

SELECTION OF PAPERS

CRITERIA

SEARCH is a blind peer-reviewed journal. The following are the criteria for the acceptance of a paper for publication:

SCOPE

SEARCH welcomes scholarly works on communication such as mass media, journalism studies, advertising/ persuasive communication, public relations, visual communication, new communication technologies (online, computer-mediated and mobile communication media effects), interpersonal communication, political communication, health communication, popular culture and society, gender and sexuality in the media, and relevant areas from the standpoint of media and communication research.

STANDARD AND CRITERIA

- I. Manuscripts that exhibit most of the following characteristics meet the selection criteria for publication.
- II. Content: Original research with significant findings that contribute to the discipline that also command a general interest.
- III. Presentation: Systematic and well-organised prose whereby an argument flows and is easily comprehensive.
- IV. Language: Simple, lucid and highly intelligible to a general intellectual audience. There should be minimal usage of specialised terms, jargons or technical language; if unavoidable, an explanatory note to follow in parentheses.

CONVENTION: FIDELITY TO HOUSE-STYLE

Manuscripts that are not accepted for publication include those that are too elementary, poorly written and/or poorly organised, incoherent, too specialised in scope, unduly technical, or excessively long. Such papers that are rejected are promptly returned to the author.

PEER-REVIEW PROCESS

Submitted manuscript goes through the review process that takes between three and four months. A blind review is practiced so that neither contributor nor reviewers are known to one another.

The Editor-in-Chief will have the first initial review of the paper on its suitability and relevance in consultation with members of the Internal Review Panel. If appropriate, reviewers are identified again through consultations with the Internal Review Panel. If the review reports are unfavourable, the Editor-in Chief in discussion with the Review Panel decides whether an outright rejection is advisable or to seek another reviewer before final decision is made.

In the event of rejection, the author of the paper is promptly notified. If the reviews are encouraging, the author is notified; the review reports are enclosed for the author to undertake revisions in line with the reviewers' comments and suggestions.

The revised paper when received by the Editor-in-Chief will again be evaluated to ensure that all issues raised by the reviewers have been addressed. If deemed necessary, the revised paper is forwarded to the reviewers for another reading. When all quarters are satisfied, the author is notified that his/her paper has gone through the review process and is now accepted for publication in a forthcoming issue of the journal.