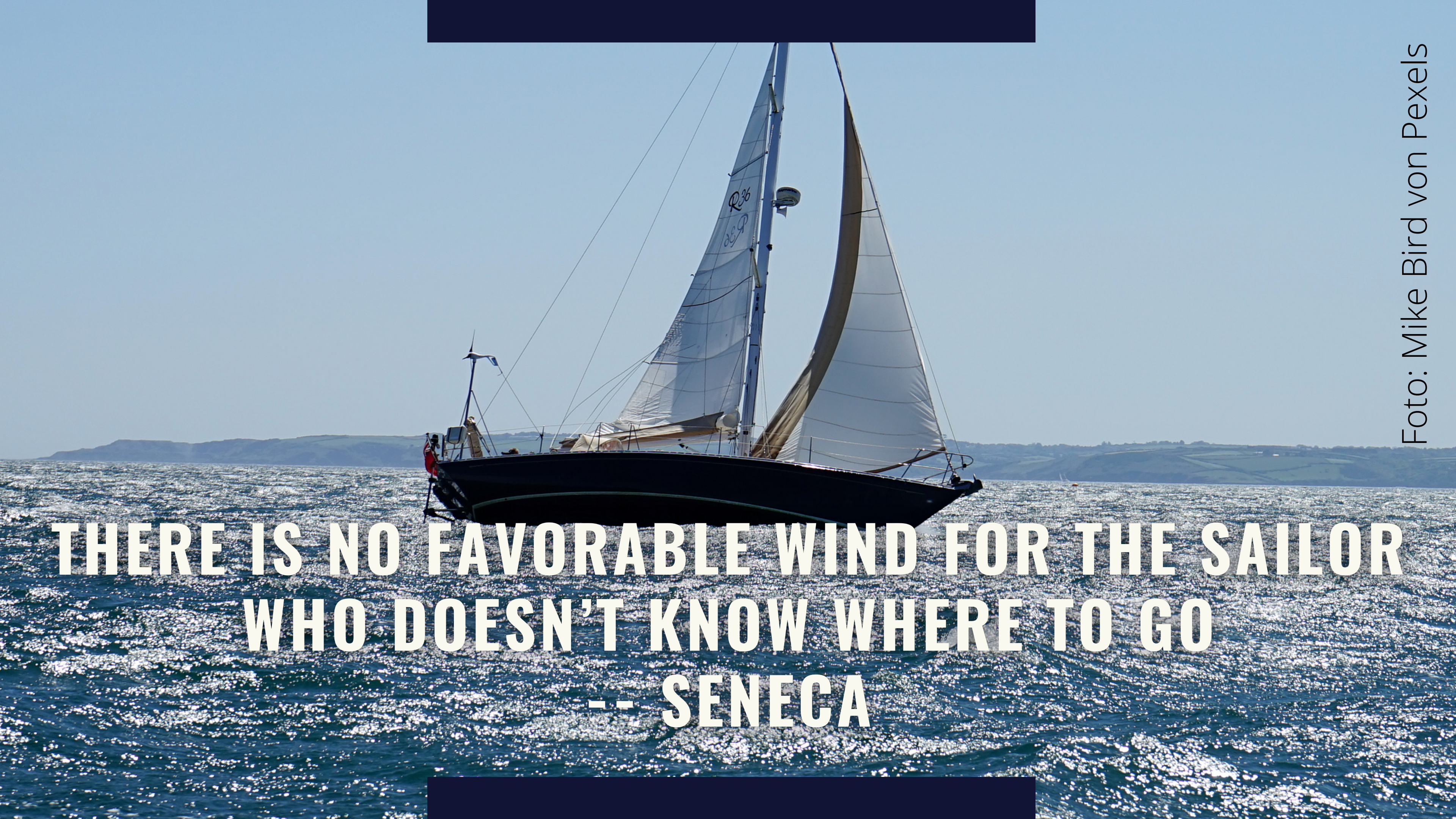




# **PUBLISHING IN THE ENGLISH LANGUAGE ACADEMIC MARKET FOR NON-NATIVE SPEAKERS**

Online-Workshop GRADE  
Universität Frankfurt  
8.12.2021 with Barbara Budrich

A photograph of a sailboat with white sails on a blue sea under a clear sky. The boat is positioned in the center of the frame, sailing towards the right. The water is bright blue with whitecaps. In the background, there are rolling hills under a clear blue sky. The text is overlaid on the lower half of the image.

**THERE IS NO FAVORABLE WIND FOR THE SAILOR  
WHO DOESN'T KNOW WHERE TO GO  
-- SENECA**



# Start with the end in mind.

STEPHEN COVEY





# Know Your Discipline

Make sure that you know exactly which field  
you want to target.

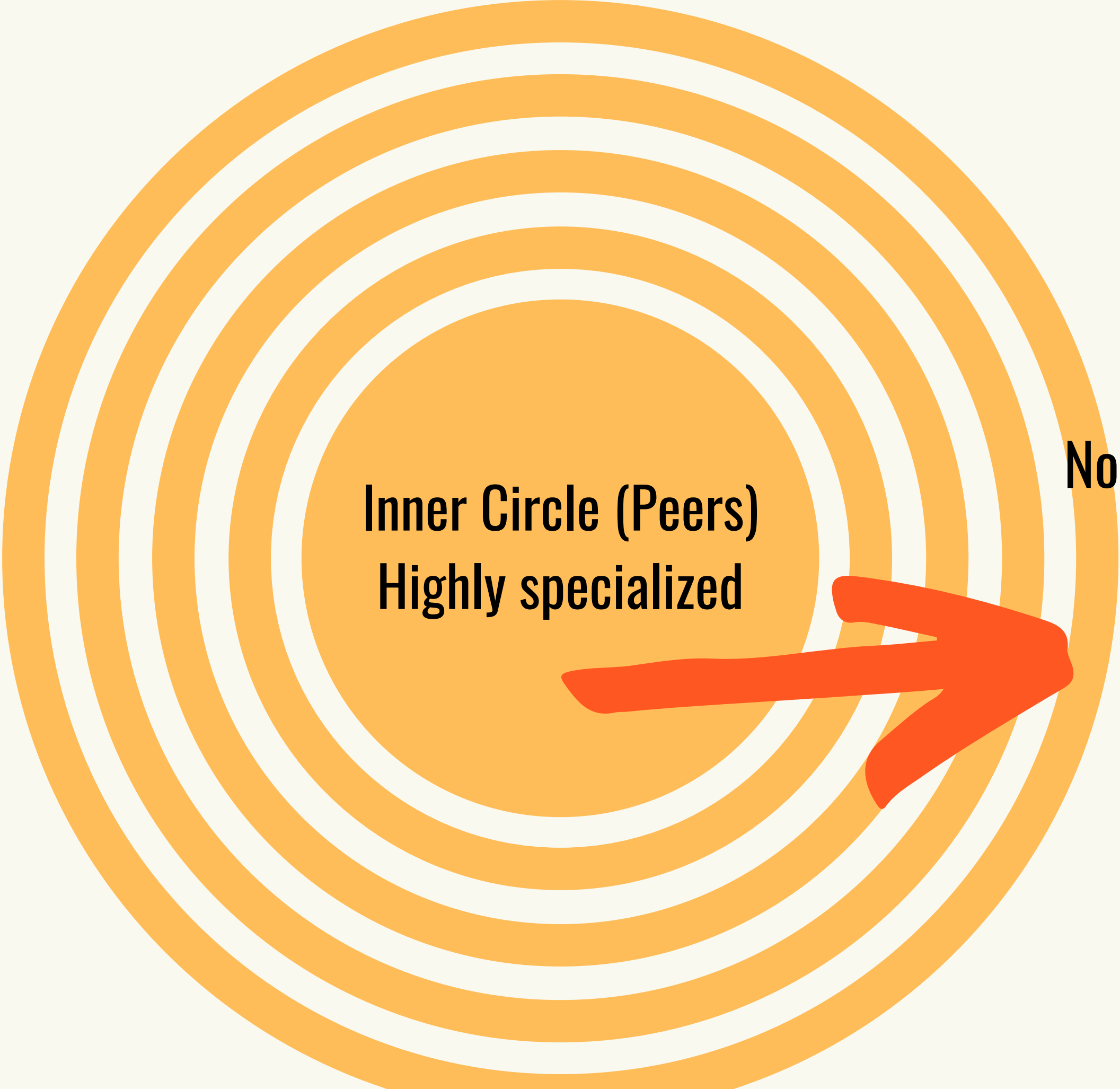
Keep in mind: you are positioning yourself  
as an expert. And you want to make sure to  
take a stance in the right field.



# KNOW YOUR AUDIENCE

- Peers
- Scholars
- Students
- Practitioners
- ...





**Inner Circle (Peers)  
Highly specialized**

**Non-Academic  
General**



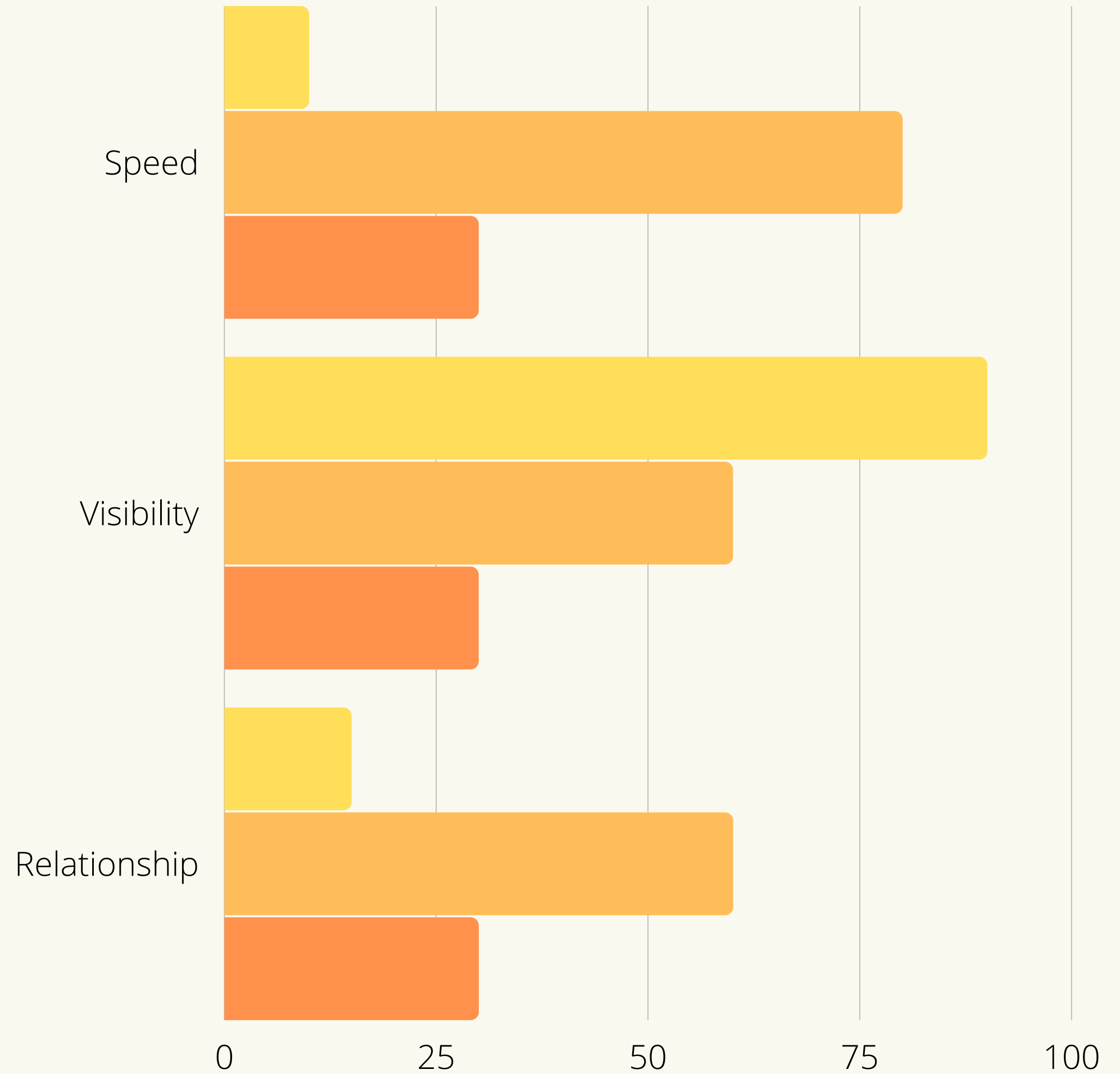
# Know Your Text

## WHAT TYPE OF TEXT?

- Research
- Theory
- Text book
- How to
- ...

## WHAT IS "SUITABLE" FOR YOU AND YOUR SPECIFIC TEXT?

There are pros and cons for different publishers, journals, and publishing channels. It depends on your goals what is best for you.



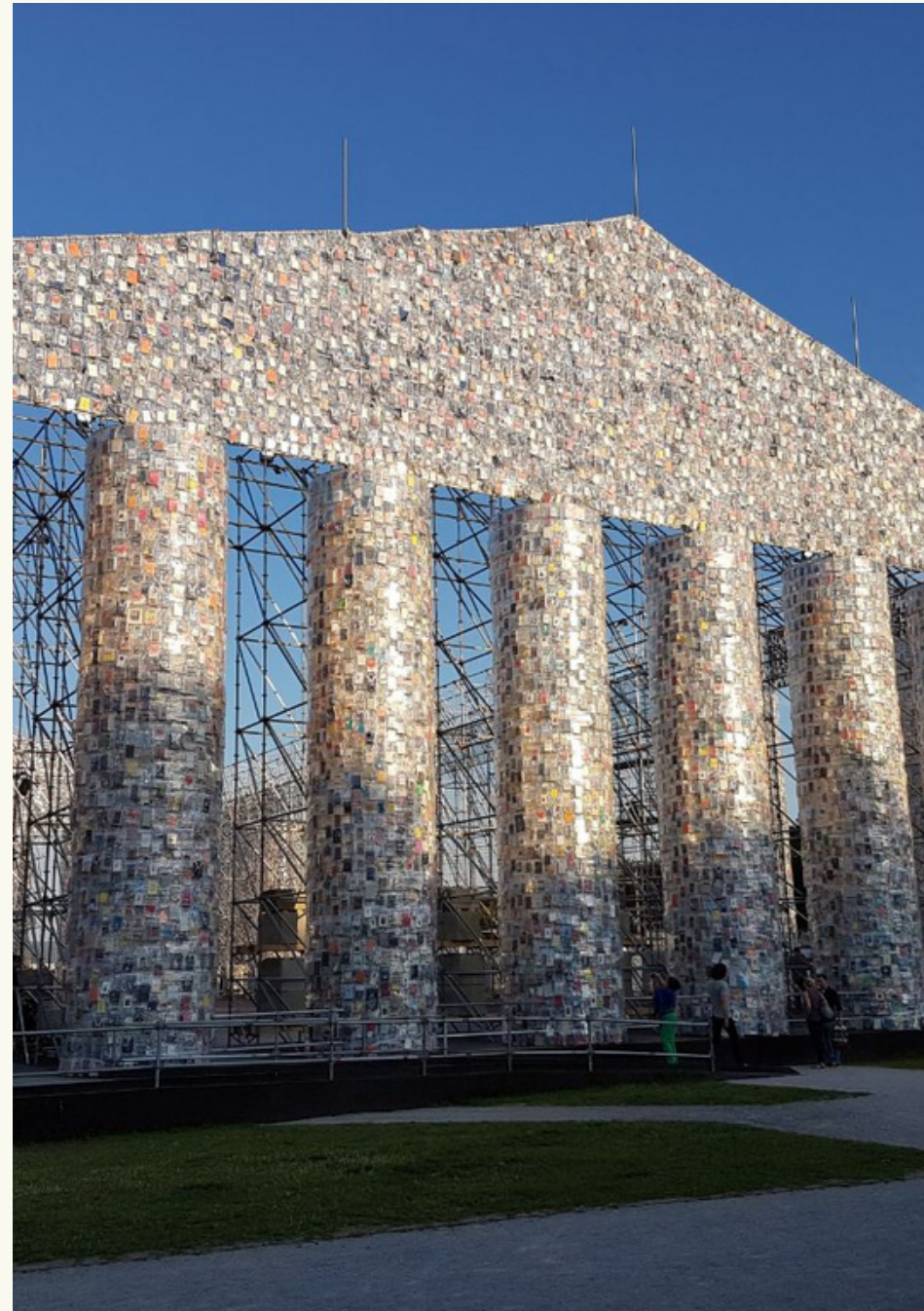


# What to look for in a publisher or journal





**SUBJECT**



**SCALE & SCOPE**



**QUALITY**



# Journal Impact Factor

**QUALITY CONTROL BY JIF**

Make sure you know whether  
the JIF is important in your  
field.

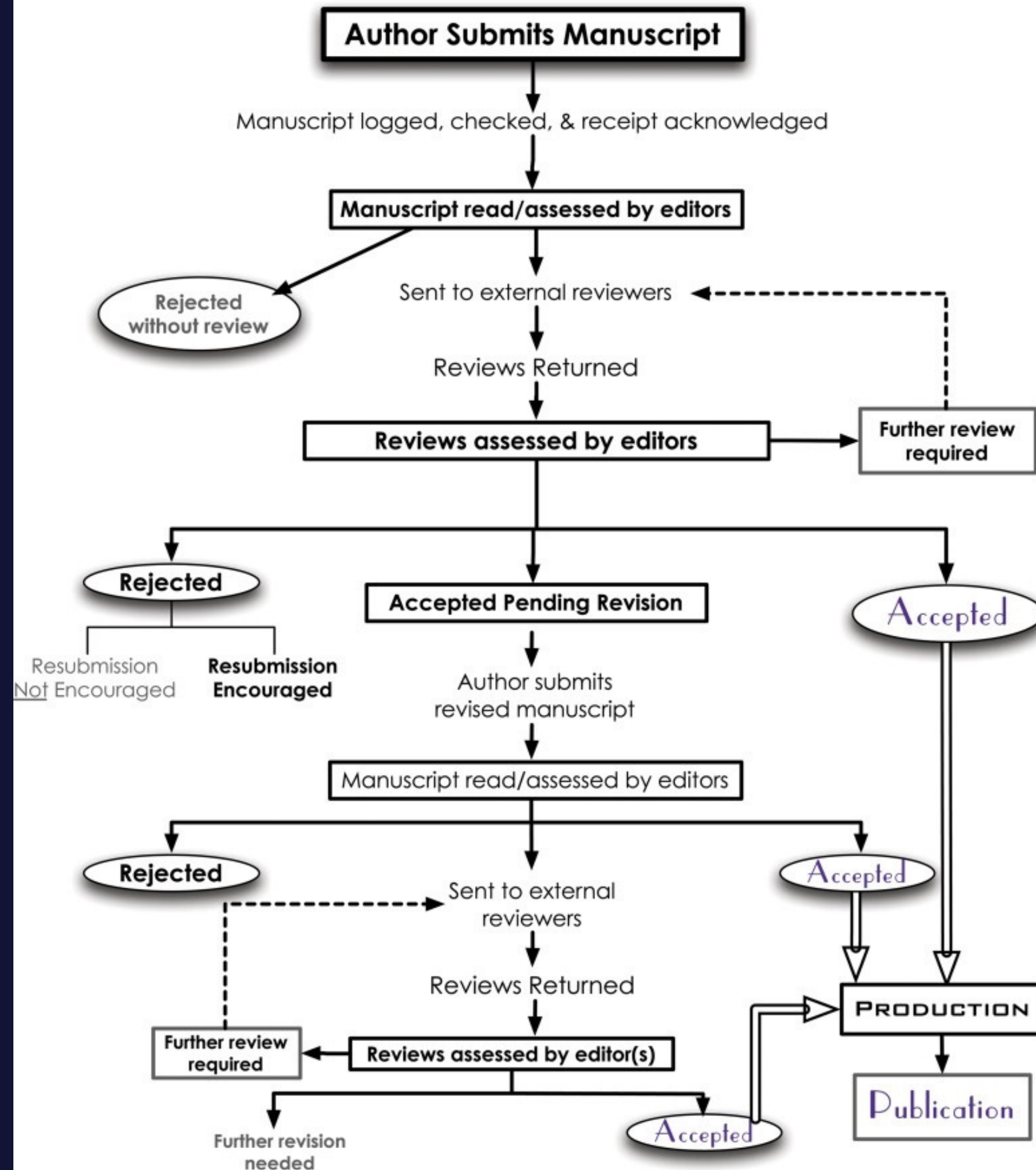




# Quality control

- **Double-blind peer review**
- **Peer Review**
- **Editorial Review**

# THE PEER REVIEW PROCESS



# What publishers and journals are looking for

- ORIGINAL CONTRIBUTION
- FORMALITIES
- CONNECTIVITY
- REFERENCES
- LANGUAGE (BAD ENGLISH)
- TARGET AUDIENCE
- STYLE



# How to present your project

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# GET IN TOUCH

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