

General Guidelines

General Rules for Text

Use the following rules for the titling, text, abstract, keywords, heading and references.

Original Content: Please note that your article should not be published in other journals and should be an authentic piece of work. Consequences of piracy are the sole responsibility of the author. Ethical practices are to be strictly followed by all authors.

- **Language of Submission:** English
- **Preferred Length of Paper:** 6000 - 8000 words
- **Paper size:** A4; **Page Margins:** 2.5 cm/ 1inch margin. Single- side print only.
- **Font:** Times New Roman; **Font Size:** 12; **Line Spacing:** 1.5 line spacing
- **Paragraph Spacing:** Above paragraph – 0 pt; Below paragraph – 6 pt
- **Format:** Microsoft Word
- **Page numbers:** Page numbers are to be indicated at the right side of the page.

Heading Size:

- **Heading 1:** Times New Roman; Size-12; Non Italic & Bold; for example: **Introduction**
- **Heading 2:** Times New Roman; Size-12; Italic; for example, *1.1 Research Methods*
- **Heading 3:** Times New Roman; Size-12; Non Italic; for example, 1.1.1 Analysis Result
- **Subdivision of the article:** Divide your article into clearly defined and numbered sections. Subsections should be numbered 1., 2., (then 1.1, 1.1.1, 1.1.2), 1.2, etc. (the abstract is not included in section numbering). Use this numbering also for internal cross-referencing: do not just refer to 'the text.' Any subsection, ideally, should not be more than 600 words. Authors are urged to write as concisely as possible, but not at the expense of clarity.

Manuscript Preparation

In case of quantitative/experimental work, the author(s) must specify the purpose of the study. The text of observational and experimental articles should usually be divided into the following sections with the headings, such as Introduction, Methods, Results, and Discussion to clarify their content.

Page 1: Title page. The title page must include:

- **Title:** The title should be concise and informative. Avoid abbreviations and formulae wherever possible. The title page is considered as Page 1
- **Author names and affiliations:** The Author's name and family name should be clear. The authors' affiliation addresses (where the actual work was done), the full postal address of each affiliation, including the country name, and, if available, the e-mail address, and telephone number of each author should be mentioned in a italics immediately after the author's name and in front of the appropriate address.
- **Corresponding author:** Clearly indicate who is willing to handle correspondence at all stages of refereeing and publication, also post-publication. Ensure that telephone numbers (with country and area code) are provided in addition to the e-mail address and the complete postal address. An article can have a maximum of five authors.

Sample of the Title Page Content

Author's Name (Surname with Initials; Font size 12; Bold)

Co-Author's Name/s (Surname with Initials; Font size 12; Bold)

1. *Author's University / Institute , Country*

E Mail / Contact Details (Font size 11; Italics)

2. *Co-Author's University / Institute , Country*

E Mail / Contact Details (Font size 11; Italics)

3. **Word count** (including Title page, Abstract and References; Figures excluded)

4. **No of figures used:** Font size 12

5. **Date of submission:** Font size 12

6. **Sponsoring information** (*Mandatory*: If the research is sponsored or supported by an organization)

Page-2: This page will contain the Title of the article, Abstract and Keywords.

Sample of Page 2 Content

Title on Page 2: Font: Times New Roman; **Font Size:** 16; Bold

Abstract: Maximum 250 words. Font in Italics. An abstract is a one paragraph summary of the entire paper. The abstract should state briefly the aims, methods, results and major conclusion of the research. References should be avoided.

Keywords: Immediately after the abstract, provide a maximum of 8 keywords, avoiding general and plural terms and multiple concepts (avoid, for example, 'and', 'of').

Page-3: The Research paper begins with the Title and concludes with References.

Introduction: The main purpose of the introduction is to provide the necessary background or context of the study (i.e. the nature of the problem and its significance). State the specific purpose or objective of the study. Provide a brief but appropriate historical backdrop and the contemporary context in which the proposed research question occupies the central stage.

Methods: Methods section must succinctly describe what was actually done. Describe the source population and the selection criteria for study participants. Identify the methods, apparatus, and procedures in sufficient detail to allow other workers to reproduce the results. Authors submitting review manuscripts should describe the methods used for locating, selecting, extracting and synthesizing data. Describe statistical methods with enough detail to enable a knowledgeable reader with access to the original data to verify the reported results.

Results: Authors must avoid repeating in the text, all the data provided in the tables or illustrations and graphs as an alternative to tables with many entries or duplicate data in graphs and tables. This section must focus on scientifically appropriate analyses of the salient data.

Discussion: This section must emphasize the new and important aspects of the study and the conclusions that follow from them. For experimental studies it is useful to begin the discussion by summarizing briefly the main findings, and then explore possible mechanisms or explanations for these findings. Compare and contrast the results with other relevant studies, state the limitations of the study, and explore the implications of the findings for future research and clinical practice.

References: References must be written according to the guidelines of Publication Manual of the American Psychological Association (APA- 6th edition). Responsibility for the accuracy of bibliographic citations lies entirely with the authors.

- **Citations in the text:** Please ensure that every reference cited in the text is also present in the reference list (and vice versa). Avoid citation in the abstract. Unpublished results and personal communications should not be in the reference list, but may be mentioned in the text. Citation of a reference as ‘in press’ implies that the item has been accepted for publication.

- **Citing and listing of web references:** As a minimum, the full URL should be given. Any further information, if known (author names, dates, reference to a source publication, etc.), should also be given. Web references can be listed separately (e.g., after the reference list) under a different heading if desired, or can be included in the reference list.
- **Text:** Citations in the text must follow the referencing style used by the American Psychological Association. You can refer to the Publication Manual of the American Psychological Association (Sixth Edition).
- **List:** References must be arranged first alphabetically and then further sorted chronologically if necessary. More than one reference from the same author(s) in the same year must be identified by the letters “a”, “b”, “c”, etc., placed after the year of publication.

Use the author/date system of reference in the text (e.g., Chomsky, 1997). Gather the references alphabetically after the text, using last names and first initials.

Publication Ethics and Malpractice Statement

This Journal Publication Ethics and Publication Malpractice Statement is based, in large part, on the guidelines and standards developed by the Committee on Publication Ethics (COPE). The relevant duties and expectations of authors, reviewers, and editors of the journal are set out below.

- **Publication information**
- **Publication Frequency:**
- **Cost of publication:** Publication has no cost to the authors.
- **Open Access:** The journal provides open access to all published papers.

Authors' responsibilities

Reporting Standards: Authors of reports of original research should present an accurate account of the work performed as well as an objective discussion of its significance. Data, facts and figures should be represented accurately in the paper. A paper should contain sufficient detail and references to permit others to replicate the work. Fraudulent or knowingly inaccurate statements constitute unethical behavior and are unacceptable.

Originality and Plagiarism: The authors should ensure that they have written entirely original works, which are not partially or totally published elsewhere, or submitted for publication elsewhere. If the authors have used the work and/or words of others that this has been appropriately cited or quoted. Authors are responsible for obtaining written permission in the case of using other images and artwork or for adaptations of such images, if they do not have copyright for them.

Plagiarism will be followed by the rejection of the manuscript. Authors have full responsibility for the authenticity of their paper. In case of multiple authors, the authenticity of the article needs to be ensured by all of them.

Any unethical behavior, manufacture of research results or promotion of deceitful or incorrect arguments may cause the rejection of a submission or the withdrawal of a published article.

Copyright: Published articles are under the copyright of the journal. Partially or totally publication of an article elsewhere is possible only after the consent from the editors.

Multiple, Redundant or Concurrent Publication: An author should not in general publish manuscripts describing essentially the same research in more than one journal or conference. Submitting the same manuscript to more than one journal or conference constitutes unethical publishing behaviour and is unacceptable.

Acknowledgement of Sources: Proper acknowledgment of the work of others must always be given. Authors should cite publications that have been influential in determining the nature of the reported work.

Authorship of the Paper: Authorship should be limited to those who have made a significant contribution to the conception, design, execution, or interpretation of the reported study. All those who have made significant contributions should be listed as co-authors. Where there are others who have participated in certain substantive aspects of the research project, they should be acknowledged or listed as contributors. The corresponding author should ensure that all appropriate co-authors are included on the paper, and that all co-authors have seen and approved the final version of the paper and have agreed to its submission for publication. The corresponding author must maintain the communication with all the co-authors.

Disclosure and Conflicts of Interest: All authors should disclose in their manuscript any financial or other substantive conflict of interest that might be construed to influence the results or interpretation of their manuscript. All sources of financial support for the project should be disclosed.

Author Self-Archiving: The authors are not permitted to post published articles on their personal or institutional website. However, they should post the published article information with a clear indication of that the paper was published in the journal of Content, Community and Communication with a link to the journal's website.

Fundamental errors in published works: When an author discovers a significant error or inaccuracy in his or her own published work, it is the author's obligation to promptly notify the journal editor or publisher and cooperate with the editor to retract or correct the paper.

Reviewers' Responsibilities

All submitted papers are subject to strict double-blind peer-review process by at least two reviewers that are experts in the area of the particular paper. The factors that are taken into account in review are as follows:

- **Relevance:** Is this paper relevant for the topics of this journal?
- **Soundness:** Is this paper technically sound and complete?
- **Support:** Are the claims supported by experimental/theoretical results?
- **Significance:** Is the paper interesting for other media and communication researchers?
- **Originality:** Are the results/ideas novel and previously unknown?
- **Readability:** Is the paper well-organized and easy to understand?
- **Language:** Is the paper written in correct English and style? Of these, the main factors taken into account are significance and originality.
- **Contribution to Editorial Decisions:** Peer review assists Editor-in-Chief/Editor and the Editorial Board in making editorial decisions and through the editorial communications with the author may also assist the author in improving the paper.

Review of the Article: JOURNAL reviewers perform work for the journal on a volunteer basis. Peer review assists Editor-in-Chief/Editor and the Editorial Board in making editorial

decisions and through the editorial communications with the author may also assist the author in improving the paper. The possible decisions include acceptance, acceptance with revisions but without re-review, revise and resubmit, or rejection.

Rejection of an article

- Articles that are often rejected include those that are poorly written or organized or are written in poor English.
- If authors are encouraged to revise and resubmit a submission, there is no guarantee that the revised submission will be accepted. Rejected articles will not be re-reviewed.
- Articles may also be rejected without review if the Editor-in-Chief/Editor considers the article unsuitable for publication.

Promptness: If a reviewer feels that the received manuscript does not suite his/hers specialty field and the reviewing process will suffer, he needs to notify the editor. All reviews should be delivered to the editorial staff in due time. On a regular basis, the review of an article should not take more than one month from the submission of the manuscript to the reviewer to the transmission of the completed review form to the JOURNAL editorial board.

Confidentiality: Received manuscripts are confidential documents and reviewers are not allowed to reveal information or discuss about the articles, beside the editor and other persons authorized by the editor. Any suspected conflicts of interests need to be reported.

Reviewing Process: The reviewing process needs to be objective; reviewers should argue their statements and personal criticism is not permitted. The reviewers must use the review form delivered by the editors together with the submitted article. By consenting to do a review the reviewers accept that their names will be published in the list of former reviewers of the journal. The editorial staff can resubmit a manuscript to additional reviewers in case that considers the answer from previous reviewers insufficient, inappropriate or not timely.

Peer Review Process: All submissions to the journal are initially reviewed by the Editor and his Associates. At this stage manuscripts may be rejected without peer review if it is felt that they are not of high enough priority or not relevant to the journal. This fast rejection process

means that authors are given a quick decision and do not need to wait for the review process. Manuscripts that are not instantly rejected are sent out for peer review, usually to two independent reviewers. Based on the feedback from these reviewers and the Editors' judgment a decision is given on the manuscript within 30 to 45 days.

Standards of Objectivity: Reviews should be conducted objectively. Personal criticism of the author is unacceptable. Referees should express their views clearly with supporting arguments.

Acknowledgement of Sources: Reviewers should attempt to identify relevant published work that has not been cited by the authors. Any statement that a result or argument has been previously reported should be accompanied by the relevant citation. A reviewer should also call to the editor's attention any substantial similarity or overlap between the manuscript under consideration and any other published paper of which they have personal knowledge.

Disclosure and Conflict of Interest: Privileged information or ideas obtained through peer review must be kept confidential and not used for personal advantage. Reviewers should not consider manuscripts in which they have conflicts of interest resulting from competitive, collaborative, or other relationships or connections with any of the authors, companies, or institutions connected to the papers.

Editors' responsibilities

- All submissions must receive an answer from the Editor-in-Chief/Editor, either if the manuscript is rejected, considered for publication or accepted for publication. On a regular basis an article should be processed in less than 3 months from the date of submission by the author to the date of the communication of the editors' final decision.
- The Editor-in-Chief/Editor of the JOURNAL is responsible for deciding which of the articles submitted to the journal should be published. Both of them may be guided by the editorial policies of the journal and constrained by such legal requirements as shall then be in force regarding libel, copyright infringement, and plagiarism. The editor-in-chief may confer with the members of the Editorial Board or reviewers in making this decision.

- Editor-in-Chief/Editor is responsible for the overall quality of the publication. Editor always consider the needs of the authors and the readers when attempting to improve the publication. Editors should ensure that all research material they publish conforms to internationally accepted ethical guidelines.
- Editor shall accept or reject a manuscript based only on its scientific content and they will not consider the nationality, gender, race, age or institutional affiliation of the authors.
- Only manuscripts that are considered for publication will be sent to blind peer review. Editor-in-Chief/Editor will choose appropriate reviewers considering the manuscript's content. During the peer review process, editor or any editorial staff will not reveal to reviewers the identity of the authors.
- Editors will expose information about a submitted manuscript only to the corresponding author, reviewers and other editorial advisers, except in the case of a manuscript that is suspected for double submission.
- Editor may ignore any material that breaks legal requirements regarding libel, copyright infringement and plagiarism.
- The editors have to defend the integrity standards of the journal. They will notice and decide about any misconduct on behalf of authors or reviewers. If editor suspect the authenticity of an article, its publication is delayed until any doubt is clarified.
- Confidentiality: The Editor-in-Chief, Editor, the members of the Editorial Board, and any editorial staff must not disclose any information about a submitted manuscript to anyone other than the authors of the manuscript, reviewers, potential reviewers, other editorial advisers, and the publisher, as appropriate.
- Disclosure and conflicts of interest: Unpublished materials disclosed in a submitted manuscript will not be used in the own research of the Editor-in-Chief/Editor or the members of the Editorial Board without the express written consent of the author.

Disclosure of interest of Publisher

The publisher of JOURNAL is the only person having the rights to sell the journal to the individual, agencies and institutions or authorize an agency for marketing of the journal. Authors are not permitted to be involved in the financial activities/selling of their published papers or journal. All disputes are subjected to the exclusive jurisdiction of competent courts and forums in Uttar Pradesh, India.

All rights are reserved with the publisher of JOURNAL. No part of the published items of the journal reproduced or copied in any form by any means without written permission of the Publisher or Editor. The views expressed by the authors are their own. They do not necessarily reflect the views of JOURNAL or the organization they represent.

Submission Procedure

The final version of the manuscript must meet the Journal Guidelines as noted. The manuscripts must be typed clearly in Microsoft Word format. Soft copy of the research article will be submitted by E-mail. Each article will be considered for review only after receiving, the soft and hard copies of the same. Upon completion of the review process, the first author will be informed of acceptance or rejection of the article within three months of the submission date. After review, the accepted articles will be sent back to the concerned authors for final revision and submission and the first author will be sent a formal letter of acceptance along with the registration form for publication of papers in the Journal.

Note

1. Submitted manuscript does not constitute prior publication. In addition, by submitting material to, the author is stipulating that the material is not currently under review at another journal (electronic or print) and that he or she will not submit the material to another journal (electronic or print) until the completion of the editorial decision process.
2. Research work must be related to all subjects related to media studies.

All manuscripts are to be submitted to:

**The Editor
NISCORT**

A-2, Sector 1, Vaishali, Near max Hospital, Ghaziabad (NCR Delhi), UP