

## BOOK REVIEW

***Book Title:*** Writing for Publication

***Authors:*** Debbie Epstein, Jane Kenway, & Rebecca Boden. PP. 1-128, 2005

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The book “*Writing for Publication*”, jointly authored by Debbie Epstein, Jane Kenway, & Rebecca Boden and published in 2007, mainly deals with developing one’s writing skills and the elements of writing in research and publications. It is specially designed for audiences such as students, researchers, and academicians whose passion is to share their research findings with the masses, as well as for those whose task is to mentor other researchers for publication.

The book spans six chapters besides content, acknowledgements, and index. These chapters broadly focus on three areas: Reading, Writing, and Publishing. Each of the six chapters follows a structured pattern of content organisation. In the first chapter, the authors specify the targeted audiences for which the book has been designed and organised. In the second chapter, they talked about the business of writing and how to go about it and deal with a range of generic issues around the real business of publishing. The fourth and fifth chapters deal with two main academic publishing forms: journal articles and book chapters/books. In the last chapter (Chapter 6), the authors talk about some other, slightly more minority sports, such as publishing in professional journals, etc.

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Emphasising the importance of reading before writing, the authors pointed out how rigorous and systematic reading forms the basis of writing and that good research skills balance good reading skills. They elaborate on how effective reading involves many aspects and hint at the importance of habit in reading, active reading, wide reading, identifying the genre and area of published works, and noting important details and quotes. Each of these parameters significantly contributes to compelling reading, especially in research.

Dealing with the issues of writing, the authors emphasise the various elements and skills of writing, which include many aspects such as psychological issues, time-lapse, planning, architecture, and the general art and logistics of writing. The benefit of writing is that it allows a writer to share their work with others and enable them to engage with and challenge it. Addressing the “when to start writing” issue, the authors opined that ‘perfect conditions’ in being ‘ready to write’ does not exist; however, it is an ongoing and iterative process. They emphasised the importance of ‘planning one’s writing’ as it is highly necessary. Planning helps ensure quality, provides a general outline, and supports the argument, flow of writing, coherent, focused thoughts, and subsequent writing. The architecture of academic writing consists of different elements similar to different components of a building, which are all essential, integral, and interconnected, and the absence of any component leads to the collapse of the entire building. The authors also emphasise the beauty of unique writing of one’s distinctive voice and, simultaneously, the necessity of effective presentation of writing for the sake of the audiences without compromising the importance of architecture in writing. The authors also caution academicians and researchers that it is highly necessary to be aware of the types of audiences and genres of writing, including theses, dissertations, journal articles (academic or professional), books, chapters in books, reports or conference papers, magazines, newspapers, proceedings, etc. They also point out that collaborative writing is part of collaborative research, which is equally interesting but with collaborators whose contribution is valid.

In the publishing business, the authors explain various aspects, ranging from when to start publishing, publishing strategies, publishing planning, authorship, entitlement, and rewards to Intellectual Property Rights (IPR). There are four main types of IPR, viz., patents (for inventions), trademarks (for brand identity), designs (for product appearance), and copyright (for material such as literary and artistic outputs, music, films, sound recordings,

broadcasts, software and multimedia). The copyright also gives the economic right to control the use of the work in several ways. It includes making copies, publishing copies, performing in public, broadcasting and using online.

Academic journal publishing includes paper or electronic publication; it contains scholarly articles with research findings, new knowledge, new theorisations, or interesting syntheses or re-presentations of existing knowledge. Academic journals are chat rooms for exchanging knowledge, ideas, and debate. The authors also explain the answer to the question, “Why publish in an academic journal?” “What can I publish?” “What makes a publishable paper?” and “How do I publish my paper?”. For researchers and academicians, the academic journal is a think piece which develops theoretical insights and ideas within the field of enquiry.

The authors also focussed on publishing and books by mentioning their types, such as research monographs and edited books/collections. The writing and editing: writing research monographs, writing for and editing anthologies, developing the concept, writing the proposal, editing the chapters, and delivering and delivering. The final task of an editor is to get the manuscript into the format designated by the publisher. The other sorts of publishing include textbooks and other writing for students, dictionaries, encyclopaedias, reference books, annotated bibliographies, and books for beginners.

The book delivers what it promises to the readers. Across its six chapters, the authors focus on the broader aspects of ‘writing for publishing’, guiding the possibilities for implementation. Another contribution of the book is its usefulness not only for research students or young researchers but also for academicians and mentors. The book describes the kinds of networks that researchers can build across a range of settings, talks about the pros and cons and gives practical guidance on networking activities. Although the book carries the credit for effective writing, publishing strategies, planning, authorships, and titles, it truly serves as a totem at the academic level. Regardless of its positive sides, however, the book missed a significant theme related to journal publications, i.e., plagiarism, research ethics, impact factors, indexing, etc. Wide professional dissemination by non-academic writing is to talk about the dissemination of the work to wider audiences; the book demonstrates how the business of writing and publishing is complicated, demanding, and problematic. In contradistinction, it is one of the things that provide academics with an honest and enduring sense of achievement and satisfaction. To this end, I recommend this book to the larger audience in academia.