



Al-Farabi Kazakh National University
Faculty of Journalism

"Academic Writing" course.

Lecture 15 Preparing for Publication

Myssayeva Karlyga,
Associate professor
Department of publishing-editing and design arts

Almaty, 2025

Lecture 15

Preparing for Publication

15.1 Inside Publishing

15.2 Preparing your manuscript

15.3 Clearing Copyright Permissions

15.4 Final stages

Inside Publishing

Understanding what is going on is a good place to start. Have a look at the **Inside Publishing** series, which gives helpful background on what's going on inside your publishing house. As well as understanding important subjects such as **subsidiary rights, advances and royalties**, check out what the **production, marketing and sales departments** do and how you will be expected to work with them.

Unless you are an exception – the much-hyped first-time author who is expected to leap into immediate bestsellerdom - **publishers have a lot of other books on their lists and will not just be focused on your baby**. Your editor will be your key contact, so make sure you work closely with him or her to help your publisher do the best they can for your book.

Choosing the appropriate journal for publication

- The preferred choice of journal should be one of the first steps to be considered, as mentioned earlier.
- The guidelines for authors may change with time and, hence, should be referred to at regular intervals and conformed to.
- The choice of journal principally depends on the target readers, and it may be necessary to have one or more journals in mind in case of non-acceptance from the journal of first choice.
- A journal's impact factor is to be considered while choosing an appropriate journal

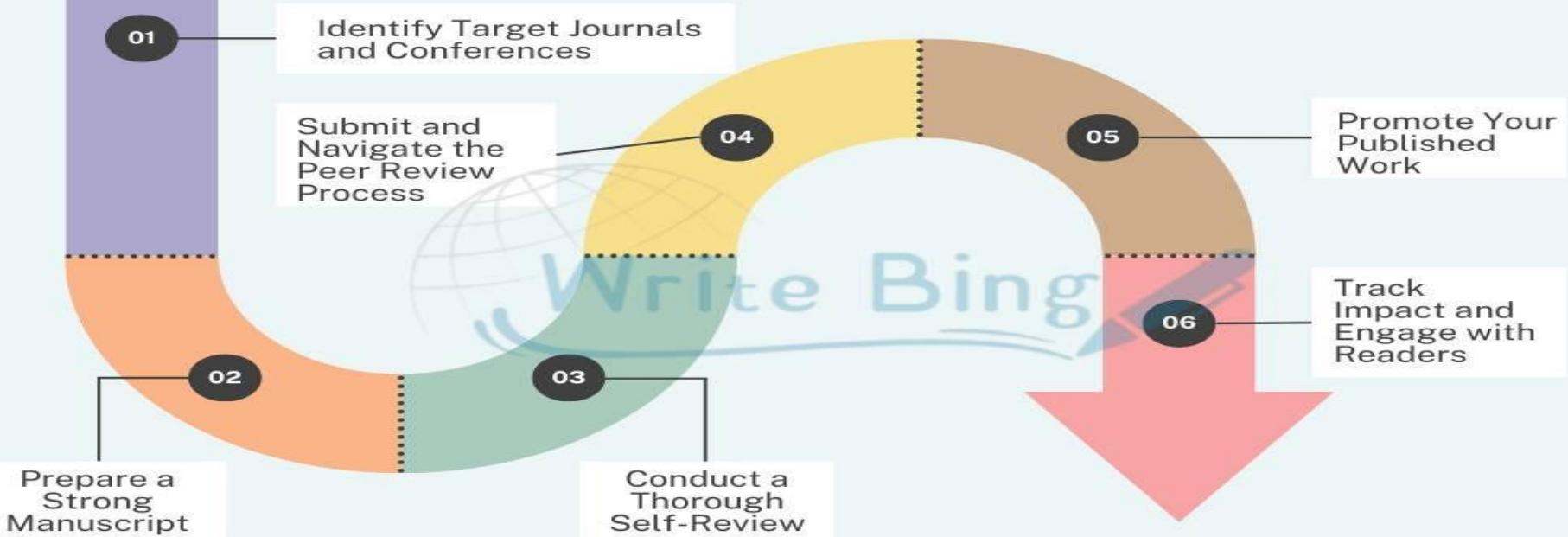
Your delivery date

Assuming that you have a contract with the publisher for your book, the next step will be to get the text ready for publication. If your book has been bought on an outline or synopsis and is still to be written, incomplete or needing further revision, the first thing will be to finish writing it. If you agree a delivery date, it can be particularly important to the publisher that you should produce the complete manuscript when you said you would. Your book may already be in forward lists and catalogues and may form part of their budget and publicity plans. **It isn't just a minor inconvenience for the publisher if you are late. It can be a real headache and jeopardise your book's chances.**

Preparing your manuscript

If your manuscript is already complete, then it will be prepared to go into production and a publication date will be set. Make sure you will be available on publication in case you are required to publicise the book, but don't expect publishers to fix the publication date to fit your holiday plans.

5-Step Strategy for Successful Research Publication



Reach Writebing for PhD and Masters Support
 Click on WhatsApp  Click on Instagram

Your publisher is likely to feel that they are the best judge of when to publish and your book will have to fit in with other titles on the list. Usually a production schedule will be produced at this stage. This should show you what you have to do and when.

On disk or 'hard copy'

Nearly all publishers now prefer to have typescripts delivered on disk, but some are still in transition and it is best to ask your editor about the publisher's preference on this. If you deliver as 'hard copy', i.e. a typescript, it should be double-spaced and 'clean', which means free of handwritten annotations.

Copy editing

Your work should go in to the publisher in the best shape you can manage. It is their job to copy edit it, but it may help to know what is involved (see our **Copy editing** service). These days, publishers' copy editing is generally carried out by freelances who are paid by the hour, so the publisher will be keen for this work to be kept to a minimum.

When the copy editing is complete, check your work to make sure that you are happy with the changes. There will often be queries from the editor and the writer to be sorted out at this stage. The copy editor will have prepared the prelim pages (see **Preparing your Prelim Pages**) and it is vital that you check carefully through these. Make sure that any biographical details and the copyright line are correct and that any dedication or acknowledgements have been added.

The proof stage

The typescript will then usually go to the typesetters on disk and the proofs will come back to be checked by you and by a proof-reader, often another freelance. The changes will be collated and returned to the typesetters for the corrections to be made. **This is not an opportunity to rewrite!**

Make sure you check your Contents page carefully.

Non-Fiction

Most Non-fiction books will have an index and your contract will make it clear whose job it is to supply this. **Making an Index** gives the basics, but many publishing houses take on the responsibility for organising this and send the proofs out to a specialist indexer.



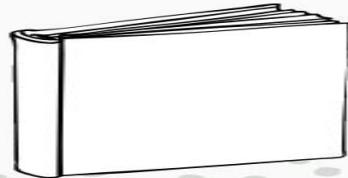
The 5 Stages of a Manuscript: (The Path to Publication)

After you've got a completed draft of your short or book-length manuscript, these 5 steps will help you prepare it for publication!

1

MANUSCRIPT EVALUATION & DEVELOPMENTAL FEEDBACK

This comprehensive assessment of your early-stage work, along with its strategies and suggestions, provides a "road map" to use during revision. Deeper Developmental Feedback for later-stage work is even more detailed and includes line-level comments to help you make last adjustments before publication.



2

STORY/STRUCTURAL/ DEVELOPMENTAL EDITING

Bring on the editor! In this first "sculpting" step, your editor shapes and refines the work's structure, development, and flow to ensure the purpose and goal of the project is clear and engaging.

COPY & LINE EDITING

In this line level edit, your editor sifts through the draft's sentences to make them clear, clean, lyrical, tonally consistent, and grammatically correct.



3

PROOFREADING

No comma is left unturned in this final read of your work to give you error-free copy that's ready to submit for publication.



4

(OPTIONAL) FORMATTING, PUBLICATION SUPPORT, & EDITING SUBMISSION MATERIALS

Get advice and assistance with deciding which avenue of publishing to pursue.

5

Pictures

If your book has pictures, there should be a clause in the contract specifying who will provide these and who will pay for them. There's very little point in delivering the text on time if the pictures are late. If you are providing the pictures, allow plenty of time for clearing permissions and make sure you keep a careful note of the acknowledgments.

If the publisher is getting the pictures or commissioning an artist, then you will need to approve what is going into your book. You will in any case have to help brief the illustrations. You should have general agreement about the approach and number of illustrations before the contract is signed.

If the book is being laid out with sections of pictures, then the pictures can be on a different schedule from the text, but the acknowledgments, list of illustrations and captions must still be ready when required.

These days many books have integrated pictures, which means that the designer will style the book and the pictures will need laying out, together with the corrected text. This is usually done by a designer working on screen. You should see the layouts to check them.

Clearing Copyright Permissions

It is often the author's responsibility to clear any text permissions, although the publisher sometimes provides a budget for this. **How to Clear Copyright** gives the details and you should start work on this early, as it can be a long-winded business.

The cover or book jacket

Publishers are required by chain booksellers to work several months ahead on 'selling in' to them, so the paperback cover or the hardback jacket may be one of the first things publishers start work on. Your view will be solicited but your ideas will not necessarily be followed. There is more argument between authors and publishers about book jackets and covers than on almost any other single issue, so it's worth being clear from the outset where you stand on this.

It is hard not to have a strong personal view after you've spent months or years writing your book, but publishers are generally more closely in touch with the market-place than you are, and will often have to deal with tricky feedback from powerful chain book-buyers. **It's a good idea to listen to what they have to say and to remember your top priority should be to sell as many of your books as possible.**

Final stages

Assuming that all goes well and your proofs are corrected, you are now on the home stretch. Your publisher will get an **ISBN** for your book (the essential book number used all over the world for ordering the title). Once finished copies are available they will arrange for the **legal deposit** copies to be sent.

The sales and publicity departments should now be working on your book and will be in touch if they have publicity plans which require your involvement. The more efficient publishers will have sent you an author questionnaire. This is all about you and will help the professionals plan how to promote you. **Think carefully about how you complete it.**

Even if you think their plans for you, such as bookshop signings or promotional events directed at the book trade, are a waste of time, do everything you can to co-operate. **Quite a few bestselling authors owe part of their success to their skill at charming the book trade and the sales force.**

It's essential these days to be active online, through Facebook, Twitter (X), BookTok and Instagram. Even if you don't feel at home with social media, you will still need to be active and if you have big recognition on social media this will make a major contribution to publicising your book.

Publication

Authors used to be able to assume they would be taken out to lunch by their editor on publication day. Don't count on it! But whatever happens it's an exciting moment when your book is published and, after all your efforts, you make the transition to being a published author.

Decide which information will be presented

The most important decision in the preparation of your work for publication is the choice of information to be presented. Obviously, this will determine the strength of the support for your conclusions, but also will affect who should be considered for authorship. This requires the participation of all involved in the research, and should be conducted as a frank and open discussion within the group. During the course of preparation, this will often change. Final decisions are usually made by the lead author.

Avoid common pitfalls when writing your manuscript

See below for a list of Things to Avoid When Writing Your Manuscript

Determine authorship

Ideally, authorship has been discussed among the authors since the beginning of the project. For additional information, please visit Guidelines for Avoiding and Resolving Authorship Disputes.

Determine which journal the manuscript will be submitted to

It is important to carefully consider what journal you will submit to. Much time can be wasted by submitting to inappropriate journals. Once decided, you should consult the specific “Instructions to Authors” for that journal, usually available on their website.

Prepare and review your figures, tables, and illustrations carefully

Careful preparation of these items is crucial. Make sure that figures and tables are clear, easily readable, accurate, and make the point you wish to make. Type size that is too small to be read, or figures that are too busy, will discourage people from reading your paper at all. Figure and table preparation often takes more time than any other portion of manuscript preparation. Presentation of poor figures or tables implies a lack of care about your work, which reflects poorly on your research as a whole. When using illustrations in your manuscript, take care to address any copyright issues and cite sources appropriately.

Check all your references

Be certain that you have appropriately cited references, to present a valid picture of both the historical development of your project and of the present state of opinion in the field. See Responsible and Efficient Literature Searching for library help.

Seek help with writing and/or proofreading

Seek help in writing and proofreading the manuscript, particularly if English is not your first language. Poor grammar detracts from your message, and again, reflects on your research as a whole. Use a spell checker, and then check the spell checker. Even computers spell things wrong, and will often substitute an inappropriate word for a misspelled word.

Have others review your manuscript

Ask peers and your mentor to review the manuscript. If their contribution is significant, they should be mentioned in the acknowledgements.

Let it marinate

After “finishing” the manuscript, go away from it for a period of time. You will be surprised how much you will find to change after leaving it alone for a while.

Ensure that all authors review and approve

The lead author should ensure that all authors are given an opportunity to review the manuscript and provide their approval for submission and consent of authorship. It is best to obtain all permissions in writing.

Take pride in your work!

The publication is often the only part of your research that others see. Take pride in it. The quality of all you do will be judged by the quality of your manuscript or presentation. Reviewers look poorly upon sloppy manuscripts and poor publication practices.

Adhere to generally accepted standards when submitting your manuscript for publication

Standards can vary substantially by discipline and/or journal. Researchers should consult the appropriate resources within their field to determine conventions and expectations. See below for a list of inappropriate publication practices.

Things to Avoid when Writing your Manuscript

Incomplete Reporting

Authors must include enough information to allow other researchers to reproduce their research.

Improper Use of Statistics

An inappropriate statistical analysis may lead the reader to conclude there is a meaningful difference, or no difference, when in fact the opposite may be true. Knowingly, recklessly or intentionally misusing or skewing statistics is research misconduct.

Selective Reporting

Ignoring evidence that is contrary to your findings is unethical. Authors should never omit or inaccurately represent relevant literature, methodology, data, and/or results from their manuscripts.

Splitting Data

Unnecessarily splitting data into multiple publications wastes resources, falsely creates the impression of greater productivity, and minimizes the scientific contribution of the work. It can also cause fellow researchers to neglect your publications, as all the papers seem trivial.

Inappropriate Publication Practices

Delay of Publication

Deliberately waiting to publish data with the purpose of preventing other researchers from obtaining a key method, reagent, or concept is unethical as it hinders advancement in the field.

Duplicative Submissions

Researchers may not submit a manuscript to more than one journal at a time.

Serial Publication

Representing old data as new work when it has been published before is misleading to the reader and wastes the limited resources of publication.

Unapproved Publication

Although a technician, student, or postdoc may qualify for authorship, only the PI has the right to determine whether and how data is published. Others may not publish data without the PI's consent.

References

Strunk, W., Jr., & White, E. B. (2000). *The elements of style* (4th ed.). Pearson.

Day, R. A., & Gastel, B. (2012). *How to write and publish a scientific paper* (7th ed.). Cambridge University Press.

Williams, J. M. (2007). *Style: Lessons in clarity and grace* (9th ed.). Pearson.

Strunk, William, Jr., and E. B. White. *The Elements of Style*. 4th ed., Pearson, 2000.

Day, Robert A., and Barbara Gastel. *How to Write and Publish a Scientific Paper*. 7th ed., Cambridge University Press, 2012.

Williams, Joseph M. *Style: Lessons in Clarity and Grace*. 9th ed., Pearson, 2007.

Strunk, William, Jr., and E. B. White. *The Elements of Style*. 4th ed. Boston: Pearson, 2000.

Day, Robert A., and Barbara Gastel. *How to Write and Publish a Scientific Paper*. 7th ed. Cambridge: Cambridge University Press, 2012.

Williams, Joseph M. *Style: Lessons in Clarity and Grace*. 9th ed. Boston: Pearson, 2007.

Strunk, W., Jr. and White, E. B. (2000) *The Elements of Style*. 4th ed. Boston: Pearson.

Day, R.A. and Gastel, B. (2012) *How to Write and Publish a Scientific Paper*. 7th ed. Cambridge: Cambridge University Press.

Williams, J.M. (2007) *Style: Lessons in Clarity and Grace*. 9th ed. Boston: Pearson.

<https://research.wustl.edu/authors-checklist-preparation-publications/>