

**SERIES: TEACHING CULTURE**

**ETHNOGRAPHIES FOR THE CLASSROOM**

This series offers ethnographic case studies that are contemporary, engaging, provocative, and created specifically with undergraduate students in mind. Written with clarity and personal warmth, books in the series introduce students to the core methods and orienting frameworks of ethnographic research and provide a compelling entry point to some of the most urgent issues faced by people around the globe today.

**Series Editor:** John Barker, University of British Columbia

**WRITING/DEVELOPMENTAL GUIDELINES**

1. **Audience:** The goal of the series is to produce exciting and accessible ethnographies that draw on 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 to 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-to-50,000-word range, resulting in a published book of 150 to 200 pages. This length 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 terminology. 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 standalone publications, thinking about the role of photographs, films, video, social media, and other supplements is important and can encourage further creative thinking about how to use ethnography as a teaching tool.

**SERIES: TEACHING CULTURE (cont).**

**ETHNOGRAPHIES FOR THE CLASSROOM**

**PROPOSAL GUIDELINES**

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

1. Description and rationale for the proposed book, including an annotated 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 the coverage of specific topics will your project offer?
  - Are there topics that others in the field may expect to find but that 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).
  - How will these non-textual items be delivered (e.g., in the main text of the book, in an appendix, on a website)?
10. Personal qualifications, including the proposer's CV.
11. Sample chapter.

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

Please note that the Teaching Culture series does not accept simultaneous submissions.

To submit a proposal, please contact:

Carli Hansen, Editor

[chansen@utorontopress.com](mailto:chansen@utorontopress.com)