

BOOK NOTE

A Guide to Publishing in Education

Jack R. Cameron, with W. E. Goding (eds.). *A Guide to Publishing in Education*. Calgary: Foothills Educational Press, 1977. Pp. 123, \$7.00.

Most writing in professional journals is done by faculty in post-secondary institutions. Besides enhancing academic reputation, such publication has traditionally been an important factor in awarding merit and promotion. The publishing field, however, is very complex, and many faculty may publish less than they are able simply because they are unaware of the scope and requirements of the market. This is particularly true of the wide-ranging field of Education, in which there are currently over one thousand journals in the English language.

A Guide to Publishing in Education is an annotated international index of 165 selected journals in the areas of Educational Foundations, Psychology, and Administration, and in the several disciplines encompassed under Educational Curriculum and Instruction. The *Guide* is designed to encourage and facilitate publication by supplying a concise description of some of the most important journals in the market, and by passing on the advice of editors about the needs and standards of professional publication.

Besides a smattering of important British and Australian journals, a majority of the entries are of American origin. However, virtually all significant Canadian publications — over 60 — are included.

Each entry includes such data as circulation, nature of readership, length of articles, footnote style, types of articles published, book review and letter policy, and other editorial features accepted. Most include comments from that particular editor on how potential contributors might improve their chances of acceptance. Major criticisms include excessive length, jargon, weak organization, and careless final editing.

The *Guide* thus makes it easier for faculty members to become better acquainted with the scope and requirements of educational publishing, both in their own and related fields. Such knowledge should make it easier for them to focus and market their writing.