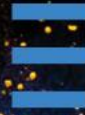


Cambridge Elements



A new, digital-first concept in academic publishing, combining the best of books and journals



CAMBRIDGE
UNIVERSITY PRESS

If we could combine the best features of books and journals what would it look like?

Digital first

A short book

Peer reviewed

Other





Cambridge Elements



Cambridge Elements

Best of journals

- ✓ Rigorous quality assurance
- ✓ Organised in series
- ✓ Speedy publication
- ✓ Innovation – benefits from functionality of Cambridge Core platform

Best of books

- ✓ 20-30k word limit gives more space to authors
- ✓ Combine original insights in context of more detailed literature review
- ✓ Pedagogy



Additionally...

- Digital first publication allows use of video & audio files, embed data and code using Code Ocean, display Altmetrics - with more functionality to be added
- Potential for authors to update content on annual basis to ensure data and references current
- Authors retain copyright & pdf is free to access for first two weeks
- Wide variety of purchase options in both digital and print

The Story So Far

- Over 100 series under contract – from cutting edge electronic engineering to Ancient Egypt
- 160 Elements published
- Very impressive usage stats – Average 5,700 downloads per month
- Lots of positivity in academic community

‘inspiring...I hope that it grows into a real solution for both Cambridge and authors in the 21st century – we need one!’

Carole Sargent, Director of the Office of Scholarly Publications, Georgetown University, Washington, DC

Cambridge Elements in Applied Linguistics

- Series editors: Li Wei (*UCL*) & Zhu Hua (*University of Birmingham*)
- The key topics, concepts and methods in applied linguistics for 21st century.
- Accessible yet critical accounts of ‘the theoretical and empirical investigation of real-world problems in which language is a central issue’ (Brumfit, 1995).
 - New and emerging topics and areas;
 - revisiting traditional topics and concepts in contemporary contexts.
- To distinguish this series from other Cambridge Element series, we will focus on wider society rather than the classroom

Contributors:

- both established and emerging scholars who are doing cutting-edge research and have capacity to update their contributions with new ideas and research evidence.
- Scholars and scholarship of the Global South and Asia are particularly welcome.
- An example of titles under contract: **Viral Discourse** by Jones and colleagues.



Preparing an Applied Linguistics Element proposal:

- Abstract
- Outline of contents
- The theoretical contributions of the proposal Element
- Distinctive features/ perspectives (selling points
- Appeals to the wider audience? And how?
- In text materials required (e.g., tables/ graphs/ photographs/ line drawings/other)
- Pedagogical features, digital functionality, or other text extension material that could be hosted alongside the Element on the Cambridge platform?



Contacts

- For Applied Linguistics Elements,

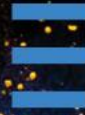
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Cambridge Elements



Questions welcome!



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