Grading Criteria for Book Proposal

Must haves:

The book proposal must include title, deadline for finishing the book, word and/or page length. Publisher; motivation for addressing this publisher. Target audience and what you do to address this audience. Information about competition and author; *motivation for writing the book is recommended but optional*. Table of contents and synopsis.

The order given above is suggestive but title, deadline and length come first and table of contents and the synopsis should be last (unless there is a clever twist).

Criteria:

Evaluators should look at the book proposal from the viewpoint of a reviewer who has to provide a recommendation for the proposal. Overall convincingness is important, that is, is it an academically rigorous book that will sell to the target audience?

Further evaluation criteria are: Structure and coherence of book proposal and the book; is the content of the book embedded in psychological theory and research; does it address the target audience; is the choice of publisher and the description of selling points and competition convincing; quality of writing – structure, vocabulary, use of academic terminology (especially in academic book), ease of understanding (especially in trade book), grammar, typos. As a book proposal has to be perfect in language and style, even few typos can lead to a deduction, especially from A to B or from B to C. However, there is some lenience in grading students for whom English or Norwegian is their second language.

Ambition and innovativeness should be encouraged and is a plus.

The grade does not reflect the agreement of the evaluator with the contents. Students should be encouraged to write freely about any topic they like and advocate controversial or even radical positions, if they wish to do so, as long as it is embedded in psychological theory and research. The evaluator may comment on issues he or she disagrees with but such disagreement must not influence grading.

Oslo, January 7, 2018   Rolf Reber