

Front Matter - Volume 102, Issue 3

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Front Matter - Volume 102, Issue 3

Abstract

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Aims & Scope

- Publishes original research addressing communication topics related to agriculture, food, natural resources, life, and human sciences.
- Communication is broadly defined to encompass approaches in journalism, strategic communication, public relations, advertising, marketing, visual communication, popular media, outreach, institutional communication, and international communication.
- Additionally, articles that address the scholarship of teaching and learning in agricultural communications are appropriate.
- The journal accepts articles that use empirical-analytic, interpretive, and historical approaches, as well as research advancing methodologies.
- In addition to original research, JAC publishes commentaries - both scholarly and professional - that address pertinent topics and reviews of books, software, and other technologies.

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