

# EXEMPLAR: THE JOURNAL OF SOUTH ASIAN STUDIES



## Mission, Aims, and Scope

SASA strives to enhance our "understanding of South Asia's cultures, histories, issues and opportunities." These can be categorized as having either a cultural or contemporary focus.

- Cultural Focus
  - Cultures and Histories: One cannot understand contemporary South Asia without grounding that understanding in its art, religion, philosophy, and history.
- Contemporary Focus
  - Issues: The region is beset by issues of rapid social change and strategic affairs.
  - Opportunities: Globalization is rapidly transforming South Asia. It is a two-way street, with rapidly growing South Asian investment in Western societies. The South Asian diaspora plays a central role.
  - Transnational and comparative perspectives will be actively encouraged.
- *Exemplar* strives to be a "crossover" journal, linking the academic world with sophisticated non-academics with a keen interest in South Asia.

## Geographic Coverage

- Indic culture area: India, Pakistan, Bangladesh, Nepal, Sri Lanka, Bhutan, Maldives.
- Significant Indic culture influence: Afghanistan, Myanmar, Cambodia, Indonesia, Tibet.
- South Asian diaspora.

## Academic Orientation

*Exemplar* emphasizes cultural understanding, mated to contemporary economic and political concerns, with a strong bias toward issues of globalization. As a crossover journal, *Exemplar* eschews jargon to appeal to academic and sophisticated non-academic audiences.

Toward these ends, *Exemplar*

- encourages "visual" submissions which illustrate and enrich academic content;
- devotes approximately one-third of its space to exemplary presentations from multiple conferences;
- features regular op-ed columns on topics of international relations, economic development, ethnic rituals and customs, photography, etc.

## Mission Statement

*Exemplar* is a multi-disciplinary, theoretically grounded, peer-reviewed, empirical journal dedicated to understanding the cultures, histories, issues and opportunities of modern South Asia. *Exemplar* keys on substantive topics rather than time periods. Editorially, the journal leans towards a political economy focus on concerns of contemporary importance and understanding of today's globalized world. Stylistically, the journal discourages the use of academic jargon, so that it is accessible to the sophisticated reader.

## Editorial Information

SASA Publications operates with a collegial model, where titles signify collaborative functions rather than individual decision-making responsibilities.

- Dr. William Vanderbok, SASA Publications Coordinating Editor
- Dr. Joe Pellegrino, *Exemplar* Managing Editor
- Dr. Chandrika Kaul, *Exemplar* Submissions Editor

*Exemplar* Editorial Board:

- Dr. Vandana Asthana
- Dr. Dina Bangdel
- Dr. Deepak Shimkhada
- Others to be added

## Format and Schedule

- *Exemplar* is produced in a large-scale format (approximately 8.5" by 11"), with full color and "perfect" binding.
- Volume 1 Number 1 will be distributed in the Fall of 2011.
- *Exemplar* is published on a biannual schedule, with the possibility of moving to a quarterly schedule in the future.
- Each issue of *Exemplar* will contain approximately 88-128 pages.

## Audience

### **Needs Addressed**

There is no journal devoted to South Asian studies leaning towards political economy or any of its subfields. We estimate that there are over 5,000 scholars in this rapidly increasing field. The potential diaspora audience is significantly larger. Additionally, because of its full-color format, it is ideally positioned to become the journal of choice for disciplines such as art history, which have a strong visual component.

### **Primary Market**

Scholars and sophisticated readers in the fields of political science, sociology, history, art history, literature, and economics will subscribe to *Exemplar*. The journal will also be a benefit of membership in SASA membership.