Contributions should be in English or French. All manuscripts must be submitted to the Editor-in-Chief, Marcel Danesi, Program in Semiotics and Communication Theory, Victoria College, University of Toronto, Toronto, Ontario M5S 1K7, Canada.

Manuscripts must be double-spaced with wide margins on one side of standard A4 typing paper (or equivalent). An abstract (maximum of 200 words) summarizing the whole article (not just the conclusions); six keywords; and a bionote (maximum of 75 words) should also be supplied. Manuscripts should be reasonably divided into sections, and where necessary, subsections, with numbered headings. All pages of the manuscript should carry the page number and the author's last name. Use 'single quotes' throughout the article, and 'double quotes' only within single. Emphasized expressions should be italicized.

Computer disks (Macintosh or IBM-compatible) must be submitted in addition to a paper copy. The paper copy must be an exact printout of the material on the disk. Any information not included on the disk, such as graphics or tables, should be indicated on a cover sheet and appended directly to the manuscript. The disk should be labeled to include the author's name, title of the article, software and version number used, as well as the platform (Windows or Mac). If possible, files should be saved as Microsoft Word files or converted to Rich Text Format.

Review articles should be headed 'Review article' and given an appropriate title that is different from the title of the work(s) under review. The title should be followed by an asterisked footnote, placed at the bottom of the first page of text, containing the bibliographical details of the work(s) under review:


References to the work under review should be cited by page number alone (e.g., 'p. 16'). Otherwise, the references should conform to the style for articles.

Line drawings (called 'Figures' in the text) and photographs (glossies, not negatives, called 'Plates' in the text) must be reproducible originals and should be submitted on separate sheets, carefully numbered and labeled. Captions should be typed on a separate sheet and placed at the end of the manuscript.

Tables should be numbered consecutively and titled, and must be referred to in the text. Do not speak of the 'preceding' or 'following' table, since the printer may not be able to preserve its original position. Each table should be submitted on a separate sheet; captions should be listed on a separate page.

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'... as mentioned by Morris (1971)'

'... as has been argued (Morris 1971: 287–294)'

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