



CANADIAN JOURNAL OF COMMUNICATION
NOTICE TO CONTRIBUTORS

GENERAL POLICY: The Canadian Journal of Communication was created in 1974 to advance Journalism and Communication Education in Canada. It seeks to improve our knowledge of communication from a Canadian perspective. Manuscripts reporting original research, presenting theoretical perspectives, providing a critical synthesis of research literature, or describing specific methodological approaches to the study of human communication are welcome. The Canadian Journal of Communication has a very broad philosophical and behavioral science focus so that it can adequately represent the various approaches which Canadian communication scholars are taking to this field. Therefore, a variety of substantive interests, theoretical perspectives, and methodological approaches are accepted for publication.

MANUSCRIPT SUBMISSION: Three high-quality photocopies of the manuscript should be submitted. The author should retain the original manuscript until requested. Since a policy of blind reviewing is followed, a separate title page should include the title of the paper, names of its author or authors.

There should be no reference to the author by name on any other page of the manuscript. In addition, no mention of the place where the research was conducted should be included in the manuscript.

Incorrect Example: "Participants were students at the University of Saskatchewan."

Correct Example 1: "Participants were students at a Western University."

Correct Example 2: "Participants were students at -----."

STYLE: For general matters of style and referencing see a recent issue of Canadian Journal of Communication. In general, style should follow the recommendations of the **Publication Manual of the American Psychological Association**, 3rd Edition.

Prospective authors should also consult the guidelines for research and the reporting of research found in: Margrit Eichler and Jeanne Lapointe. **On The Treatment of the Sexes in Research**. Ottawa: Social Science and Humanities Research Council of Canada, 1985.

REFERENCES: All references should be at the end of the manuscript on a separate page under the heading REFERENCES. All references must be in the following format.

Book: Harrison, Randall P. *The Cartoon: Communication to the Quick*. Beverly Hills, CA: Sage Publications, 1981.

Article in edited book: Theall, Donald F. *Interpretive and Structural Analyses: The Advertisement and Film*, in L. Salter (Editor). *Communication Studies In Canada*. Toronto: Butterworths, 1981, pp. 68 - 81.

Unpublished article or thesis: Hawrish, Ernest A. "Jury Selection: Communication Determinants of a Lawyer's Choice of Jurors," unpublished M. A. thesis, University of Saskatchewan, 1974.

Journal article: Tate, Eugene D. *Canadian Communication Association founded: Reflections upon the Saskatoon meeting*, *Canadian Journal of Communication*, 1979, 6 (1), 1 - 2; 49.

Within the article all references must be in the following format: (Theall, 1981, 71) (Harrison, 1981) and for multiple authors (Tate, Hawrish, & Clark, 1974). If reference is made to more than one article than the following is used (Theall, 1981, 70; Harrison, 1982, 45).

FOOTNOTES: All footnotes should be on a separate page at the end of the manuscript entitled, FOOTNOTES. Use of content footnotes is strongly discouraged. However, they may be included if absolutely necessary to the topic.

LANGUAGE: The use of the generic "he", "man", "human", "humanity", should be avoided. If the referent for the pronoun is not specifically male or female, use "he or she", "her or him", "he and she", or other appropriate terms. Do not use "he/she", "s/he", or artificially created terms such as "hom", "hem", etc. Refer to "respondents" and "participants" as such, rather than "subjects" or "Ss". Refrain from using initials instead of proper names.

Incorrect Example: "A recent article in CJC stated that..."

Correct Example: "A recent article in the *Canadian Journal of Communication* stated...."

LENGTH: Manuscripts should not normally be longer than twenty-five (25) pages in length. Longer manuscripts will be considered only if the subject matter is of unusually high relevance to readers of the *CANADIAN JOURNAL OF COMMUNICATION*. In case of longer manuscripts we may reserve the right to publish them in a separate monograph format. All manuscripts should be typed double-spaced.

DATA BASED PAPERS: While we publish both data - based and nondata - based papers, those manuscripts which report the results of empirical research are expected to conform to the following:

1. Reliability estimates for all measures must be reported or a thorough justification for why no reliability estimate can be made must be provided.
2. When statistically significant effects/relationships are reported, an estimate of the variance accounted for (e.g., eta, r, etc.) must be provided.
3. When nonsignificant statistical tests are reported, an estimate of the power of the test must be reported. For guidance in this area, see Jacob Cohen, **Statistical Power Analysis for the Behavioral Sciences**, revised edition. (New York: Academic Press, 1977.)
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5. Research reports should conform to the guidelines set forth in Margrit Eichler and Jeanne Lapointe. **On The Treatment of the Sexes in Research**. Ottawa: Social Sciences and Humanities Research Council of Canada, 1985. [Catalog number: CR22-22/1985. Minister of Supply and Services, Canada.]

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