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:

*Ray Jackendoff, Languages of the Mind: Essays on Mental Representation. Cambridge, MA: MIT Press, 1992.

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.

Notes should be kept to an absolute minimum. They should be typed on separate sheets of paper (double-spaced throughout) and included at the end of the text. Please avoid using the automatic footnote function.

References should conform to standard *Semiotica* practice. References are cited in the text by giving the name of the author(s) and year of publication (in parentheses), e.g.:

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

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

All citations in the text must be listed fully in a Reference section at the end of the manuscript, by alphabetical order of authors, with complete bibliographical details. Journal and book titles must be given in full and italicized. The Reference list should be presented as follows:

Barthes, Roland (1970). *Elements of Semiology*, A. Lavers and C. Smith (trans.). Boston: Beacon Press.

Bouissac, Paul (1973). La mesure des gestes: Prolégomènes à la sémiotique gestuelle (= Approaches to Semiotics 3). The Hague: Mouton.

-(1976a). *Circus and Culture: A Semiotic Approach* (=Advances in Semiotics 2). Bloomington: Indiana University Press.

-(1976b). The 'golden legend' of semiotics. Semiotica 17 (4), 371-382.

Eakins, Barbara Westbrook (1972). Charles Morris and the study of signification. Unpublished Ph.D. dissertation, University of Iowa.

Fisch, Max H. (1964). A first supplement to Arthur W. Burks's bibliography of the works of Charles Sanders Peirce. In *Studies in the Philosophy of Charles Sanders Peirce*, Edward C. Moore and Richard Robin (eds.), 477–485. Amherst: University of Massachusetts Press.

Fisch, Max H. and Cope, Jackson I. (1952). Peirce at the Johns Hopkins University. In Studies in the Philosophy of Charles Sanders Peirce, Philip P. Wiener and Frederic H. Young (eds.), 277–311, 355–360. Cambridge, MA: Harvard University Press.

Corrections. Authors are asked to check their manuscripts *very carefully before* submitting them in order to prevent delays at the proof stage. Especially check in-text citations against listings in the References section, to be sure dates and spelling match, and that all works cited are listed.

Proofs. Authors will receive PDF page proofs for correction which must be returned by dates determined by the publication schedule.

Complimentary copies. Contributors will be sent one complimentary copy (each). If there is more than one author, the copies (up to a maximum of three) will be sent to the first-named contributor for distribution.