

# AUTHOR INSTRUCTIONS

## Oxford Research Encyclopedia of Communication

---

### **CONTRACT**

Please make sure you have signed your contract via AdobeSign.

### **ARTICLE STRUCTURE**

We ask that your article adhere to the outline below. If you have any questions as you write your article, please feel free to contact **Andrew Jung** at the general project inbox ORE COM ([communication.ore@oup.com](mailto:communication.ore@oup.com)) for clarification.

#### ***Title***

Because the Oxford Research Encyclopedia (ORE) of Communication is a digital resource, the choice of title for your article has important implications for discoverability. Good titles are specific and clear without being metaphorical or obscure. Titles that would be excellent for books or journal articles would have to be re-worked for the ORE. Please avoid the use of colons in your title.

Here are some tips for creating better and more discoverable titles:

<ul style="list-style-type: none"><li>● <b>Put the most important keywords first in the title:</b><ul style="list-style-type: none"><li>○ Less Effective: "The Early Works and Philosophy of Martin Luther"</li><li>○ More Effective: "Martin Luther's Early Works and Philosophy"</li></ul></li></ul>
<ul style="list-style-type: none"><li>● <b>Avoid adding Punctuation to your title:</b><ul style="list-style-type: none"><li>○ Less Effective: "Soda or Pop?: Phrases and Regional Accents in the Midwest"</li><li>○ More Effective: "Midwestern American Regional Accents and Phrases"</li></ul></li></ul>
<ul style="list-style-type: none"><li>● <b>Make the perspective of the article clear in the title:</b><ul style="list-style-type: none"><li>○ Less Effective: "Agriculture"</li><li>○ More Effective: "Agriculture from a Historical Perspective"</li></ul></li></ul>
<ul style="list-style-type: none"><li>● <b>Consider which specific and relevant terminology readers will use in their search query:</b><ul style="list-style-type: none"><li>○ Less Effective: "Building Upon Che Guevara's Bolivia"</li><li>○ More Effective: "Che Guevara in Bolivia"</li></ul></li></ul>
<ul style="list-style-type: none"><li>● <b>Use approximately 60 characters (including spaces) in your title:</b><ul style="list-style-type: none"><li>○ Less Effective: "A study of human motivation in social psychology that integrates person and situation perspectives"</li><li>○ More Effective: "Motivational Psychology across social and personality divisions"</li></ul></li></ul>
<ul style="list-style-type: none"><li>● <b>Write in a natural manner:</b><ul style="list-style-type: none"><li>○ Less Effective: "Martin Luther Early Works Philosophy Reformation Christianity"</li><li>○ More Effective: "Martin Luther's Early Works and Philosophy"</li></ul></li></ul>

### **Formatting**

When submitting your article, we **PREFER** the file to be sent as a MS WORD document.

Manuscripts should be written in 12pt font, preferably in Times New Roman, with double spacing.

Paragraphs should be spaced.

Primary inverted commas/quotation marks should be double (“...”).

### **Summary (250-500 words)**

The Summary should be a brief *synopsis* of the topic, no longer than 1-2 paragraphs. It should define the topic and stand on its own as a useful piece of content without reference to the larger article. Please note that we do not want an abstract in the traditional sense (“In this article, I will argue that . . .”), but rather a short summary containing the essential overview a reader might read before engaging the entire essay. Please see summaries of published [ORE Communication](#) articles for good examples.

*We ask that you write this piece far in advance of the full article and submit it as soon as it is complete, understanding that the full article will take longer to complete. We hope that the Summary will help guide you as you write your essay, and also give our readers a (very) short overview of your topic. The Summary will be published and become available for viewing in advance of the full article, and will increase discoverability of your topic. If you wish, you may revise or entirely re-write this summary when submitting your full essay.*

### **Keywords (5-10 words)**

Please suggest 5-10 keywords that can be used for describing the content of the article; this will ensure your article is searchable and discoverable online. Keywords are equivalent to terms in an index in a printed work.

### **Essay (6,000-10,000 words or more)**

This will be the majority of the contribution; please include subheadings roughly every 1,000-1,500 words. The essay should provide a thorough narrative overview of the topic but should not focus on literature review as this will be covered in a separate section (see below). Assume that most of your readers will be graduate students, though we anticipate a broad readership including faculty and teachers who need to brush up on topics outside of their area of expertise as well as undergraduate students.

Heading levels are as follows:

- **First level heading (BOLD)**
  - **Second level heading (BOLD and Italics)**
    - Third level heading (underline; no BOLD nor italics)

### **Discussion of the Literature (500-1,000 words) (\*\*This does not need to be a separate section if this occurs throughout the manuscript)**

Please discuss, briefly, the main threads in scholarship on your topic, including past approaches to the subject as well as research questions that remain or that are currently being pursued. While this cannot serve as an exhaustive historiography, it should discuss, in broad strokes, the scholarship on your topic.

### ***Primary sources (500-750 words) (if applicable)***

Discuss the main types and major collections of primary sources that are relevant to the subject, including locations and, where possible, links to archives, collections, and finding aids. Do not aim for exhaustiveness, but consider to where you might direct a beginning student, for important primary source collections.

### ***Further Reading (10-25 works)***

Around 10, and no more than 25, major books and articles on the subject. The bibliography should include essential reading: the first 10 or so readings to which you would direct a student who wanted to read more deeply on this topic.

### ***Non-textual materials/Images/Figures (if applicable)***

Please include links to relevant visual or otherwise non-textual materials, if any, including maps, charts, photos, video, audio, objects, etc. Please link to public domain materials in all cases if possible, as permissions fees are often prohibitively high. If you are able to obtain the necessary permissions, we would be happy to include the material in your article directly (see Permissions). For questions about appropriate links and proprietary rights, please contact [communication.ore@oup.com](mailto:communication.ore@oup.com)

### ***Links to digital materials (if applicable)***

**Please feel encouraged** to include links to digital museum exhibits, entire archives, collections, etc. These links should be scholarly in nature and openly available.

## **PERMISSIONS**

### ***Securing Permission***

The contributor is responsible for securing permissions for all media and should submit permissions clearance information to Andrew Jung along with the article manuscript. If the copyright has expired, the content is in the public domain, or if fair use applies, permission may not be necessary. Regardless, be sure to include a credit line whenever possible. Many institutions and Creative Commons licenses will request that credit be given in a specific way.

If permission is required, determine the copyright holder and whether you will need to seek permission from anyone else.

The OUP Editor might occasionally assist with this process, if there are any issues securing permissions.

### ***Image and Media Requirements***

Video and Audio files should be submitted in the MPG4 format.

Images should be submitted as JPEG, GIF, or PNG format. The image should be at least 1280 pixels on the longest side (for print) and 730 pixels (for online only). The larger the file, the better. Smaller files will result in blurry or very pixelated images when they appear online.

## **STYLE**

Articles should be written objectively and should avoid partisanship and polemic. Where debate exists in the field, all points of view should be discussed and presented fairly. **Avoid reference yourself directly, as in "I believe...," and use clear, formal language, avoiding jargon where possible.**

In terms of sophistication, articles should be written for researchers and graduate students.

Please avoid wherever possible the use of colons, semicolons, dashes and other punctuation in subheading titles.

### **TRANSLITERATION**

The Latin alphabet will be used throughout the Encyclopedia. Names and terms in other writing systems should be transliterated.

If your article contains diacritics, use Arial Unicode MS and submit a PDF for reference. If your word processing program does not support certain diacritics, indicate them with angle brackets. For example, <ayn>ilm al-<h underdot>adīth.

### **REFERENCES**

Please cite following *The APA Manual of Style*, 6<sup>th</sup> edition. Do not include substantive commentary or long, journal-style notes that list multiple works.

### **CITING YOUR ARTICLE**

The citation format of your article follows APA format. The general structure is:

- Last name, First Initial. (Year of publication). Article title. In *Oxford Research Encyclopedia of Communication*. Oxford University Press. doi:10.1093/9780190228613.013.[id]
  - (Please note: the [id] will be provided by the DE)

## EDITORIAL CONTACTS

OUP Communication Acquisitions Editor	<b>Anthony Wahl</b> <a href="mailto:Anthony.Wahl@oup.com">Anthony.Wahl@oup.com</a>	Contact with questions about the ORE in general or your topic, article structure, what to cover, strategic ideas, and decisions.
OUP Development Editor	<b>Andrew Jung</b> <a href="mailto:communication.ore@oup.com">communication.ore@oup.com</a>	Contact with questions about the status of your contract or article, production, copy-editing, publication, and payment for the following projects: <ul style="list-style-type: none"><li>• main <b><i>ORE Communication</i></b> project</li><li>• <b><i>Encyclopedia of Intergroup Communication</i></b></li><li>• <b><i>Encyclopedia of Communication and Critical Studies</i></b></li><li>• <b><i>Encyclopedia of Journalism Studies</i></b></li></ul>
OUP Development Editor	<b>Cecily Berberat</b> <a href="mailto:communication.ore@oup.com">communication.ore@oup.com</a>	Contact with questions about the status of your contract or article, production, copy-editing, publication, and payment for the following projects: <ul style="list-style-type: none"><li>• <b><i>Encyclopedia of Health and Risk Message Design and Processing</i></b></li></ul>