



British Association for Applied Linguistics

01 October, 2010

Dear Publisher,

Re: BAAL Book Prize 2011

With this letter I would like to invite you to participate in the 2011 BAAL Book Prize competition. Enclosed you will find the necessary information on entry requirements, submitting books and evaluation criteria (see also http://www.baal.org.uk/bkprize_about.htm). Do feel free to inform your colleagues (marketing directors, other relevant subject editors etc.) about the prize.

I look forward to receiving your nominations **by 10 December, 2010**. Please send four copies plus an administration fee of £35 for each nominated title to: Steve Walsh, Newcastle University, School of Education, Communication and Language Sciences, King George VI Building, Newcastle, NE1 7RU, email: steve.walsh@ncl.ac.uk.

The shortlist will be announced in the BAAL spring newsletter and also on the Baalmail discussion list. As usual, the winner will be announced at the Annual Meeting, which in 2011 will be held at the University of the West of England, Bristol, September 1-3, 2011.

Please get in touch with me if you need any further assistance with the procedure. I very much hope that you will continue to extend your support as in previous years. Please feel free to offer any feedback you may have with regard to the administration of the BAAL Book Prize.

With best wishes

Steve Walsh

Publications Secretary, British Association for Applied Linguistics (BAAL)

Encl



British Association for Applied Linguistics

About the Book prize

Entry requirements

The British Association for Applied Linguistics offers an annual prize for an outstanding book in the field of Applied Linguistics. First editions of books (monographs, text books, edited volumes, reference books etc) in any field of applied linguistics are eligible for the prize. Eligibility is NOT restricted to books published in the United Kingdom.

Entries must be published primarily in English and must bear a copyright notice for the calendar year prior to the year of the Annual General Meeting (AGM) where the prize is to be awarded (e.g. 2010 copyright for the AGM in 2011). Nominations for the BAAL Book Prize are made by the publishers of the book and must be accompanied by four copies of the nominated volume and an administration fee of £35 for each title submitted. (Each administration fee must be paid in pounds sterling and the cheques should be made payable to British Association for Applied Linguistics.)

A short-list is generally drawn up before the end of June each year and the prize is eventually awarded at the AGM in September. Details of forthcoming meetings, and the venues for those meetings, are posted on the BAAL website (<http://www.baal.org.uk>).

Submitting books for the prize

THE CLOSING DATE FOR NOMINATIONS IS DECEMBER 10, 2010.

Books to be published in December of that year may be submitted later than this date by prior arrangement with the BAAL Publications Secretary.

Copies of books should be sent to: Steve Walsh, Newcastle University, School of Education, Communication and Language Sciences, King George VI Building, Newcastle, NE1 7RU, steve.walsh@ncl.ac.uk. Nominations and enquiries should likewise be addressed to the BAAL Publications Secretary.

The contact details for the person playing this role for BAAL can be obtained from the BAAL newsletter or from the BAAL Secretary.

Judging of titles

(1) All entries to the BAAL Book Prize will be considered by a panel of expert reviewers whose teaching and research interests coincide with the titles under consideration. The panel will recommend titles for the shortlist.

(2) The short-listed titles will be considered by a second panel of judges who are themselves experienced researchers and authors and well known in the field.

(3) Eligibility is not restricted to UK publishers/authors. We welcome nominations from publishers outside the UK who might wish to draw their books to the attention of a British academic audience.

(4) The process of selection and judging is designed to bring nominated titles to the attention of staff and students in a wide range of institutions. Even where nominations are not short-listed, publishers can be sure that their new titles will get valuable publicity.

(5) The definition of 'applied linguistics' is to be interpreted in a wide sense: many studies in sociolinguistics, discourse analysis, communication studies and education will come within the scope of the BAAL Book Prize. If you are in doubt about the eligibility of a title, please contact the current Publications Secretary.

(6) Judges are requested when making their decisions to take account of a range of criteria, including the production quality of the book, and the style of presentation and language. In past years, judges have shown less interest in introductory text books and edited collections, though there is no reason why such volumes should not be successful where they clearly make an innovative and important contribution to the field.

(7) Details of the short-listed titles are posted on the BAAL website before the AGM, along with selected extracts from the comments submitted by the reviewers.

(8) The publishers of the winning title may use the phrase 'BAAL Book Prize + RELEVANT DATE' or 'Winner of the BAAL Book Prize +DATE' in the publicity for the book. Publishers of short-listed titles may use the phrase 'Short-listed for the BAAL Book Prize + DATE' in their publicity.

(9) BAAL may donate some of the submitted books to a book charity when the judging process has been completed.
