

Objektyp: **BackMatter**

Zeitschrift: **Studies in Communication Sciences : journal of the Swiss Association of Communication and Media Research**

Band (Jahr): **11 (2011)**

Heft 1

PDF erstellt am: **15.08.2024**

Nutzungsbedingungen

Die ETH-Bibliothek ist Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Inhalten der Zeitschriften. Die Rechte liegen in der Regel bei den Herausgebern. Die auf der Plattform e-periodica veröffentlichten Dokumente stehen für nicht-kommerzielle Zwecke in Lehre und Forschung sowie für die private Nutzung frei zur Verfügung. Einzelne Dateien oder Ausdrucke aus diesem Angebot können zusammen mit diesen Nutzungsbedingungen und den korrekten Herkunftsbezeichnungen weitergegeben werden. Das Veröffentlichen von Bildern in Print- und Online-Publikationen ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. Die systematische Speicherung von Teilen des elektronischen Angebots auf anderen Servern bedarf ebenfalls des schriftlichen Einverständnisses der Rechteinhaber.

Haftungsausschluss

Alle Angaben erfolgen ohne Gewähr für Vollständigkeit oder Richtigkeit. Es wird keine Haftung übernommen für Schäden durch die Verwendung von Informationen aus diesem Online-Angebot oder durch das Fehlen von Informationen. Dies gilt auch für Inhalte Dritter, die über dieses Angebot zugänglich sind.

Ein Dienst der *ETH-Bibliothek*
ETH Zürich, Rämistrasse 101, 8092 Zürich, Schweiz, www.library.ethz.ch

<http://www.e-periodica.ch>

Notes for Contributors

Contributions in English, Italian, French or German must be submitted to *info@scoms.ch*

Manuscripts must be typed double-spaced *throughout* with a 5 cm margin (= 2 inch), including all quotes and the Notes and References sections, on one side of standard A4 or US letter size paper. All pages must be numbered. The first page contains title, the author's full names and affiliation and the mailing and email addresses. The second page should contain an abstract of about 150 words and up to 6 index keywords not contained in the title. In addition to the paper copy an electronic version of the manuscript must be submitted in either Microsoft Word or RTF format. Each manuscript must be accompanied by a statement that it has not been published elsewhere and that it has not been submitted simultaneously for publication elsewhere. Authors are responsible for obtaining permission to reproduce copyrighted material from other sources and are required to sign an agreement for the transfer of copyright to the publisher.

Title (incl. subtitle): max. length: 110 characters (with blanks).

Tables must be numbered consecutively with Roman numerals and titled, and must be referred to in the text. Each table should be typed, doublespaced, with due regard for the proportions of the printed page. Footnotes to tables should be identified by superscript letters and placed at the bottom of the page containing the table.

Figures need to be in grayscale and embedded in Word as original file (not as JPG).

Photographies/Reproductions need to be in TIFF (or JPG with max. quality). Colors: grayscale. Resolution: 300 dpi for final size (width: 118 mm or 59 mm).

Quotations in the text should be enclosed in "double quotation marks" (German/French: «...»). Use 'single quotes' only within double quotes (German/French: <...>). Words from other languages, and words intended to be especially emphasized, should be *italicized*.

Footnotes should be identified in the text by superscript numbers. They should be kept to a minimum and not be used for listing references. Hyperlinks are acceptable in the text and footnotes.

References should be indicated in the text by the name of the author(s) and the year of publication according to the following examples: "... as mentioned by Jakobson (1972)"; "... as has been argued (Jakobson 1972: 34–38)." "Several authors have noted this trend (Smith 1970; Jones & Cook 1968; Dobbs et al. 1973)." The abbreviation "et al." should be used for references with more than three authors. For *References* to two or more papers by the same authors in the same year, the year should be followed by a letter (a, b, c, etc.).

Reference Section: All works cited in the text must be listed alphabetically according to the first author in a reference section at the end of the manuscript. References to books should include the place of publication and the publisher's name, and references to articles in journals should include volume and page numbers, as in the following examples:

AUSTIN, J.L. (1962). *How to do Things with Words*. Cambridge: Harvard U. Press.

KASHER, A. (1991). On the Pragmatic Modules: A Lecture. *Journal of Pragmatics* 16: 381–397.

KRIPKE, S. (1991). Speaker's Reference and Semantic Reference. In: J. GARFIELD & M. KITELEY (eds.). *Meaning and Truth. Essential Readings in Modern Semantics*. New York: Paragon House.

MARTIN, B. & ETZKOWITZ, H. (2001). The Origin and the Evolution of the University Species. *Journal for Science and Technology Studies* 13: 9–34.

SAXER, U.; STEINMANN, M.F. & HÄTTENSCHWILER, W. (1978). *Materialien zur Zukunft der Massenkommunikation in der Schweiz*. Bern/Stuttgart: Haupt.

BALTHASAR, A. et al. (1997). *Evaluation der schweizerischen Beteiligung an den FTE-Rahmenprogrammen der Europäischen Union*. Bern/Zürich: BBW/vdf.

Galley-proofs will be sent for correction to the corresponding author.

Editorial

Thematic Section on Adaptivity in Health Communication

SCHULZ, BANGERTER & SCHMID MAST: Guest Editors' Introduction

RIMAL, KNIGHT LAPINSKI, MITCHELL TURNER & CLEGG SMITH : The Attribute-Centered Approach for Understanding Health Behaviors: Initial Ideas and Future Research Directions

DIVIANI & VISWANATH: Health Disparities and Communication Inequalities: The Case of Switzerland

PAUS & JUCKS: Depressive or just in a Bad Mood? Laypersons' Assumptions about their Knowledge of Medical Vocabulary

FRISCH: Adapting Health Communication to Individuals' Health Literacy

KELLER: Adaptivity in Risk Communication – Exploring Differences in Risk Perception using the Cultural Cognition Approach

CAMERINI: Internet, Health, and Adaptivity: Lessons learned and Future Directions

BARDUS: The Web 2.0 and Social Media Technologies for Pervasive Health Communication: Are they Effective?

SCHNEIDER STINGELIN: Adaptivity in Health Campaigns: Planning Process, Theoretical Bases and Evaluation

COUSIN: A Literature Review on how Patient Trust is affected by Patient Proximal Percepts and by Physician Behavior

MAYOR: Adaptability of Nursing Shift Handovers: Theoretical Insight from Organization Science

General Section

UNTERNÄHRER & SCHÖNHAGEN: Massenmedien im Alltag älterer Menschen in der Schweiz – Explorative Untersuchung einer wachsenden Nutzergruppe

BAUER, DAHINDEN & ASCHWANDEN: Verpasste Chancen? Altersspezifische digitale Ungleichheiten bei der Nutzung von Mobilkommunikation

MAYERHÖFFER & PFETSCH : Harmonie im Konsens? Konfliktwahrnehmungen von Journalisten und Politikern in der Schweiz und Europa

Laboratory Section

RUSS-MOHL: Communication Science for the Media Industry – The European Journalism Observatory as a Service Provider and Educational Project

Book Reviews & Community Section