

Call for Papers –‘Pragyaan: Journal of Mass Communication’ (UGC Care Listed, Double-Blind Refereed Research Journal, ISSN: 0974-5521)

School of Mass Communication, IMS Unison University, Dehradun invites original contributions from the authors for Research Journal 'Pragyaan: Journal of Mass Communication'.

Pragyaan: Journal of Mass Communication (ISSN: 0974-5521) is a UGC Care Listed, Double-Blind Refereed Research Journal published in the months of June and December. The journal is dedicated to develop, promote and share new ideas, concepts, knowledge, applications, and practices in the areas of Mass Communication. It aims at bringing together academicians as well as practicing professionals. The Research Papers/Articles/Case Studies are invited from scholars, researchers, and media professionals.

The University publishes conceptually sound articles and papers through this Journal, which have the potential to enrich the existing Mass Communication education, theory, and practice. The papers could deal with research on contemporary issues covering the fields of Journalism, New Media, Radio & TV Production, Digital Photography, Advertising, Public Relations & Corporate Communication, Intercultural Communication, Development Communication, Event Management, Media Law & Ethics, and other related areas of Mass Communication.

SUBMISSION GUIDELINES TO AUTHOR/S

1. Submissions must be in Microsoft Word (MS Word):

The entire document should be in Times New Roman, single column, 1.5 line spacing. A soft copy of the document formatted in MS Word 97 or higher versions should be sent as submission for acceptance.

2. Text Font Size:

Title of the paper should be bold 16 point, and all paragraph headings should be Bold, 12 point.

3. Cover Letter:

Cover page: It should include (i) Title of the Paper; (ii) Name of the Author/s; Co-authored papers should give full details about all the authors; Maximum two author permitted (iii) Designation; (iv) Institutional affiliation; (v) Correspondence address. In case of co-authored papers, **first author will be considered for all communication purposes.**

4. The following pages should contain the text of the paper including:

Title, Abstract with Key words (not exceeding 300 words), Introduction, Subject Matter, Conclusion, Suggestions & References. Name(s) of author(s) should not appear on this page to facilitate blind review.

5. Table/ Figure/ Images:

Place tables/figures/images in text as close to the reference as possible. Table caption should be above the table. Figure caption should be below the figure. These captions should follow Times New Roman 11”.

6. Citations in APA Style:

References should be in standard APA style, such as:

Chapter in an edited Book

Stewart, B. (2007). Wag of the tail: Reflecting on pet ownership. In J. Jaimeson, T. Bannerman, & S. Wong (Eds.), *Enriching our lives with animals* (pp. 97-105). Toronto, Canada: Petlove Press.

Article in a journal

Light, M. A., & Light, I. H. (2008). The geographic expansion of Mexican immigration in the United States and its implications for local law enforcement. *Law Enforcement Executive Forum Journal*, 8(1), 73-82.

Article in a newspaper

Woods, C. (2011, October 24). The development of environmental consciousness in the United States. *The Washington Psychic*, pp. A2, A5.

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Sanger, M. (2000). *Woman and the new race*. Bartleby.com. <http://www.bartleby.com/1013/> (Original work published 1920).

7. Plagiarism Disclaimer:

Article should contain a disclaimer to the effect that the submitted paper is original and is not being published or under consideration for publication elsewhere. (Annexure I) The signed document must be e- mailed/ posted to ***The Editor*** along with manuscript.

8. Peer Review:

All submissions will go through an initial round of review by the editorial board and the selected papers will subsequently be sent for blind peer-review before finalization for publication.

All Correspondence/manuscripts should be addressed to:

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