

Communication for Development and Social Change Series



SERIES EDITOR
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Following the APA editorial style

Please prepare your manuscript following the editorial style prescribed in the *Publication Manual of the American Psychological Association* which is often referred to as the “APA Style”. You can obtain more information about the editorial style at the following websites:

<http://www.wooster.edu/psychology/apa-crib.html>
<http://www.apastyle.org>

Keeping your format very simple

Please do not format your manuscript using fancy templates, boxes, tables, lines and colours. The typesetters will need to painstakingly remove all your formatting, if you should opt for a complicated format. They must do this before they can begin setting your manuscript using their specialised page-layout software. You run the risk of introducing errors into your book if you should force the typesetters to rework your manuscript in this way. And it will definitely delay the publication of your book.

Tips for typing

You can also help us speed up the publication of your book by typing it in a way that does not require our typesetters to painstakingly correct the approximately 400,000 to 500,000 key strokes that make up your manuscript. Please use the following tips when typing:

- Use only *one space* after a full stop. Never use two spaces.
- Set your software to automatically indent a new paragraph. Never insert spaces here by using the tab key.
- Use a maximum of three levels of headings. We prefer two levels.
- Please number your headings so that the typesetter will be clear on the level of heading you have intended for a particular heading. Use decimal points to designate your levels, for example:
 - “8. Print media”
 - “8.1 Newspapers”
 - “8.1.1 Village wall newspapers”
- Use a capital letter only for the first word in your headings (except for proper nouns).
- Never type headings, sentences and words using all capital letters. This will require the typesetters to retype them and you run the risk of introducing errors into your book.
- Italicise non-English words. (Do not italicise names of people, places and organisations.)
- Italicise the titles of published, broadcasted and performed works. For example, the journal *Communication for Development and Social Change*, or the documentary *An Inconvenient Truth*, or the opera *La Bohème*.
- Italicise all links to websites and web pages. For example, *<http://www.southbound.com.my>*.
- Always insert “*http://*” (or “*https://*” for secured websites) at the beginning of all URLs or website addresses.
- Always run the spell-check utility in your word processing software after typing.

Using “UK English”

Please set your word-processing software to run on “UK English”. All words should be spelt according to UK English except for quoted text, organizational names, and non-English words which should be spelt according to the way they were originally published or used.

Spelling with “...ize” and “yse”

Please spell the relevant words with “ize” rather than “ise” as in “organize” and “organization”. The exceptions are the following words which should always be spelt with an “ise”:

advertise	advise	apprise	arise	chastise
circumcise	comprise	compromise	concise	disfranchise
disguise	demise	despise	devise	enfranchise
enterprise	exercise	improvise	practise (the verb)	precise
premise	revise	supervise	surmise	surprise
merchandise	televisе			

The following words should be spelt with “yse” and not “yze”: (except when quoting verbatim from a published American source):

analyse catalyse paralyse

Writing clearly and with a minimum of jargon

Write your chapters in a way that make them accessible and friendly to readers who may be reading English as a second language, and whose area of main expertise may not be communication. Please use short active sentences.

Do not write:

Recognising the importance of communication in development, especially in the least developed regions of the country, and wishing to persuade policymakers in the Parliament to pass into law the proposed ICT4D legislation, the director-general of the Ministry for Post and Telecommunications commissioned and then presented to members of Parliament a study conducted by the policy-research unit of the local university that surveyed the information seeking behaviour of 200 SMEs located in the poorest region of the country to determine what types of information they lacked in their operations and how such information could have strengthened their businesses.

Write instead:

The director-general of the Ministry of Post and Telecommunications presented to members of Parliament the results of a study that showed how new information and communication technologies (ICT) could be used to strengthen the operation of small and medium sized enterprises (SMEs) in the country. She hoped that the findings of the study would persuade the law makers to pass the draft ICT for Development Act. The study had been commissioned by her ministry from the policy-research unit of the local university. It covered SMEs located in the least developed region of the country. The study focused on the ways these entrepreneurs went about finding information that is vital to the running of their businesses.

Watching out for sexist language

Please avoid sexist language. Do not use words such as “chairman”, “policemen”, and “air hostess” to refer to occupational groups as they reinforce the stereotypical roles of men and women. Use instead “the chair”, “the police” and “flight attendant”. Also avoid using the words “he”, “his” or “him” to refer to a particular professional as this may be taken to suggest that only men are capable of such occupation. For example do not say “The software developer needs to focus on writing *his* code as the success of the entire project will depend on *him* developing a computer application that runs without interruption.” Instead, say “The software developer needs to focus on writing *his or her* code as the success of the entire project will depend on *him or*

her developing a computer application that runs without interruption.” Or you may use a plural noun which helps to render your language gender neutral: “Software developers need to focus on writing *their* code as the success of the entire project will depend on *them* developing a computer application that runs without interruption.”

And watching out for racist language

Avoid making observations and generalizations about communities based on their ethnicity, nationality, religion and domicile.

Organising your chapters

Begin each chapter with a paragraph that explains how it relates to the overall structure and topic of the book. The next paragraph(s) should clarify how the chapter is organized. The rest of the chapter then follows on from these opening paragraphs.

Charts and tables should be included at the end of the manuscript, on separate pages after the bibliography and references. Do not embed tables and charts within your text. You may indicate within the text where you wish a table or chart to appear by inserting a note (e.g. “Insert Table 1 here”). Tables and charts should supplement the text they relate to rather than repeat what has already been discussed within the text. Avoid getting lost in the data of case studies. Your writing needs to be broadly relevant and make generalisable connections to the topic.

Please include a short bio of about 50—70 words about yourself and every co author of your book. Your bio should appear at the end of your manuscript. The bio(s) should contain the following information about you and your co-authors: academic background, current position, institution and major publication(s).

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Using endnotes and avoiding footnotes and cross references

Do not use footnotes. Also do not make cross references within your book. You may include endnotes. They should appear at the end of each chapter. Begin the numbering of your endnotes for each chapter with the numeral “1”. Use only Arabic numerals.

Following the APA style in listing your references

References are potentially *the most problematic element of your manuscript*. It is well worth your time to get them finalised at the time of writing when the context of the references is fresh on your mind and the source material within easy reach. References will be more difficult to track down when we return the manuscript to you for revision when they do not conform to the APA style.

The following website has an excellent section on the APA style of referencing:

<http://www.wooster.edu/psychology/apa-crib.html>

Preparing your illustrations

Your book will be printed with black ink only. It is therefore important that you provide illustrations which will print well in black-and-white. Line drawings, photographs and other graphics may be provided as originals for us to scan, or if you should decide to digitise the illustrations yourself, make sure that you prepare them on a high-resolution scanner and save them as TIFF or GIF files with their resolution set at 300 dots per inch (dpi). You should size the width of each image at 150 mm and let the width determine its height. We prefer to receive your digital images files in the PC format. If you are preparing your illustrations using graphics software (such as *Photoshop*), please remember to save your images with all their layers intact so that you can quickly make changes to them should we request you to do so. Do not collapse the layers.

Your illustrations should be named exactly as how you have referred to them in your text (e.g. "Figure 1"). *Do not paste the illustrations* onto your manuscript. Instead, at the appropriate positions within your text, type notes that specify the names of the particular illustrations which should appear there (e.g. "Insert Figure 1 here"). Your illustrations should be submitted to us separately from your manuscript in the form of digital files. It is important that we receive your illustrations in this way as we cannot extract and use images pasted within your manuscript.

Writing captions for your illustrations

Captions for all your figures and illustrations must be prepared as an independent document and submitted separately to us. List all your captions in the order that they will appear within your book. Include the file name of the figure or illustration at the start of each caption. E.g. "Figure 1: This photograph of the telecentre in the fishing village was taken after the fleet had just returned from a two-week fishing trip."

Determining the length of your manuscript

A manuscript could be between 150 and 250 pages in length. The size of each page should be set to the international A4 size (210 mm width and 297 mm height). You should type using the 12-point font of the Times New Roman typeface with 1.5 line spacing. The pages containing your references and endnotes are not counted when determining the length of your manuscript.

Getting ready to compile the index for your book

It is your responsibility to prepare the index for the book. You do not need to do this until you receive the final page proofs from us since you should refer only to the page numbers of the printed book. You may wish to prepare for the compilation of the index by identifying the keywords to be used in your index when finalising your manuscript. The following page at the website of the Society of Indexers provides useful tips:

<http://www.indexers.org.uk/index.php?id=234>

Proof reading your book before publication

You will also be responsible for proof reading the book. We will be in touch with you when your book is ready for proof reading.

Whom to contact?

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