Front Matter - Volume 102, Issue 4

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Front Matter - Volume 102, Issue 4

Abstract

Lists JAC Editorial Board, ACE leadership, and information related to each.

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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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- **Research and Evaluation** — These are the traditional, scholarly articles, using quantitative (e.g., statistical and survey methods and/or qualitative (e.g., case studies) methods.
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- **Review** — These are critiques of new books, journal articles, software/hardware, technologies or anything else that would be appropriate for the audience of the JAC.

All submitted manuscripts are considered for publication. However, prospective contributors are encouraged to be aware of the focus of this journal and manuscript requirements.

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