

**Association for Literary and Linguistic Computing
Committee Meeting**

Tuesday, 11th July, 1995

Anacapa Hall

University of California at Santa Barbara

Editor's Report

'A Decade of Editing *Literary and Linguistic Computing*'

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The Journal

Creating a new publication in 1986 proved to be exciting but challenging from a number of viewpoints. For example, it was necessary to change many years of editorial activities where two Association for Literary and Linguistic Computing (ALLC) publications were in existence - one edited by Professor John Sinclair and the other by myself. Preserving the better parts of each was important, particularly the high literary standard of papers published by John Sinclair. A substantial change in organisation was also in prospect. These changes were to result in a move from the editor being concerned with editing and publishing, to a formal subscriber-based business organised by Oxford University Press.

The new arrangements were subject to a number of reviews before a plan evolved that proved to be both effective in editorial production and sound financially for ALLC. For this financial success, thanks are due to a number of people, in particular our Chairman, Susan Hockey, for leading the contract negotiations, and our Treasurer John Roper.

Initially, editorial activities were helped by an expert system written for a microcomputer by the author in which editorial procedures were represented as a network of operations designed to provide both advice and assistance. Editorial activities were collected into a small number of major categories to form the event nodes of a network. Knowledge was then encapsulated into this network so that the expert system could act as a correspondence facility, an aide-memoire, an advisor, a production control facility, and an extending database of editorial decisions.

Other features affecting the design of this system were the discontinuous activity profile of academic editing and the need for the shortest timescales when responding to editorial duties. Ideally, this meant that the software should act as a reasonably intelligent 'assistant'. A high value was placed on the software's ability to store previous actions, keep track of pending operations, and to provide useful facilities during interactive sessions; such as updating mailing lists, and letter writing, with the automatic production of labels.

This work had developed from the time when ALLC editors were required to act as a publisher too; arranging not only the literary content but also seeing publications through to press at the printers. This resulted in an increased involvement of time which, although effectively arranged, was invariably an addition to normal professional academic duties. There was a compelling need for assistance in producing the many letters and help with reliable methods of storing and retrieving facts. There were many ways to ease this work load but good methods alone lacked the positive support often desired. This is why an expert system was developed and used by the editor.

Today, although the main editorial activities continue to be similar, Oxford University Press have released the editor from the responsibility for activities associated with production. These activities being those of copy mark-up and proof processing, through to final page make-up in 4, 8, or 16pp sections, ensuring correct trimmed page size, margins, heads, gutters, correct type area, illustrations, advertisements, and consistent page depth. The print run is by offset litho with covers printed in the ALLC blue corporate identity on art board, and text on 80gsm paper. Warehouse activities complete the activity cycle of producing the journal by folding, saddle stitching and trimming to size, inserting journals into enclosures, sealing, affixing labels and posting. The work for each issue would normally end with the dispatch to authors of reprints of their published contributions.

So, OUP has changed the technical nature of contact with the publishers from that of requiring the editor to expressly mark-up copy for typesetting in the correct style and sizes of type, and to take responsibility for all texts, advertising and the four-page cover, through to publication. The Press are most effective in these areas, and they also insist on good typographic standards with high quality typesetting - printing of the covers and warehousing activities are still performed by Charlesworths of Huddersfield, our original printers. Previously, for each issue, the editor would visit the printers in Huddersfield to agree to the final 'pass for press'.

Procedures are now in place to deal swiftly with author communications which result in many individual letters being written per issue, with other items being posted using compliment slips and numerous related discussions taking place on the telephone, plus contact by electronic mail, and by FAX. There is also a need for postal circulars, such as the annual trawl of ALLC Representatives across the world for reports on activities; the role of Representatives is principally one of publicising the Association and providing information on their specific area.

Since its creation in 1986, papers selected for publishing in the journal covered a wide variety of subjects. These included: Authorship Attribution, Bibliographies, Databases, Dialect Analysis, Computer Dictionaries, Computerized Minimisation, Concordances, Corpus Linguistics, Expert Systems, Greek Syntax, Language Processing, Literary Statistics, Machine Translation, Morphological Analysis, Neural Networks, Parsers, Phonetics, Pronouns, Standards, Word Order, etc. Special sections in the journal provide a regular and timely update on current issues. The journal has published special sections under the following titles: Full Text Retrieval Systems; Machine Translation; Computers and Language; Literary Criticism and Computing; Computers and Teaching in the Humanities; Computers and Medieval Studies; Corpora; and Information Technology as an Aid to Literary Research.

Repository for ALLC documents

When the *Literary and Linguistic Computing Journal* became firmly established, a decision was made to preserve publications that were received by the Editor. The rationale behind this decision was the possibility of these publications becoming a future reference resource for ALLC members.

Many publications have resulted from links with other journals through exchange arrangements; such links being established after consultation with ALLC officials. This activity enabled external publications to become associated with the *Journal* and for the *Journal* to gain wider recognition and useful publicity. These exchanges were formally arranged by Oxford University Press.

A holding of every copy of *Literary and Linguistic Computing* forms the basis of the repository. In 1987 seven publications were received, whereas now more than 200 are held in the repository. These publications are listed in the Appendix.

Editorial processes

Editors have a duty to agree a page budget with the publishers and a responsibility to make every effort to keep the editorial content within those agreed limits. This is because page budgets form the basis for the next year's subscriber prices. There is a tendency among academics to keep prices to a low figure and to negotiate with such a figure when entering into discussions with publishers. In the case of the journal, price depends on whether financial targets are exceeded or not. The prices for next year were set at: full £82 or \$145, personal £38 or \$65. Factors affecting the new prices were a paper cost increase of between 15% to 20%, increase in postage costs in the USA of approximately 10%, decrease in the sterling value in dollars of about 5%, and an extension of OUP's air-mail service. Apparently, subscription agents predict journal price increases of between 10% and 24% for 1996.

Therefore, the compilation of a pricing strategy is relatively straightforward; but keeping within the constraints when the product is as flexible as the intellectual output of colleagues can be somewhat challenging. The editorial page budget for the last issue was 318, but an indication of OUP flexibility was the acceptance of an unavoidable overrun of 20 pages. For the current year it seemed sensible to have a page budget that was divisible by 4 which is the smallest section for printing. Therefore, a budget of 320 editorial pages was agreed.

Having predicted the number of editorial pages thought to be appropriate for the coming year, editorial schedules were discussed and time schedules agreed. These schedules represent a reasonable guess that copy screening, refereeing, editing, proofing, authors' corrections and the final passing for press would achieve agreed deadlines. The last schedule allows time for the issue to be sent to the printers in order to meet the production slot allocated. Lateness here could have serious consequences when machine availability for the production run is not taken up because the current journal issue would need to be rescheduled.

With authors spread virtually across the world, communications is a key factor in proof processing. Although, most authors have access to email or FAX, it is common practice for proofed material to be posted by surface or air mail as appropriate. The editor is well able to

accommodate delays in the refereeing process or delays when receiving recommended changes to papers submitted to the journal. Problems arise when these papers are sent to Oxford University Press and become part of the production process. Delays at this point are to be avoided as additional costs are possible. With a small editorial committee, and an editorial board with members in 18 countries the content quality is reasonably under control. But production deserves further comment.

Journal Production

Martin Green, Assistant Editor (e-mail: greenm@oup.co.uk), has taken over the task of overseeing the journal from Amanda Horsfall. His duties include marketing and production.

Discussions with Martin Green and Brenda Betteridge (e-mail: betterb@oup.co.uk), our main contact at OUP, have covered many aspects that affect production. Of major concern is reducing production costs where possible. A current problem is the increasing percentage of authors' corrections; in the previous issue of the journal this had reached 24% of typesetting costs. It is accepted that part of the problem is likely to be that authors are not given clear enough guidelines regarding journal style, or the preferred style and format for disk submission. Such information is published in the journal from time to time but a more pro-active role appears necessary. Therefore, a revised 'instructions to authors' is being prepared which will be sent to contributors.

It is a fact that authors' corrections as a percentage of typesetting costs are too high. Therefore, a policy decision needs to be taken to make every effort to reduce these to a more acceptable figure, say 14%. Another concern is with the type of corrections. For example, at the manuscript revision stage it would seem sensible for authors to be informed that only those corrections dealing with points of fact, spelling or grammar will be accepted at the proof stage. Corrections dealing with points of style or additional material should only be accepted subject to the author agreeing to pay for the extra typesetting costs where these exceed a maximum, for example, 15% of the typesetting bill.

Current progress

Caroline Lock, Assistant Promotions Manager, at OUP (e-mail: lockc@oup.co.uk), took responsibility for the printing of the 1995 flyer which publicises the journal and provides subscription information. Text for the leaflet such as recent and forthcoming articles, and new information, was supplied. Last year's new-style four-page A5 flyer, produced using QuarkXPress software with graduated colour blending, was replaced by a more simple two-page A4 design displaying a greater clarity.

Copies of the leaflet were sent to the editorial board and 500 copies to ALLC Chairman Susan Hockey. This flyer then appeared as an insert in *Literary and Linguistic Computing*. An attempt to place an insert into *Computers and the Humanities* was unsuccessful but we will continue to exchange advertising with them. The 1996 leaflet is to be printed in the autumn of 1995 in time for the MLA conference in the USA. Caroline Lock also sent details of our Santa Barbara conference to their office in the United States with a request to arrange displays of journal

publicity material at the conference. Their contact is Erich Staib, Journals Marketing Manager, Oxford University Press, 2001 Evans Road, Cary, NC 27513. E-mail: eps@oup-usa.org. It was also fortunate that Eric Dahlin, local organiser of ACHALLC '95, was able to provide early copy describing the Santa Barbara conference so that it could be published in Volume 9 of the journal.

Volume 10 included a special section on *Information Technology as an Aid to Literary Research*, guest edited by Marilyn Deegan (Director of the Office for Humanities Communication) and Keith Gore (Fellow of Worcester College). The papers were selected from a Franco-British colloquium held at the Maison française in Oxford. This selection represented a range of IT uses in literary studies. The colloquium was supported by the director of the Maison française and the British Library Research and Development Department.

Editorial and publication details at the time of the ACHALLC '95 Conference in Santa Barbara are that Volume 10 Number 1 is published, Number 2 is in the final proof stage, and Number 3 is with the typesetters. The editing of Number 4 is at an advanced stage. Copy was processed close to schedule, but delays in the return of proofs by some authors, and an increase in authors' corrections, affected publication.

OUP made a proposal to change to a different paper standard than the present Osprey Wove in order to benefit from reductions in the range of paper stocks and as a consequence a reduction in delivery costs. The proposal was to use Condor Wove 80 gsm which is the identical weight of the present inside pages of the journal. Concern that the change might adversely affect quality was dispelled on checking a copy of *Forum for Modern Language Studies*, printed on Condor Wove, that had been provided as an example of the appearance of the new paper.

To aid editing, it is a distinct advantage to have the assistance of competent people in marketing, administration and production, at the publishers. One very useful aid to the editor is the provision of stationery for journal correspondence which continues to be supplied by Carol Jackson, the Journals Production Administrator.

Jane Parker, the journal advertising sales manager, reported that 600 copies of the 1995 flyer for *Literary and Linguistic Computing* were inserted into the *Journal of Computer Assisted Learning*, and journal details were included in the biennial English Journals leaflet with a 10,000 print run. The leaflet is distributed widely both at conferences in Europe and in North America, also through inserts and direct mail shots. Exchange advertising takes place with other journals and catalogues. Another aspect that is closely monitored is the use of our subscriber list. A mailing to members of the Computer Assisted Language Learning, led to contact being made with OUP. This lead to an assurance being given by Jane Parker that permission from ALLC will be sought before any other use is made of the list.

Typesetting

Another interesting discussion took place at OUP with Michael Pacey, typesetting manager, who described the facilities available for data preparation and electronic journal production. He explained how he used the Word 6 tagging software from SGML Avalarge, Boston, which was developed in association with Interleaf and is now available as Microsoft SGML Author. Mr.

Pacey demonstrated how simple it was to select a Word 6 template, read in a normal Word file and automatically apply tags. There were mappings to different style tags, and hypertext linking.

Other developments allow computer-processed texts to be tagged by loading an SGML tagger as a TSR program which makes it available to word processing software. With a set of DTD rules, SGML mark-up can then be added with appropriate error checking to ensure that mark-up errors are avoided.

Mr. Pacey provided a copy of HTML Author. Once this software had been placed into the editor's PC Word 6 main directory, and the HTML dot file stored in the template directory, it ran seamlessly with normal Word files. According to the details stored in 'About HTML Author', the software was created in 1995 by Dr. Grahame S. Cooper, of the Information Technology Institute, University of Salford. E-mail: g.s.cooper@iti.salford.ac.uk

In-house typesetting continues to be via an Imagesetter 300, whereas at Footnote Graphics where *Literary and Linguistic Computing* is typeset, work is carried out on a Linotype APL 230. Footnote's office is in Silver Street, Warminster, where they have continued to produce high quality typesetting. Charlesworths of Huddersfield, typeset the covers, print the journal, and package copies for dispatch (the trim size of the journal is 297mm x 210mm, while the page size is 260mm x 160mm). The journal's print run is divided into 21.5% UK, 36% Europe, 26.5% North America, 9.7% Japan and 6.3% Rest of the World.

Editorial year

During this year, the editor again visited Oxford University Press to discuss editorial and production matters. Discussions led to an agreement that a major push would be undertaken in the next 12 months to boost subscriptions. Any advice or leads that readers might wish to offer would be appreciated, suggestions for electronic bulletin boards would also be useful. Readers should send their suggestions to Jane Martin, Journal Marketing Manager, Oxford University Press, Walton Street, Oxford OX2 6DP. E-mail: martinj@oup.co.uk

Volume 9 of the journal published twenty-six papers, diary items, book reviews, news and notes, documents received, new publications, eight reports, three from colloquia at Tubingen and others from representatives, also a new style sheet in the form of Instructions to Authors.

The journal's main OUP link continues to be Mrs Brenda Betteridge with whom the editor has regular conversations, and who continues to be most helpful in her key role at the Press. Assistant editors in French and German, Mme. Dr. Simone Monsonego and Professor Dr. Hans Walter Gabler, have provided a very useful service. Unfortunately, the academic duties of our Book Reviews Editor, Professor Tom Horton, of Florida Atlantic University, increased to such an extent that he was no longer able to continue as reviews editor; his resignation was accepted with regret.

Professor Horton provided strong support as the journal Book Reviews Editor and his help is warmly appreciated. This year also saw the resignation of Professor Stig Johansson, for very similar reasons. For many years he has been the journal representative for English Texts for

Language Research. His reports were always interesting. Professor Johansson points out that texts have become so plentiful that it is virtually impossible to produce a brief survey. Due to the explosive developments in the field, perhaps there is a need to reconsider the present arrangements.

The Editor wishes to place on record his appreciation of the assistance received from ALLC members and other academics in the dual refereeing of journal contributions.

These activities completed another interesting year of editing.

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Appendix

Literary and Linguistic Computing ALLC Repository

A Shortlist of Machine-Readable Texts Held at Oxford, October 1989. For further information contact: Oxford Text Archive, Oxford University Computing Service, 13 Banbury Road, Oxford, OX2 6NN.

Advertisers' Guide 1993 Arts, Humanities, Social Sciences. Media Information. Oxford University Press, Walton Street, Oxford OX2 6DP.

Advertisers' Guide 1993 Medical, Scientific, Mathematics, Computing. Media Information. Oxford University Press, Walton Street, Oxford OX2 6DP.

Angewandte Sprachwissenschaft, 38 (1989) 5. Wissenschaftliche Zeitschrift der Wilhelm-Pieck-Universität Rostock Gesellschaftswissenschaftliche Reihe. Verantwortlicher Redakteur: Ilona Buchsteiner, Vogelsang 13/14, Rostock, DDR-2500.

Annali Della Scuola Normale Superiore di Pisa, Series III, Volume XVII, Nos. 1, XVII, 2 and XVII, 3, Pisa 1987. General Editor: Giuseppe Nenci, Piazza dei Cavalieri, 56100 Pisa, Italy.

Annali Della Scuola Normale Superiore di Pisa, Series III, Volume XVIII, Nos. 3 and 4, Pisa 1988. General Editor: Giuseppe Nenci, Piazza dei Cavalieri, 56100 Pisa, Italy.