



Please provide a fully descriptive article title of not more than 50 words and an abstract of not more than 500 words.

We are happy to use either UK or US spelling so long as spelling is consistent throughout the article.

For quotations in the text single quote marks should be used, reserving double quotation marks only for quotes within quotes. Indent any quotations over 30-40 words in length, and remove quotation marks (no italic).

Please use no more than three levels of headings. Do not number headings or paragraphs. Try to make sure that two levels of headings are not used next to each other without text in between.

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Use 1.5 spacing, outlined (except references) and use the font 'Georgia

Try to keep footnotes to a minimum and use only for essential contextual background, to provide details of variables or methods, or for similar material which, while essential, would none the less be disruptive of the flow of the main text, or of interest only to a minority of readers. Use footnotes rather than endnotes.

Acknowledgements should appear at the end of the article, before the references, rather than in a footnote.

The first component of our referencing style is that the author's last name and date of publication are given at the reference point in the main text, enclosed in brackets:

(Downing, 2001)

If an author has more than one cited publication for the same year, add a, b, c etc to the date. Spell out the pagination for any chapter cited rather than using Ch.

Where two or three works are referenced at the same time they are enclosed within the same brackets and separated by a semi-colon:

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Paper presented

Deuze, M. (2007) 'Corporate Appropriation of Participatory Culture', paper presented at the 57th Annual Conference of the International Communication Association (ICA), San Francisco, US, 24-28/05.

Electronic journal article

Giroux, H. (2007) 'Beyond the Spectacle of Terrorism', *S* : *P* *R*
I 2(1): 17-51, URL:
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