

Standardization and its Discontents

(with apologies to Sigmund Freud)

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As tribal elder and closing speaker, I will first attempt to offer some thoughts about the trends and emerging themes of PRISEAL 3. This will be followed by a hopefully mildly entertaining series of vignettes illustrating the vagaries and oddities of the academic world, mostly drawn from our own universe of academic discourse. These unusual pieces of academic prose thus deal with the inventive and the extraordinary, and they include imaginary authors, confessionals, egregious reviews, strange contracts, dangerous teaching materials, unhappy titles, narratives and fantasies. In closing, and more seriously, I will assess the opportunity cost of standardization in academic and scientific journals, and its consequences for publishing internationally.

Biodata

John Swales' primary research interests lie in written and spoken academic discourse. These interests are closely connected with his work in enhancing the advanced academic literacy of graduate students, both international and domestic.

Although he retired in 2007, he remains active. In the University of Michigan Press, he published "Navigating Academia: Writing Supporting Genres" and "Creating Contexts: Writing introductions" (both with Chris Feak), and in 2012 (also with Chris Feak) a third edition of the popular "Academic Writing for Graduate Students".