The Teaching Culture Series offers an opportunity to take a road less travelled in academic publishing. The series offers book-length ethnographies that are conceived of, and developed especially for, undergraduate use. We seek manuscripts that reflect current scholarship but that differ from traditional scholarly monographs in their dedication to ethnography that is narrative-driven and conceptualized specifically for use in the undergraduate classroom.

Series Editor: John Barker, University of British Columbia

Some items to consider:

1. Audience: Our goal with the series is to produce exciting and accessible ethnographies that draw upon original research and engage with important issues in anthropology in ways that appeal to undergraduate students with no prior exposure to the discipline. While books in the series are also appropriate for specialized upper-year courses, writing for introductory students requires anticipating the knowledge, experience, and motivations that attract students into anthropology in the first place.

2. Format/Organization: While accessibility is an important criterion, so too is the format/organization of the book. Anticipating how the proposed book might work in introductory courses of varying sizes and thematic emphases entails creative experimentation with the arrangement of chapters and data. Think about ways that you might fit your proposed book into your own introductory courses. Perhaps you might organize the chapters to follow a more general sequence of topics, focus upon a particular key segment, and/or build around a story arc or theme that recurs throughout the semester or quarter.

3. Length: Think short, then go shorter. We are looking for manuscripts in the 40,000-50,000 word range, resulting in a published book of 125-150 pages. This makes the readings manageable to students and easier for instructors to integrate into their teaching.

4. Writing Style/Tone: Ethnographies in this series employ a personal narrative voice while privileging ethnographic data, characters, and narrative over exposition of theory and trendy jargon. Our authors don’t “write down” to students, but create works that engage their imaginations and intellects—books that teach, through example, the fascinating and important contributions anthropologists make to the exploration of human experience.

5. Extending the Text: Ethnographies in this series may also integrate various media to support and extend their impact and usefulness as pedagogical tools. While we aim for books that can act as stand-alone publications, thinking about the role of photographs, films, video, social media, and other supplements is important, and can lend further creative thinking about how to use ethnography as a teaching tool.
PROPOSAL GUIDELINES

Proposals should be between 5 and 15 pages long and should include the following:

1. Description of and rationale for the proposed whole, including a table of contents.

2. Discussion of the ways in which the project speaks to current teaching practices and scholarly interests.
   - What are the challenges in teaching the content of related courses? How does the proposed text speak to these challenges?
   - Is the treatment of the subject matter expansive, conceptual, or practical?
   - Is it at the cutting edge or a better restatement of existing knowledge?
   - What distinctive approaches to coverage of specific topics will your project offer?
   - Are there topics that others in the field may expect to find but which you will not include? Why not?

3. Discussion of the project's potential market.
   - What is the primary market for the project? What are the secondary markets for the project?

4. If primary sources are included, discussion of relevant textual and translation issues.

5. Overview of competing or complementary books.

6. Proposed date of completion.

7. Tentative title.

8. Estimated total length of the manuscript (approximate word count, if possible).

9. List of non-textual items (e.g. charts, maps, illustrations, video clips, podcasts, etc.).
   - How will these non-textual items be delivered (e.g. in the text of the book, in an appendix, on a website, etc.)?

10. Personal qualifications, including a discussion of the proposer's unique qualifications for undertaking the project as well as the proposer's CV.

Proposals should be sent as email attachments (preferably in MS Word).