Proposal Guidelines –sociology of diversity

These guidelines are intended to help you prepare your proposal. They should be read alongside the series rationale (see http://bristoluniversitypress.co.uk/sociology-diversity).

If you have any questions or would like to discuss your ideas, please contact the series editor   
**David G. Embrick: david.embrick@uconn.edu**

1. Title information

Proposed working title and sub-title

Please bear in mind that, at times, the title may be the only indication of content for librarians, booksellers and institutional customers and it is therefore important that it is sufficiently informative, descriptive and includes key words or terms which will help drive readers to your content.

Author(s)/editor(s)

Please include your affiliation(s) here but use the later ‘Author information’ section for full details. If there is more than one author/editor, please list the names in the order you would like them to appear on the work.

2. Synopsis and aims

Scope and Content (c. 500words)

Outline the publication’s *scope and content*, and highlight its *originality*.

You should consider the following:

* Why does a text need to be written on your proposed topic and what is original about the content or your particular approach?
* What themes, concepts and ideas will you develop?
* What is the publication’s topicality or academic/policy relevance?
* What, if any, are the deliberate omissions? And why?

Aims (c 500 words)

It is essential that authors/editors locate their proposed volume within a critical diversity perspective. The series will bring together the highest quality sociological and interdisciplinary research specific to ethnic, racial, gender and sexualities diversity. There are two specific objectives with this series: first, to publish highly visible, cutting-edge research with respect to sociology, or an interdisciplinary approach that is partially grounded in sociology, of diversity (and inclusion), two hot topics in societies across the globe; and second, to specifically engage in research that offers a broader perspective to the topics of diversity and inclusion. As such, this series is particularly interested in sociological and interdisciplinary scholarship that offer new empirical, theoretical, or epistemological insights on ethnic, racial, gender, and/or sexualities diversity.

Summary (150-200 words)

Please include a summary explaining what your proposed work is about, ideally ensuring that the description is suitable for non-specialists with only a basic knowledge of the field. Keep in mind that this would form the basis of a marketing blurb about your title.

Unique Selling Point

Please highlight the main selling point of the work. What is unique about the content or approach?

Key features

Additionally, please provide a maximum of five bullet points that summarise the most important aspects of your text, and explain the benefits they offer to the reader.

Keywords

Please suggest five keywords for your work, which will help readers to discover your content when searching online.

3. Background information

Please include any information on your motivation for writing this text now if not covered above and describe any background to the proposal which may be relevant.

You should consider the following:

* If the work arises out of funded research, when was the research carried out? What, if any, are the funder’s dissemination requirements?
* If the work is based on your PhD/PhD research, is it available electronically anywhere, e.g. in an institutional library?
* Has any of the content been published elsewhere, for example in journal articles?

4. Content

This section should include a provisional list of contents, with primary subheadings if possible, and a detailed chapter-by-chapter summary (ideally around 150-250 words describing each chapter). Please give an approximate breakdown of the word count (including references) per chapter.

Please provide sample chapters or a complete draft if currently available, and clearly mark the material ‘draft’.

If your work is an edited collection, please provide brief details about the selection criteria for the chapters and authors and outline how the editor(s) will ensure coherence throughout the text.

5. Author information

Include details of current position, affiliation and full contact details, as well as nationality, for each author or editor. You should also provide a list of previous publications and other relevant experience, such as teaching or research, or attach current CV(s).

Please add details of any social media, blogs or personal websites you currently use in your work. If you have any direct routes to market, or suggestions for marketing, please also provide details here (authors are asked to complete a full marketing questionnaire later in the process so only brief details or pointers are necessary at this stage).

If your work is an edited collection, you should provide at least names and affiliations for all contributors. Please also make it clear if any potential contributors have not yet been approached or agreed to be on-board.

6. Target audience

Please provide details of the intended audience for your book and why the work will be of value to them.

Primary audience

This should be people who need this publication.

Secondary audience

This should include those who may like to read it or should read it.

**International audience**

What is the international market for your text? In which countries or regions specifically will it be of interest? What features (such as case studies, contributors, foreword or endorsements) would help us to market it to an international audience?

Course Information

If your title will be relevant on any courses, please provide details here and include as much information as possible about the courses/modules such as the level and the student numbers. Please include whether the courses are undergraduate, postgraduate or professional.

7. Competition

List any competing publications and/or digital resources, where possible giving details of date, publisher and price, and an assessment of your book’s position against the competition.

You should consider:

* How does your publication fit alongside others on the subject, and how does it differ? What unique features or focus does it have in comparison?
* What are the strengths and weaknesses of the competition?
* Why is your publication more suited to the needs of potential readers? Will it be more comprehensive or more focused? Is it based on original research or new thinking? Is it more up-to-date?

8. Typescript information

Please give the estimated total word count (to the nearest 5,000 words) of your work. Titles in the series are expected to be around 70-90,000 words in length.

If applicable, please also specify the number and type of illustrations required (photographs, diagrams, maps or tables) and what format/package these can be supplied in.

Please state what stage you have reached in preparing the typescript, particularly if parts of the typescript are already or about to be published elsewhere (for example, as journal articles).

If you will be using a substantial amount of material that is likely to need copyright clearance, please give details.

9. Timetable

Please give a realistic schedule for completion of the work and indicate when you hope to see the book published.

Where applicable, this should cover:

* Do you have time set aside, such as a sabbatical, when you plan to work on this project?
* Is the timing of the publication crucial?
* Are there any key conferences we should consider for promoting the work?

10. Referees

Please include names and contact details of at least four people whom you would regard as suitably qualified to comment on the proposal.

If applicable, please advise us of any conflicts of interest, or any reviewers that you feel would be inappropriate for us to approach.

Please send your Publishing Proposal electronically to the series editor:

**David G. Embrick: david.embrick@uconn.edu**