Contents

I Impetus: the imperatives of publication – I

- 1.1 Publishing as knowledge production 2
- 1.2 Publishing as regulation and reward 6
- 1.3 Publishing and the measurement of esteem 10
- 1.4 Counting the costs 15
- 1.5 Conclusions: an abundance of riches? 21

2 Locality: global and local publishing – 23

- 2.1 Everybody's doing it: going global 23
- 2.2 Staying local: challenges and benefits 28
- 2.3 Local versus global knowledge 34
- 2.4 Publishing from the periphery -39
- 2.5 Conclusions: making space for the local -43
- 3 Language: visibility and inequality 45
 - 3.1 English in academic publishing: dominance or prevalence? 45
 - 3.2 English and communicative inequality in writing for publication 52
 - 3.3 Language, publishing, and non-Anglophone authors 59
 - 3.4 Conclusions: disadvantage and modest mitigations 65
- 4 Authoring: engagement and collaboration 67
 - 4.1 Academic authoring and rhetorical engagement 67
 - 4.2 Authoring as co-authoring: collaborative research -75
 - 4.3 Death of the author? Changing conceptions and contested contributions 82
 - 4.4 Conclusions: authorship matters 88

5 Participation: community and expertise - 91

- 5.1 Global communities, local interactions, and personal positions 91
- 5.2 Experts and newcomers 96
- 5.3 Participation as learning 102
- 5.4 Conclusions: a thoroughly social practice 111

6 Genres: articles and alternatives – 113

- 6.1 Research articles: 'the master narrative' 113
- 6.2 Books, blogs, and other genres 122
- 6.3 Chains, networks, and transformations 130
- 6.4 Conclusions: affordances and challenges 135
- 7 Journals: impact and access 137
 - 7.1 Roles, ranks, and relevance: journals in academic publishing 137
 - 7.2 Establishing a brand: journal descriptions 141
 - 7.3 Publishers, predators, and access 150
 - 7.4 Conclusions: the commercial/academic interface 159
- 8 Gatekeepers: evaluation and regulation 161
 - 8.1 Purposes, practices, and problems of peer review 161
 - 8.2 'Revise and resubmit': commentary in peer reviews 169
 - 8.3 Negotiating with editors 175
 - 8.4 Conclusions: a question of faith 181
- 9 Pedagogy: choices and strategies 185
 - 9.1 English for research purposes: assumptions and curricula 185
 - 9.2 Focus on language 190
 - 9.3 Focus on strategies 196
 - 9.4 Conclusions and final thoughts 203

References – 207 Index – 231