

Front Matter - Volume 103, Issue 2

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Front Matter - Volume 103, Issue 2

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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ACE develops professional skills of education, government, and research communicators and information technologists to extend knowledge about agriculture, natural resources, and life and human sciences to people worldwide.

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As a peer-reviewed journal, the *Journal of Applied Communications* welcomes original contributions from any author, although priority may be given to ACE members, should manuscripts of comparable quality be available. First consideration will be given to theoretical and applied articles of direct value to ACE members. Articles should be submitted to one of four categories.

Categories are as follows:

- **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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- **Commentary** — These are opinion pieces. They speak to trends in communication or other issues of importance to professional communicators.
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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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