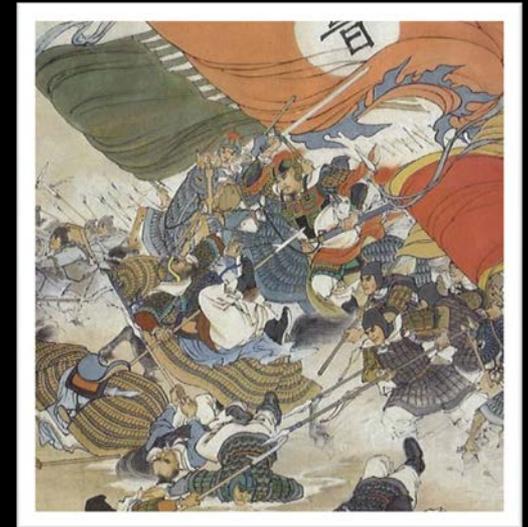


THE ART OF WAR: HOW TO WRITE

How to Publish? How to Start?

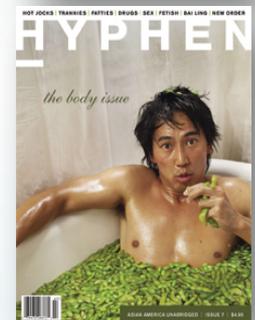
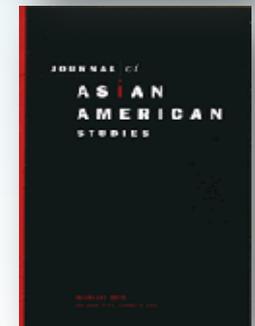
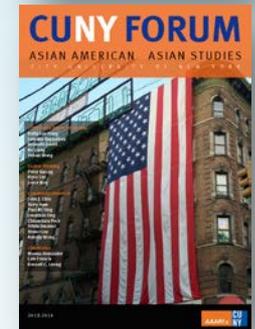
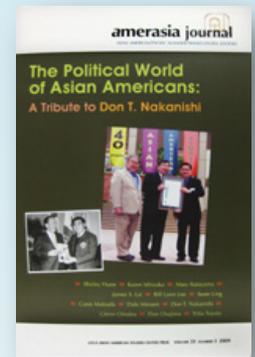
Given a good subject, good research, and interesting writing:
the rest is strategy, persistence, and wits!

1. Assess your work (book, proposal, article), ask good colleagues to take a look at it for honest feedback.
2. Who is your reader? (academic, general readership)
3. Commercial or Academic? U.S. or Foreign (U.K., China, India, Philippines, Singapore, etc.)
4. Sometimes you can have dual publication: North America, Asia or Europe, e.g. Oxford India!



Role of Academic or Literary Journals

- You can test ideas, research, etc. in shorter form.
- Academic journals involve editors, blind reviewers, copyeditors, past authors, readers, indices such as Sage Race Relations, Arts and Humanities Citations, etc.
- Your article can be derailed at any point: so recognize that each step matters.
- A nice submission letter (1 page) with a summary of what and why your article is new, original, important, helps.
- You might state: “I can suggest reviewers in my field...” for a follow-up.
- Find out if they want paper or electronic or both (submissions)
- The above are “entry points” to getting published!



Do Your Homework, but Think Out of the Box!

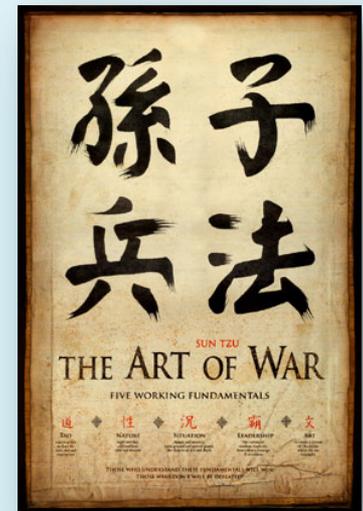


- Research which publishers and journals publish articles in your area. You have a better chance.
- Do you know any of the authors, editors, publishers or reviewers? Look in the footnotes, who they acknowledge. Do you know them, or know someone who knows them?
- Don't be proud: ask them for a favor, an intro.
- Don't blindly send manuscripts or letters; they will end up in the editor's revolving spam.
- Step by step, contact by contact: this is strategy
- Conferences are a good contact place, so is having a drink or coffee with someone: even doing tai-chi or yoga or running!

“The Art of War” Sun Tzu

Hidden Strategies to Winning

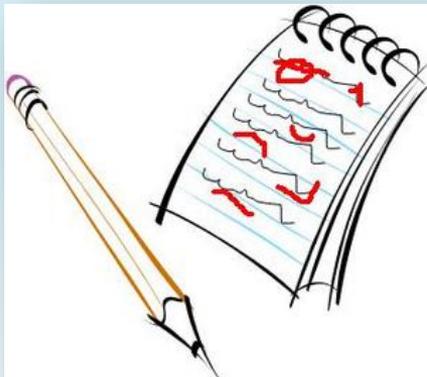
- Use informal methods and contacts
- Don't be afraid to utilize online and web-based methods, i.e. NY Times, blogs, Huffington Post, Salon, Community newspapers.
- Often, these provide “entry points.” Editors read a lot besides what is on their desk...an impressive online or blog commentary can lead to an assignment or publication. These test out your ability to write in the vernacular: to make the PITCH. You can include as part of your pitch or submission package.
- Informal commentary, essays, etc. can often tease out your ideas to the reader or editor in more lively, accessible form—a prelude to scholarly formats.



An Investment that Pays off



- Nowadays, even publishers like Oxford, etc. hire freelance editors, proofers, etc.
- It pays, for a longer piece or book work, to hire an editor to edit your piece even BEFORE submission to make it the best piece possible.
- This may cost you a few hundred to a thousand dollars.
- Think of this as an investment: a good editor
- Can be the difference between ordinary and extraordinary!
- Remember: the usual time lag from review to publication might be 2 years! Make sure your topic is timely and stands the test of time—not too tied to a narrow time frame (excluding historical works). So update your sources and research.



Write Like a **Lover**, Edit Like a **Killer**: Tips on any Written Work

- Pithy, provocative (not cultural studies jargon) titles and subheads: avoid clauses!
- Beginnings and Endings (crucial to contain the middle)
- Avoid jargon, unless its for professional schools like law, social welfare, sciences that require coded language.
- If you aren't sure READ IT ALOUD. Is your sentence too long? Does it make sense? Your writing might surprise you.
- Clauses and sub-clauses are the death of meaning.

