

British Academy Review

Understanding peoples, cultures, societies – past, present, future

GENERAL INFORMATION FOR CONTRIBUTORS

About the *British Academy Review*

The British Academy is the UK's national academy for the humanities and social sciences. The *British Academy Review* is the Academy's magazine for a general readership, with articles drawn from the range of scholarship that the Academy exists to promote. It represents a forum where good writing can showcase how research in those disciplines can inform a wide readership and contribute to public debate.

Circulation

It is distributed free of charge to an extensive mailing list of individuals and organisations in higher education, government, the media, etc. The list includes Fellows of the British Academy, university Vice-Chancellors, and university libraries. It is also given to many of those attending British Academy events, and more generally can be picked up by anyone visiting the Academy's premises.

The *British Academy Review* is also available open access from the Academy's website (www.britac.ac.uk/review/).¹

Readership and tone

The target audience is the intelligent, educated, but non-specialist reader (assume you are writing for a Radio 4 audience), and your article should aim to interest and stimulate that general reader. They should go away thinking 'I now know something that I didn't know before' – or perhaps even better, 'I now know something that I didn't know that I needed to know.'

Make clear to readers early on why the subject of your article should be of interest or relevance to them. Articles may reflect the complexity and nuances of scholarship. But, on balance, it is better that readers should feel they have come away from an article with one particular new insight, rather than that they wrestle with an entire scholarly thesis.

You should write in clear, engaging, non-technical language – indeed, beware slipping into modes of expression that are common currency among your academic colleagues but which a general reader will find heavy going. And you should both justify and leaven your assertions and argument with concrete examples. People like stories and 'facts'.

Articles can illuminate the cut and thrust of intellectual debate. But contributors should avoid the intricacies of competing scholarly positions, unless they are essential to the piece. An article

¹ The *British Academy Review* is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License. The British Academy is happy for authors to post the PDF files of their articles on their personal websites or in subject or institutional repositories.

seeking to counter a rival scholarly view that readers have never heard of, risks a ‘So what?’ reaction unless it demonstrates that the argument is more than an academic nicety.

The *British Academy Review* is not a learned journal, so there is less need for contributors to show their ‘working’. Referencing should be kept to a minimum consistent with scholarly integrity, i.e. contributors should include only those that it would be invidious to exclude. (Any *essential* bibliographical references should be given in footnotes.)

For those whose articles arise from British Academy-supported work, we don’t at all mind (!) if you squeeze into the article an indication of how that Academy support made your research possible.

Length and format of articles

Articles are typically 1,000 to 3,000 words long. Contributors will be given specific guidance when they are invited. We would hope that a *British Academy Review* article would offer a contributor a bit more space than some other general readership vehicles.

Do divide your article into sections, with simple sub-headings that aid the reader’s navigation through your argument.

Copy should be emailed to pubs@britac.ac.uk, preferably as an attachment in Word for Windows. Contributors are advised to use 12 pt Times New Roman, double-spaced.

The *British Academy Review* is illustrated in colour throughout, and contributors are encouraged to suggest appropriate images to accompany their articles. The maximum possible frame size is 24 cm high × 17.5 cm wide. Image files (jpegs or tiffs) should enable the image to be reproduced at 300 dpi at the final size printed in the issue. (Some line drawings may need to have a higher resolution.)

Deadlines

The *British Academy Review* appears three times a year (roughly, Spring, Summer and Autumn issues). Contributors will be advised of exact deadline dates when they are invited.

Suggestions for articles

Suggestions for articles by current and former British Academy grant- and post-holders, as well as by Fellows of the British Academy, are very welcome. Please address all suggestions and queries to:

The Editor, *British Academy Review*
email: pubs@britac.ac.uk