

**PRACTICAL PUBLISHING
GUIDELINES
FOR RESEARCHERS**

Mac - Anthony Cobblah

**PRACTICAL PUBLISHING
GUIDELINES FOR RESEARCHERS**

MAC-ANTHONY COBBLAH

© 2010 AKRONG Publications Ltd

All rights reserved.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, without the prior permission in writing of the author.

ISBN 978-9988-1-4103-5

Published by
AKRONG Publications Ltd

TABLE OF CONTENTS

Foreword	vi
Preface	vii
1.0 General Information about Publishing	1
1.1 What is publishing?	1
1.2 Who is an author?	1
1.3 Who is a personal author?	1
1.4 Who is a corporate author?	1
1.5 Who is an agent?	1
1.6 Who is a publisher?	2
1.6.1 What publishers do	2
1.7 Who is an editor?	2
1.8 What is self-publishing?	3
1.9 What is e-publishing?	3
1.10 What is a book?	3
1.11 What is a monograph?	3
1.12 What is a manuscript?	4
1.13 What is a serial?	4
1.14 What is a journal?	4
1.15 What is a journal article?	4
1.16 Reference/bibliography	4
1.17 What is an abstract?	6
1.18 What is indexing?	7
1.19 What is information retrieval?	7
1.20 Types and features of publications	7
1.21 Academic publications	7
1.22 Types of academic publications	7
1.23 Non-academic publications	10
1.24 Types of non-academic publications	10
2.0 Guidelines for Publishing a Book	13

2.1	Book publishing process	13
2.1.1	Generation of knowledge	13
2.1.2	Preparation of manuscript	13
2.1.3	Information sources that need to be consulted	13
2.1.4	The use of the library for research	14
2.1.5	Information literacy	15
2.1.6	Peer review of manuscript	15
2.1.7	Identifying and contacting an agent or a publisher	16
2.1.7.1	Issues to note in contacting the publisher	16
2.1.7.2	Get to know the submission criteria	16
2.1.7.3	Send brief description of book to publisher	16
2.1.8	Possible submission requirements	17
2.1.9	Length of a book	18
2.1.10	Signing of agreement (contract)	18
2.1.11	Payment of royalties to author	19
2.1.12	Copyright issues	19
2.1.13	Plagiarism	20
2.1.14	Libel	20
2.1.15	Production process	20
2.1.16	Book distribution chain	20
2.1.17	International Standard Book Number	21
3.0	Guidelines for Publishing in Scholarly Journals	23
3.1	Types of journals published	23
3.1.1	General journals	23
3.1.2	Specialized journals	24
3.1.3	Regional journals	24
3.1.4	Institutional journals	24
3.2	Deciding on a publication type	24
3.3	Electronic and print journals	24
3.4	Open access journals	25
3.5	How to write a research proposal	25
3.6	Journal article publishing process	27

3.6.1	Planning	27
3.6.1.1	Consider reasons for publishing	27
3.6.1.2	Determine the scope of manuscript	27
3.6.1.3	Connect research to the field	27
3.6.1.4	Decide early on target journal	27
3.6.1.5	Factors to consider in determining quality of a journal	28
3.6.1.6	Consider co-authorship	28
3.7	Writing the manuscript	28
3.7.1	Tell what you set out to do	28
3.7.2	Tell what you did	29
3.7.3	Tell what you found	29
3.7.4	Discuss what you found	29
3.7.5	Get help (peer review)	29
3.8	Submitting the manuscript	29
3.8.1	Issues to note in submitting a manuscript	29
3.9	Editorial review process	30
3.9.1	Acknowledgement of submission	30
3.9.2	Editorial review	30
3.9.3	Reviewers	30
3.9.4	Review duration	31
3.10	Editor's decision	31
3.10.1	Acceptance pending revision	31
3.10.2	Revise and resubmit	32
3.10.3	Rejection	32
3.10.4	Common reason for rejection	32
4.0	The Book Chain/Directories	33
4.1	The book chain in Ghana	33
4.2	Directory of publishers in Ghana	35
4.3	Some notable journals published in Ghana	38
	References/Bibliographies	40

FOREWORD

The importance of publishing research outputs in research journals and books cannot be overemphasized. Many research results remain on the shelves because the researchers and academics are unable to publish the research outcomes as a result of some technicalities required by publishers.

This book, which aims at researchers and academics, is therefore timely as it provides the fundamental information, guidelines and techniques necessary for publishing either a book or a journal article.

The author of this book, who is a Librarian and Information Specialist, has some considerable working experience with research scientists and academics, and very much understands the challenges they encounter in publishing, which is a requisite for their career progression and development.

I have carefully examined the content of the book, and I strongly recommend the book for researchers, academics and the general public as a guide to publishing.

Dr Essegbey

Director
CSIR-STEPRI

PREFACE

Writing for publishing is now a fiercely competitive business. The writing world is full of hopeful authors who never see a word of their manuscripts in print, because usually their manuscripts do not meet the standard required by publishers.

The author, therefore, aims to provide the basic guidelines and techniques that potential authors need to help them get their works published.

The book defines various terminologies associated with publishing. It also attempts to explain the various types of publications, academic and non-academic, and their features.

More importantly, the step-by-step practical guidelines for publishing a book or a journal article are explained. Finally, the book enumerates the directories of publishers and journals published in Ghana that are useful for researchers or potential authors.

Mac-Anthony Cobblah

CHAPTER ONE

1.0 GENERAL INFORMATION ABOUT PUBLISHING

1.1 What is publishing?

Publishing is from a Latin word “publicare”, which means to bring to public attention or to announce.

The Encyclopaedia Britannica defines publishing as the activity that involves selection, preparation and marketing of printed materials. It has grown into a vast and complex industry responsible for disseminating all kinds of cultural materials.

Publishing, therefore, refers to the process of producing literature or information and the activity of making information available for public view.

1.2 Who is an author?

An author is the person who originates or gives existence to anything, especially literary work.

1.3 Who is a personal author?

A personal author is the person chiefly responsible for creating the intellectual or artistic content of a work.

1.4 Who is a corporate author?

A corporate author is the agency or organization that authorizes or commissions a publication.

1.5 Who is an agent?

Agents are basically people who have contacts in the publishing house. If one gets an agent interested in a

book, it easily gets published.

Agents receive many manuscripts and decide whether they are worth publishing. Agents use their contacts in publishing houses to get books published. A publishing house usually accepts books recommended by agents.

An agent usually gets a percentage for every book published. Agents are generally very picky about books they choose for publication.

1.6 Who is a publisher?

The publisher is the actual company that decides to publish the book. The publishing company has "editors" who choose books the company publishes.

1.6.1 What publishers do

Most publishers perform the following tasks:

- Arrange all editing, designing, printing, and binding of the book(s).
- Handle warehousing and stock control.
- Arrange publicity and promotion of the book.
- Handle the distribution and marketing of the book.
- Handle all accounting work.
- Bear the total cost of publishing the book.

1.7 Who is an editor?

An editor is a publisher who revises or prepares literary work for publication.

1.8 What is self-publishing?

Self-publishing refers to the situation in which authors choose to publish books and other works themselves, rather than by an established, third-party publisher. The author is then responsible for editorial service, book layout, cover design, and book printing.

To self-publish a book, the author or an entity owned by him or her must be registered and listed as a publisher.

Publishing one's own books is not a venture to take lightly, especially if the manuscript has been turned down by several publishers. A bad manuscript self-published becomes a bad book.

1.9 What is e-publishing?

Electronic publishing or e-publishing is the digital publication of books and journals, and the development of digital libraries. It involves the use of technology to publish books and journals.

1.10 What is a book?

A book is a collection of leaves of paper parchment, vellum, cloth or other materials (written, printed or blank) fastened together along one edge, with or without a protective case or cover. It also refers to a literary work.

The Oxford Advanced Learner's Dictionary also defines a book as a number of printed or written sheets of paper bound together in a cover.

1.11 What is a monograph?

A monograph is a work of research or literature written about a single, specific subject. It is primarily written by experts.

1.12 What is a manuscript?

There are three definitions for a manuscript: a book in unpublished form; a form of literary work submitted for publication; or a hand-written information.

Agents normally read literary works in manuscript form before sending the work to an editor.

1.13 What is a serial?

Serials are publications issued in successive parts, usually at regular intervals, and intended to be continued indefinitely. Examples include periodicals, newspapers, magazines, annuals, yearbooks, journals, memoirs, proceedings, transactions, and numbered monographic serials.

1.14 What is a journal?

A journal is a periodical that contains articles written by experts in a particular field of study based on research that the author or authors had conducted.

1.15 What is a journal article?

A journal article is an academic paper published in a journal.

1.16 Reference/ bibliography

Reference refers to identifying information about a publication, used in catalogues and indexes as well as in lists of "literature cited" or "references in scholarly publications".

Reference/bibliography formats vary, but a book citation generally includes at least information on the author, date, title, publisher, place of publication, and pages.

Example: John (2010) *Developments in research*. Pearson, London, pp. 201-215.

Journal article citation includes author, date, title, and information on the periodical in which it was published.

Example: **Tommy, L. (2010)** Stock exchange market. *Harvard Business Review*, Vol. 40, No. 3, pp. 10-27.

Citation refers to quotation or inspiration derived from a passage, book or author in support of an argument. The citation appears in the body of the text. All citations should be included in the list of references.

Bibliography is a list of sources consulted but not cited and other relevant or interesting sources, or a list of sources by a particular author on a specified subject.

Bibliography is an alphabetical list of all materials consulted in a research.

Bibliography is necessary for several reasons:

1. To acknowledge and credit sources of words, ideas, diagrams, illustrations, quotations borrowed, or any materials summarized or paraphrased.
2. To show that one is respectfully borrowing other people's ideas, but not stealing them; that is, to prove that one is not plagiarizing.
3. To offer additional information to readers who may wish to pursue some topics further.
4. To give readers an opportunity to check out sources accurately. An honest bibliography inspires the reader's confidence in the writing.

Bibliography contains the following elements: Author, Title, Place of Publication, Publisher, Date of Publication, and Page Numbers.

Further reading refers to a situation in which the reader is asked to make additional reference on a subject matter in some listed references or bibliographies within the book or material.

Footnote is a note given at the foot of a page referring to something on that page, usually indicated by a figure or letter.

Endnote refers to a note given at the end of a chapter or at the end of the text referring to something within that chapter or text, usually indicated by a figure or letter.

Format for citing from electronic sources

Author or Editor, Year, Title (Online); Publisher; Place of Publication Available at: <URL> (Accessed Date).

Example: Gertrude, M. (2008) The challenges of child birth. British Medical Association, London accessed at (www.bma.org) 28-09-10.

1.17 What is an abstract?

An abstract is a summary or statement of the contents of a book, article, or formal speech; or a brief summary of the most important points in a scientific paper. Abstracts enable professionals to keep abreast of the latest developments in huge volumes.

An abstract should have the following elements:

1. *Introduction*—It describes the purpose of doing the research, and states why anyone should care about the work. The abstract should motivate the reader to read the main work.
2. *Problem statement*—The author identifies the problem solved or the hypothesis investigated.
3. *Procedures*—The approach for investigating the problem is mentioned. Details about the methodology are not provided unless they are

critical to success. Do not describe the most important variables.

4. *Results*—What were the answers obtained? One has to be specific and use numbers to describe the results. Vague terms like most or some are not used.
5. *Conclusion*—It states what the paper contributes to the area of specialization, and also whether the objectives were met.

1.18 What is indexing?

An index is an alphabetical list of names, places, and topics with the page numbers on which they are mentioned in a book or material.

1.19 What is information retrieval?

Information retrieval refers to the area of study concerned with searching for documents, for information within documents, and for metadata about documents; and also that of searching relational databases and the World Wide Web.

1.20 Types and features of publications

Academic and non-academic publications

1.21 Academic publications describe the subfield of publishing which distributes academic research and scholarship.

1.22 Types of academic publications

Strengths and weaknesses of academic publications

- high-quality, reliable information
- often slow to be published due to lengthy review process
- often fee-based

Examples of academic publications are as follows:

- refereed journals
- review journals
- pre-prints
- bulletins
- books
- Features of refereed journals
 - written by researchers and experts
 - aimed at researchers and experts
 - articles always cite sources
 - peer reviewed
- **Review journals**
 - Review journals are used to give an overview of the current literature in a specific research area or discipline.
 - Titles usually contain words such as *Review or Reviews, Advances in, Current Opinion in, Progress in, or Trends in.*
- **Bulletins**

Bulletins are used to:

 - make announcements aimed at a specific audience
 - provide up-to-the-minute information in specific areas

Features of bulletins

 - written by in-house staff or staff writers

- aimed at a specific membership (e.g. employers, professional bodies, club members)
- may be issued as required, sometimes intermittently contain short reports

Strengths and weaknesses of bulletins

- very up to date
- standard very variable, depending on the bulletin and its target audience

■ **Pre-prints**

Pre-prints are used to:

- circumvent lengthy journal publication process
- solicit and provide internal pre-publication
- provide feedback on new ideas and findings

Features of pre-prints

- written by researchers for researchers

Strengths and weaknesses of pre-prints

- very up to date
- allow rapid communication of results and ideas and instant feedback
- lack the quality control process of peer-reviewed journal

■ **Books**

Features of books

- written by researchers and experts
- aimed at researchers, experts and general public

- cite sources
- peer reviewed

Strengths and weaknesses of books

- high-quality, reliable information
- often slow to be published due to lengthy review process
- often fee-based

1.23 Non-academic publications

Features of non-academic publications

- written by staff writers and experts in the field, aimed at members of a trade or industry, contain advertising, articles, etc.
- good standards maintained by editorial board, ephemeral nature of the information.
- some professional journals contain academic articles.

1.24 Types of non-academic publications

Examples of non-academic publications are the following:

- professional and trade journals
- magazines
- newspapers
- brochures
- leaflets and pamphlets
- posters

- Magazines are used to entertain, provide information about popular culture, and to offer product information.

Features, strengths and weaknesses of magazines

- easy to read, information is lightweight.
- articles are shorter and cover a wider variety of topics, and are written in reporters' style.
- information may not be reliable.

- Newspapers

Features, strengths and weaknesses of newspapers

- up-to-the-minute information, current affairs debate.
- articles are written in an easy-to-understand style.
- can be valuable source of certain kinds of information.
- have the advantage of being far more flexible regarding the topics they cover.
- articles are reviewed by internal staff.

- Brochures

Brochures refer to advertisement that gives a broad overview of an organization for persuading a potential client to invite the organization to provide more detailed information.

Features of brochures

- provide general information.
- make a good impression for the organization.
- open the door to future, in-depth presentation.
- serve as an efficient and timely way for an organization to respond to general request for information.

Contents of brochures

- usually provide information on objectives or development goals or both.
- highlight comprehensive services the organization undertakes.
- describe activities, capabilities, and experiences that show available expertise.
- list publications that are produced.

■ Leaflets and pamphlets

Leaflets and pamphlets are easily produced materials that are invaluable for communicating with many different groups.

The important thing is to make the leaflet or pamphlet attractive and meaningful to the audience.

■ Posters

Posters are small signs that represent one idea, simply and concisely. Posters are used to announce coming events, or to remind the audience of an earlier presentation. These are usually posted at very conspicuous places.

Functions of posters are to motivate, to educate, and to inform people.

CHAPTER TWO

2.0 GUIDELINES FOR PUBLISHING A BOOK

Introduction

Publication of academic books is no longer the prerogative of the university presses. Most university and trade presses are guided by commercial considerations, and many good manuscripts are turned down only because they do not meet the budget or are considered non-marketable or non-profitable.

The book's intrinsic value to the learned community should be the main selection criterion.

2.1 **Book publishing process** Book publishing involves various activities:

2.1.1 **Generation of knowledge** The book publishing process begins with the generation of knowledge. At this stage, the author comes out with ideas on the theme or subject on which to write the book.

The ideas must be very original to the author, and must contribute to advancing knowledge in general.

2.1.2 **Preparation of manuscript** The author then creates or prepares the manuscript for submission to the agent or publisher. At this stage, the author writes down the ideas in the form of a manuscript.

2.1.3 **Information sources that need to be consulted** Information source is any source of information that might inform a person about something or provide

knowledge. Information sources may be observations, people, speeches, documents, or organizations. They may be primary, secondary, or tertiary sources.

Authors need to consult the following existing information resources before and during their research, or when they are writing their manuscripts:

- Dictionaries of all kinds
- Writers & Artists Yearbook
- Writers Handbook
- Encyclopaedia
- Roget Thesaurus
- Almanacs
- Directories
- Annual Yearbooks
- Periodicals
- Textbooks
- Journals
- Experts
- Internet

2.1.4 The use of the library for research

The library will continue to remain an important facility for supporting teaching, learning and research. It is, therefore, important for researchers to make good use of libraries before, during and after research work. The following should be noted about libraries:

1. There are various types of libraries, and one's information needs determine the type of library to consult. National and public libraries are available at the various communities or districts. Academic libraries normally serve universities, colleges and polytechnics; school libraries usually serve basic and secondary schools; and research and special libraries serve research institutions and corporate bodies respectively.

2. Librarians are professionally trained to assist researchers in seeking information. They hold the key to information and information sources and systems, and one needs to make good use of their expertise.
3. Library materials are usually organized based on classification schemes such as Library of Congress, Universal Decimal Classification and Dewey Classification, depending on the type of library. One needs to understand how these various schemes work.
4. With the advent of new technology, library operations are now very efficient, and sometimes one does not need to physically visit a library to access the collections. Virtual or online library services are now available. Libraries now provide web-based services.

2.1.5 Information literacy

Information literacy is the ability to identify what information is needed, understand how the information is organized, identify the best sources of information for a given need, locate those sources, evaluate the sources critically, and share that information. It is the knowledge commonly used for research.

Information literacy skills are used for academic purposes, such as research papers and group presentations. They are used on the job. The ability to find, evaluate, use, and share information is an essential skill.

2.1.6 Peer review of manuscript

It is recommended that the manuscript be subjected to peer review to ensure that only books of high academic standards are published.

Every manuscript, which is favourably reviewed, is accepted for publication. The main criteria for acceptance are academic excellence, originality, and contribution to knowledge.

- 2.1.7 Identifying and contacting an agent or a publisher**
Long before an author starts working on the manuscript, it is important that the agent or publisher of the book is first identified. The author has to check on the credibility of the publishing house to make sure it is recognized, registered, and listed. The publisher contributes greatly to the success of the book.

The profile of the publishing house needs to be examined. Contacts can be established through telephone, email, or a visit to the publishing house. Remember that agents act as middlemen, and working through agents has advantages and disadvantages.

However, it is recommended that one deals directly with the publisher.

- 2.1.7.1 Issues to note in contacting the publisher**
Several issues should be noted in contacting agents or publishers:
- 2.1.7.2 Get to know the submission criteria**
The author has to contact the publisher to understand the submission criteria. Issues could be clarified and some questions answered.
- 2.1.7.3 Send brief description of book to publisher**
It is recommended that one sends a brief description of the book to the publisher, which should include the following:
- title of book

- statement of aims
- synopsis
- review of competing titles
- target audience
- target submission date
- author's biography

The description provides the publisher with preliminary information to review the book in advance. Publishers reject many manuscripts because authors do not discuss the content of books with publishers in advance.

2.1.8 Possible submission requirements

Possible submission requirements from most book publishers are as follows:

- Manuscripts should be submitted in Ms Word in print or electronic format or both.
- Manuscripts should follow the acceptable style and format; for example times, new roman format, single space or double space, and pages numbered. Normally, publishers convert the manuscript into their own format and font style.
- Manuscripts should be left-justified, including chapter and sectional headings.
- Run a spelling check before submission to avoid typographical errors that can delay your work from being published early.
- Review the manuscript carefully and thoroughly.

- Editorial corrections usually include:
 - typographical errors
 - grammatical mistakes
 - deletions and additions of words, sentences, paragraphs, or graphics
 - conversion errors
- Note the headers and footers.
- Some publishers accept endnotes/references/bibliographies at the end of the book; others accept the above after every chapter.
- Authors are expected to produce their own index for the content.
- Publishers accept tables and charts created in graphics, not in Ms Word.

2.1.9 Length of a book

Normally, the recommended maximum length of a book is 740 to 828 pages. The recommended length for a title is 350 to 450 pages. The maximum length of a title with a spine is 80 pages, and 48 pages for a title without spine.

2.1.10 Signing of agreement (contract)

The next stage is for the author to sign an agreement with the agent or publisher; an agreement based on negotiations and well understood by both parties.

Under normal circumstances, one should look out for the following in the contract:

- Date of agreement, name and address(es) of publisher and author(s), and title of book.
- Author's obligations.
- Publisher's obligations.
- Detailed specification of the right assigned.

- Provision for revised editions.
- Specification of royalties.
- Specification for accounting periods.
- Warranties and indemnities.
- Termination and revision of rights.
- Miscellaneous, sub-clause pertinent to the particular agreement negotiated.

2.1.11 Payment of royalties to author

Authors receive royalties on all sales of printed copies once a year, or according to the provisions of the agreement.

Sometimes authors receive 10% to 30% in royalties on full retail price, and royalties start accruing from the very first sales.

Authors may also purchase their books at a discount.

2.1.12 Copyright issues

Authors retain copyright ownership and have to grant the publisher the permission to publish and sell their works for a term according to the provisions of the agreement.

Copyright simply means “the right to the copy”. No one has the right to reproduce, print, publish, or sell any part of the book or writing without permission. The law protects the copyright during the author’s lifetime and for 70 years after his or her death.

Copyright is the author’s intellectual property; one can decide to sell it outright if one wishes, but would then have no further claim on that work or any money that would accrue from it.

2.1.13 Plagiarism

Plagiarism is the use, without permission, of a work in which the copyright is held by someone else; for example, incorporating parts of someone's work into one's own without acknowledgment or permission amounts to plagiarizing.

2.1.14 Libel

Libel is a statement made in writing, in print, or broadcast in any medium, which undermines the character of an identifiable living person by holding them to public ridicule or contempt.

2.1.15 Production process

The production process begins with the submission of the manuscript and signing of agreement with the publisher. The process also involves editorial review, book design, layout, preparation of galleys, corrections, and printing.

It may take 3 to 4 months, depending on the number of corrections, to complete the editorial review process.

After the final approval, process printing may take 3 to 4 weeks, depending on the quantities involved, before the book is released and becomes available for orders.

The author usually receives complementary copies.

2.1.16 Book distribution chain

Marketing of books is the most difficult task in publishing business. It is important to settle on a publisher that already has a worldwide distribution and marketing network that will make the marketing a little easier.

Sometimes some publishers also decide to use the print-on-demand method. Copies of the book are printed based on the demand or orders placed for the book.

The advantage of print-on-demand over conventional publishing is that publishers no longer need to risk spending large sums of money publishing books that will not sell quickly in the market.

The issue of storage of unsold books is also avoided. It is very essential to provide index to all academic books.

However, marketing should be the business of the publisher. Authors also have a role to play in promoting the book, because they have a share in every copy of the book that is sold.

2.1.17 International Standard Book Number

Only books with the International Standard Book Number (ISBN) are recognized.

All books published should, therefore, be assigned the ISBN to give them the necessary recognition, locally and internationally. The ISBN is issued by the National Bibliographic Control Centre of the National Libraries.

CHAPTER THREE

3.0 GUIDELINES FOR PUBLISHING IN SCHOLARLY JOURNALS

3.1 Types of journals published

Apart from academic and non-academic journals, a variety of different kinds of journals are produced in the world of scholarly and scientific publishing.

Some journals are broadly focused and cover a range of topics from a diversity of contributors. Others are more narrowly focused on either the research interests of the contributors, all coming, perhaps, from the same academic discipline or from the same institution; or on the subject matter. It is important to select the type of journal that meets your immediate and long-term needs.

The various categories of journals are discussed as follows:

3.1.1 General journals

General journals may be multidisciplinary and broadly focused, accepting contributions from many fields of research. They are particularly useful for those needing to draw on a wider range of authors, editors, and readers.

The breadth of coverage makes participation easier to encourage, especially in the early development of a new journal. The main disadvantage of such a journal can be its lack of focus, making it difficult to promote to a new audience.

3.1.2 Specialized journals

Specialized journals are more common than the general ones. They have a more narrowly-defined focus, and it is often discipline-specific. This type of journal is an excellent choice when a large enough community of readers and authors exist to sustain it.

Its focused content readily appeals to scholars or practitioners in the content area, making marketing and promotion much easier than the more general journals.

3.1.3 Regional journals

Regional journals cover research from a particular geographic area, whether national or international. Such journals draw on a community of scholars throughout a country, or even beyond, into several countries across the world.

A regionally focused journal can often be attractive to institutional funders who are interested in how the journal is contributing to the nation.

3.1.4 Institutional journals

Institutional journals are centred on institutions.

3.2 Deciding on a publication type

The most important considerations in determining the type of journal in which to publish include research interests, existing potential collaborators, and potential audience.

3.3 Electronic and print journals

Another issue to consider is whether to publish in print or electronic journal or both. This is now common in scholarly publishing in which the strategy is moving from print to online publishing.

3.4 Open access journals

Open access publishing (OAP) is publishing the full text of a journal's content online and making it freely available to readers everywhere, now and in the future. The OAP has grown steadily in the past years as a result of the skyrocketing cost of many traditional journal subscriptions.

The increasing cost of academic journals undermines the ability of scholars from less wealthy regions or institutions to access the information and knowledge required to conduct their own research. Open access is an important publishing alternative developed to help solve the problem.

The most important benefit of publishing in open access is that it instantly connects one to readers around the world. By making the work freely available to a global network of researchers, authors are able to have significant impact within their respective disciplines.

It is also established that open access journals are now being read more, being used for research more, and are being cited by others more (Harnad & Brody, 2004).

3.5 How to write a research proposal

There is no single format for writing research proposals, because every research project is different. Different disciplines, donor organizations and academic institutions all have different formats and requirements. However, several key components must be included in every research proposal. The specific research problem dictates the other sections that are required.

The key components of a research proposal include:

1. A description of the research problem; an argument about why that problem is important.
2. A review of literature relevant to the research problem.
3. A description of the research methodology.
4. A description of how the research findings will be used or disseminated or both.

Description of the research problem

Before the proposal makes sense to the reader, it must be clearly formulated. The research problem is important for the following reasons:

1. May resolve theoretical questions in one's research area.
2. May develop better theoretical models in the research area.
3. May influence public policy.
4. May change the way people do their jobs in a particular field, or may change the way people live.

Literature review

Literature review provides the conceptual framework for the reader so that the research question and methodology are better understood. It also shows the expert reader that the researcher is aware of the breadth and diversity of literature related to the research question.

Research methodology

The research methodology provides systematic description of the procedures adopted in carrying out the research. The elements of methodology include hypotheses, research questions, research design, data collection methods, research population, sampling techniques, data analyses and interpretation.

3.6 Journal article publishing process

3.6.1 Planning

- Writing begins with planning; and it involves first considering the purpose for publishing, and the target audience.

Several issues are worth noting under planning:

3.6.1.1 Consider reasons for publishing

The main reason for publishing is that one has something to say. Scholars contribute to their profession's dialogue by publishing. Therefore, contributions should be timely in relation to contemporary issues, and be new and original ideas.

3.6.1.2 Determine the scope of manuscript

Once a focus has been established for the research and the reasons for publishing are clear, the scope of the manuscript is then addressed. Some scholars are over-ambitious, trying to share too much in a single article.

A manuscript should have a specific focus so that the author can write in depth about a target topic.

3.6.1.3 Connect research to the field

The introductory section of an article includes a review of related literature. Literature review should be thorough and up to date. A weak review may be interpreted as a signal that the author does not have enough command of the topic to make a significant contribution.

3.6.1.4 Decide early on target journal

Some journals count much more than others. Refereed journals are the most prestigious for most disciplines.

3.6.1.5 Factors to consider in determining quality of a journal

Several factors are considered in determining a quality journal:

- Wide circulation, which means that more people read the journal.
- A low acceptance rate, which indicates that the journal receives numerous submissions, and selects and accepts only the best articles.
- Well-known editor(s) and editorial members.
- A high Journal Impact Factor; that is, the "average article" in the journal is cited frequently in a given period.
- High visibility; that is, the journal is indexed in multiple of computerized databases, which allows articles in the journal to turn up on searching.

3.6.1.6 Consider co-authorship

Co-authoring is the natural result of collaboration with others in research or related projects.

3.7 Writing the manuscript

The next thing that is considered after the planning is the actual writing of the manuscript. At this stage, several issues considered include the following:

3.7.1 Tell what you set out to do

Authors should establish their intended contribution to the professional literature. Clearly state the topic of the manuscript, as well as the particular problem or questions to be addressed.

3.7.2 Tell what you did

Readers should know whether the author conducted a research study, prepared a comprehensive review of literature, or developed a theoretical piece. The methodology the author used is also reported.

3.7.3 Tell what you found

Any dataset, no matter what the design or method, can be portrayed in numerous ways. Results are described as succinctly as possible, providing analysis that supports the conclusions.

3.7.4 Discuss what you found

Once the findings have been fully reported, the importance of what has been done is discussed, and new findings are related to broader issues.

3.7.5 Get help (peer review)

Editors and reviewers notice flaws. Therefore, colleagues should be invited to review the manuscript before it is submitted.

3.8 Submitting the manuscript

Once the author completes the manuscript, it should be sent to only one journal at a time. One needs to write a good abstract, because most editors use abstracts to make the initial decisions.

It is a serious ethical violation to submit a manuscript simultaneously to more than one journal at a time. If an author is caught in the act, all the receiving journals may summarily reject the manuscript. However, manuscripts that are rejected can be resubmitted to other journals.

3.8.1 Issues to note in submitting a manuscript

- create a good first impression

- make sure you meet the submission guidelines of the journal
- note that the submission criterion varies from journal to journal
- normally, submission guidelines are available in the journal and on the journal's website

3.9 Editorial review process

The editorial review process varies, depending on the type of journal and on whether the submission and review processes are handled manually or electronically. The steps involved are as follows:

3.9.1 Acknowledgement of submission

Usually after submission, an editorial assistant acknowledges receipt of the manuscript, assigns it a number, and assigns it to one of the editors; or the editorial team decides who will handle the manuscript. The author should receive an acknowledgement notice after submitting the manuscript.

3.9.2 Editorial review

Editors then conduct a preliminary editorial review and decide whether the manuscript is appropriate to send out for review. Some manuscripts are rejected at this early stage because they either fall outside the purview of the journal, or are not considered to be of sufficient quality for review.

3.9.3 Reviewers

When the editor(s) determines that the manuscript is appropriate for consideration, they generate a list of possible reviewers with expertise relevant to the focus of the manuscript. These reviewers may or may not be on the editorial board.

Editors generally try to come up with at least six to eight names initially, hoping that three to five colleagues will accept an invitation to conduct a review.

Once reviewers have been identified, the editorial assistant sends the manuscript to them and notifies the author that the submission is "in review". Reviewers do not know the identity of the author of the manuscript, neither does the author know the reviewers.

3.9.4 Review duration

Ideally, the editor gets back to the author within 10 weeks with a decision, although it could take longer. The length of time for the review process varies, depending on the journal.

3.10 Editor's decision

The editor carefully reads the reviewers' comments and re-reads the manuscript before making a decision, and might also confer with others on the editorial team.

After reaching a decision, the editor writes a letter to the author that includes the decision, a summary of the reviewers' comments, and further suggestions. The editor's decision may include one of the following:

- (i) Acceptance (very rare)
- (ii) Acceptance pending the completion of specific revisions
- (iii) A request for revision and resubmission
- (iv) Rejection

Issues worth noting at the decision stage:

3.10.1 Acceptance pending revision

If the editor's decision is "acceptance pending revision", the author again makes changes in the manuscript as

detailed in the editorial letter. The revised manuscript is then returned to the editor.

3.10.2 Revise and resubmit

If the editor decides that the manuscript be revised and resubmitted, the author should pay careful attention to the editor's letter and the reviewers' comments when revising the manuscript.

A letter accompanying the resubmission is expected to describe, in detail, the changes in the manuscript and how the editor's and reviewers' concerns have been addressed.

If the author is unsure about something, the editor can be contacted again. The editor sends the revised manuscript to the same reviewers.

3.10.3 Rejection

A manuscript that is rejected can be resubmitted to another journal, and might be accepted for publishing.

3.10.4 Common reason for rejection

A manuscript is rejected when it represents an insufficient advance in knowledge. It is advisable to read through the manuscript again and revise it before submitting it to another journal.

CHAPTER FOUR

4.0 THE BOOK CHAIN/DIRECTORIES

4.1 The book chain in Ghana

The book chain is not simply a product supply chain. It is a unique channel for communicating ideas and information between a writer and a reader. In fact, it could be regarded as even more significant than this; a book is a medium of communication between someone who has something to say and someone who is interested in knowing what that is.

Many people and other professions are involved in the process, and publishers and booksellers play an important role in the chain.

The major players in the book chain are authors, publishers, printers, booksellers, and librarians. Allied to these are a range of other people including editors, designers, and illustrators.

A wide range of professionals are involved in producing books. Thus, it is important that all partners and allies in the industry play their role responsibly and effectively.

The book industry is vital because of its direct contribution to national development in providing information. Books play an essential role in educational, cultural, social, and economic progress. There is, therefore, an integrated and interdisciplinary approach to creating, distributing, and using books.

The book industry is a complex one, and starts with the author who originates the manuscript. The publisher commissions an author to write a specific book; or as a speculative venture, in which case an author delivers a complete manuscript to a publisher, requesting that it be published.

The publisher is the next in the book chain, and is the investor in a book and also its producer. The publisher may be an individual or a large company with hundreds of people on its payroll. Whatever the size and diversity of their operations, publishers engage the services of many specialists; for example editors, typesetters, illustrators, designers, photographers, and proof-readers.

All publishers engage the services of printers to print their books; so printers are the next integral part of the book chain.

Publishers need the services of distributors, booksellers and librarians who are the next in the chain. The book chain ends with the reader.

Book publishing in the developing world, and in Ghana in particular, is constrained by several factors. In addition to low levels of literacy and insecure financial structures, the distribution chain is weak and poorly supported.

4.2 Directory of publishers in Ghana

Name of Publisher	Contact Address	Telephone	Email	Website	Location
Sedco Publishing	P. O. Box GP 2051 Accra-Ghana	233-0302-221332		www.sedco-longman.com	5th Tabor St. Off Ring Road Central, North Ridge-Accra
Ghana Universities Press	P. O. Box 4219 Accra-Ghana	233-0302-513383			University of Ghana Campus
EPP Book Services	PMB, TUC, Accra-Ghana	233-0302-778347	epp@africanonline.com.gh		Trade Fair Centre, Accra
Asempa Publishers	P. O. Box 919 Accra-Ghana	233-0302-221706	asempa@yahoo.com		1st Floor, Advance Press Building, Accra New Town
Assembly Press (GPC Ltd)	P. O. Box 124 Accra	233-0302-664338/9 or 664330	info@ghanapublishingcompany.com		Near Accra Polytechnic, Barnes Road
Graphic Communications Group	P. O. Box 742, Accra-Ghana	233-0302-228911/ 684001-10	graphic@nca.com.gh		Graphic Corporation Office- Accra
Unimax Macmillan Publishers	P. O. Box 10722 Accra-North, Ghana	233-0302-227443	info@unimaxmacmillan.com		42 Ring Road Industrial Area, North-Accra
Aman Publications	P. O. Box 683, Teshie- Nungua Estates-Accra Ghana	233-0302-669875			Teshie-Nungua
Readwida Publishers	P. O. Box OS 600, Osu-Accra, Ghana	233-0302-220365/ 910978	readwida@africanonline.com.gh		12 Abiade Road, Kamda Estates
Afram Publications Ltd		233-0302 412561/ 408080	info@afraframpubghana.com		C/184/22 Midway Lane, Abudu-Achimota
Sam-Woode	P. O. Box 12719 Accra-North, Ghana	233-0302-2305287/ 2303162	samwoode@ghana.com		Dansoma High Street, Accra
Sub-Saharan Publishers	P. O. Box 358 Legon, Accra, Ghana	233-0302-233371, 2342511			No.9 Goodwill Road, Kokomantle, Accra
Assemblies of God Literature Centre	P. O. Box 7644 Accra-North, Ghana	233-0302-222620/ 234559	agkpress@yahoo.com		HRNo. C356/1 Avenor Junction, Accra

Name of Publisher	Contact Address	Telephone	Email	Website	Location
Black Mask Ltd	P. O. Box C770 Cantonments, Accra	233-0302-2222204/020 8199532	blackmask4@yahoo.com		Near Mothers Inn, Bubuechie
Pearl Publications	P. O. Box 0298 Osu-Accra, Ghana	233-0302-774907			
Advent Press	P. O. Box OS 0102 Osu-Accra, Ghana	233-0302-777861/2769301			Adjacent Labadi Veterinary Services, La Road, Accra
Adwinsea Publications	P. O. Box 92 Legon, Ghana	233-0302-501515	adwinsea@yahoo.com		Haatso
Methodist Book Depot Ltd	P. O. Box 100, Accra	233-0302-662528/ 664178	methodbookdepot@yahoo.com		Opposite Mankela Shopping Mall
Curriculum Research and Development Division- Ministry of Education	P. O. Box 2739 Accra-Ghana	233-0302-683668/ 583651			Ministry of Education
Damas Educational Services	P. O. Box 10941 Accra-North, Ghana	233-0302-665190/ 0208112482	damas@africaonline.com.gh		High Street, Near Baden Powell Memorial
Woolli Publishing Services	P. O. Box 4219 Accra	233-0302-2227182	woolipublishing@yahoo.co.uk		31 Senchi Street, Malata NT 601
Adax Educational Publications Ltd	P. O. Box AO252 Abossey-Okai, Accra	233-0302-854188-9	epublication@yahoo.com		Gicel Complex, H18 Rms 162-163 Weija-Accra, Ghana
Minerva Books	P. O. Box AN 5715 Accra	233-0302-770023	minerva@gh.com		H/No. H317/6, Teshe
Onward Publishing Company	P. O. Box 244 Legon-Accra, Ghana	233-0302-775271		www.rgoldpub.com.gh	Madina, Accra
Royal Gold Publisher Ltd	P. O. Box M165 Madina, Accra, Ghana	233-0302-504041	rgoldpub@ghana.com		
Smartline Ltd	P. O. Box CI 4436 Cantonments, Accra	233-0302-2810555	Smartline98@yahoo.com	www.smartlinepublishers.com	C3 Coastal Estates, DTD Spintox Road Bhatsona, Accra

Name of Publisher	Contact Address	Telephone	Email	Website	Location
Step Publishers	P. O. Box AN 11150, Accra	0302519395/2513487	step@ghana.com		Haatsio
African Christian Press	P. O. Box AH30 Achimota-Accra, Ghana	233-0302-244147-8	acpbooks@pcs.ghana.com		Achimota
All Good Books	P. O. Box 10416 Accra-North, Ghana	233-0302-664294			
Alter International	PMB, Accra-North, Ghana	233-0302-663022			
Beginners Publisher	P. O. Box C785 Cantonments Accra, Ghana	233-0302-503040			Cantonments
Edupress	P. O. Box 9184 Airport, Accra, Ghana	233-0302-220395			
Wavelife Publications	P. O. Box 6160 Accra-North, Ghana	233-0302-775051			
Africana First Publishers Ltd		233-24-2357425	info@afpublishers.com		House No. A246/17, Kofi Adoleye Street

4.3 Some notable journals published in Ghana

Title of journal	Publisher	Subject area
Ghana Medical Journal	Ghana Medical Association	Medicine
Ghana Library Journal	Ghana Library Association	Librarianship and Information Management
Ghana Journal of Science	CSIR	Science
Ghana Journal of Agricultural Science	CSIR	Agriculture
Ghana Journal of Development Studies	Centre for Research and Graduate Studies, University of Development Studies	Multi-disciplinary
Ghana Journal of Forestry	CSIR-FORIG	Agriculture and Forestry
Ghana Mining Journal		Mining
Ghana Journal of Social Science	Faculty of Social Science, University of Ghana	Social Science
GIMPA Journal of Leadership, Management and Administration	GIMPA Press	Management
Central University Journal	Central University College	Multi-disciplinary
GLOBUS, Journal of Methodist University College, Ghana	Methodist University College Ghana	Multi-disciplinary
Universitas	University of Ghana	Multi-disciplinary
Penvars Business Journal	Pentecost University College	Business
Legon Journal of Sociology	Department of Sociology, University of Ghana	Sociology
The Integrator	Valley View University	Multi-disciplinary
Ghana International Journal of Mental Health	Department of Psychology, University of Ghana	Health
Journal of Business Research	Institute of Professional Studies	Business
Journal of Applied Science and Technology	CSIR	Science and Technology
Journal of Science and Technology	KNUST	Science and Technology
Journal of the Ghana Institute of Engineers	Ghana Institute of Engineers	Engineering
Journal of Management and Organization	University of Ghana Business School	Business Management
Language Centre Journal	Languages Centre, University of Ghana	Languages
Wisconsin Journal	Wisconsin International University College	Multi-disciplinary

In Ghana, the legal stature of the book as an intellectual creation is provided for under PNDC Law 110 (the Ghana Copyright Law).

The Office of the Copyright Administrator sees to adherence to the copyright law. Ghana is also a signatory to the Universal Copyright Convention (UCC), which seeks to protect works of all intellectual property worldwide (Alemna, 2002).

REFERENCES/BIBLIOGRAPHIES

- Alemna, A. (2002) *The book chain in Ghana*, INASP.
- Cobblah, M.-A. (2008) *How to find information on the Internet. Manual for Researchers*, MUCG.
- Encyclopaedia Britannica Inc. (2007) *Britannica Encyclopaedia*, Chicago.
- Kligner, J. K., Scanlon, D. & Pressley, M. (2005) How to publish in scholarly journals. *Education Researcher* 34 (8), 14 -20.
- Oxford Advanced Learners Dictionary (1992) Oxford University Press, Oxford.
- Stranack, K. (2006) *Starting a new scholarly journal in Africa*. Public Knowledge Project.
- Stringer, R. (ed.) (2002) *The book chain in anglophone Africa. A Survey and Directory*, INASP.

ABOUT THE AUTHOR

Mac-Anthony Cobblah is the Acting University Librarian for the Methodist University College of Ghana (MUCG). He joined the MUCG in 2005 after 7 years' working life as a Librarian at CSIR-INSTI.

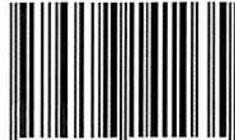
He holds the MA Degree in Library Studies, MBA in HRM, Certificate in Scientific Information Management, and the BA Degree in History/Archaeology.

He has participated in several local and international conferences. He is a Fellow of the International Federation of Libraries and Institutions (IFLA)/On-line Computer Library Centre (OCLC) based in Dublin, Ohio, USA. He has been a Scholar of Flemish Inter-University Council (VLIR), and a Grantee of DANIDA Grant for Early Career Development.

He has paid study visits to over 34 libraries in 8 countries, namely Kenya, Malawi, Belgium, France, Germany, Netherlands, UK, and USA.

Designed and Printed By: Akrong Publication /CSIR-INSTI.

ISBN: 978-9988-1-4103-5



9 789988 141035