

# Communication, Cognition and Media Conference

## Proceedings - Style Sheet

### 1. Submission

- **E-mail:** The text should be saved as a Word for Windows document (.doc, but NOT .docx) and sent as an e-mail attachment to:  
[cicom2009@gmail.com](mailto:cicom2009@gmail.com)
- The e-mail message should contain the following information:
  - (1) your name and affiliation
  - (2) paper title
  - (3) research area: please select only **1 research area** – see the congress website
  - (4) full post address and e-mail address
  - (5) number of copies of the 3 volumes set you might wish to purchase at the price cover of €50,00 plus expenditure (see the last message – individual volumes will not be available).
- Last date for submission: **20/12/2009**

### 2. Paper extension, language, abstract and keywords

- In order to be accepted, paper must be no longer than **30,000 characters** (about 15 A4 pages), including notes, bibliography and images.
- Language: the papers must be written in one of the following languages: Portuguese, English, Spanish or French.
- General structure: paper title; author's name(s), affiliation(s), and e-mail address; abstract and keywords; main text divided into sections; references.
- Abstract: it should be 100-200 words long and it should be written in English.
- Keywords: 4 to 8 English written keywords.

### 3. Type sizes

- Font: Times New Roman.
- Special symbols should be marked in red colour (if not available in the software please send the corresponding pages in PDF format).

- Main text: 12 point; line spacing: 1.5
- Abstract and keywords, block quotations, tables, figures, footnotes, references: 10 point; line spacing: 1.0
- Paper title: 14 point bold; capitalize only the first letter of the first word and of proper nouns and adjectives.
- The text should be justified left and right.
- Paragraphing: all paragraphs begin with 0.75 cm indentation. Do not leave a blank line between paragraphs.

#### 4. Headings

- Paper title, author's name(s), affiliation(s) and e-mail address should be page centered. The academic affiliation should only refer the University or Faculty name.
  - Paper title: 14 pt bold followed by 1 blank line
  - Author's name(s): 12 pt capital letter in small size
  - Affiliation: 11 pt
  - E-mail: 11 pt followed by 3 blank lines
- All other headings flush left, i.e., starting at the left-hand margin.
- **Abstract** heading: 12 pt bold followed by 1 blank line  
Leave 1 blank line after the abstract text.  
The word *Keywords*: in italics, 10 pt, but no heading.
- Section headings (the titles begin with 0.75 cm indentation after the number):

##### 1. **First-grade heading** 12 pt bold

##### 1.1. *Second-grade heading* 12 pt italic

##### 1.1.1. Third-grade heading 12 pt

- Leave 2 blank lines before and 1 blank line after all section headings in the text.
- Leave 1 blank line before and after examples, lists, block quotations, tables and figures.

#### 5. Quotations

- Short quotations (fewer than 60 words) should be run on in the text; enclosed in double quotation marks.
- Longer quotations should appear as a separate block; indented by 0.75 cm left and right; 10 pt, with one line space above and one below. They are not to be enclosed within quotation marks.

- Omissions should be indicated using three dots inside square brackets [...]
- Additions or comments by the author to be enclosed in square brackets, for example: [emphasis mine].

## 6. Citations

- The bibliography referred to within the text follows the style (author date: page), for example Bloomfield (1933: 123-125), (Bloomfield 1933: 123-125), (Langacker 1990a, 1990b, 1991), (Lakoff & Johnson 1980: 75), (Varela, Thompson & Rosch 1991). Where there are more than three authors, *et al.* should be used.
- The date is always given in brackets: “Lakoff & Johnson (1980: 33-35) introduced the term ...”
- Avoid referring to a whole book: give exact page numbers whenever possible.

## 7. Typeface, emphasis, and punctuation

- Italics should be used for: words, phrases, and sentences treated as linguistic examples; foreign-language expressions; the titles of books, newspapers, and periodicals.
- Italics may be used to draw attention to significant terms at first mention only.
- Boldface type may be used predominantly for headings.
- Capital letters of small size may be used for conceptual metaphors, for example POLITICS IS WAR.
- Never use underlining.
- Use rounded quotation marks (“...”) not "straight" ones.
- Type one space after full stops, commas and colons.
- Parenthetical dashes should be longer than hyphens. If you cannot print dashes, use a hyphen with a space before and after it; do not use double hyphens.
- Full stops should be placed last, following any other punctuation, e.g., “... word).”; “... word.”; “... word.<sup>7</sup>” (but “... word<sup>7</sup>” within a sentence).
- Leave one (not more) blank spacing after all punctuation marks.

## 8. Examples

- Number examples consecutively throughout the text. They should be separated from the preceding and following text by one line of space.
- All examples are given in italics.

- All examples flush left (i.e., starting at the left-hand margin). Place the number in brackets, but not the letter following it:

- (1) a. *I sent the artefacts to an anthropologist.*  
b. *I sent to an anthropologist the artefacts that had been in the attic for several years.*
- (2) *The anthropologist didn't think much of them.*

- References to examples in the text should take the form “see, for example, (3a),” with both number and letter in parentheses.

## **9. Tables, Figures, and illustrations**

- Font in Tables and Figures: 10 pt. Each Table and Figure should have one line space above and below.
- Tables and Figures should be numbered consecutively throughout the text and be given titles, for example “Table 1. ...” and “Figure 1. ...” The title of a Table or a Figure should appear below the Table or the Figure. Tables, Figures and corresponding titles should be page centered.
- Figures should be produced in Word for Windows. If there are Figures to be inserted which you can not include in your text, please have them professionally drawn (and send us the originals, not photocopies), but leave sufficient space at the appropriate place.
- If photographs are to be inserted, the print and the negative should be provided. Please leave sufficient space in your printout.
- Colour images are not accepted.

## **9. Footnotes**

- Only use footnotes, no endnotes. Footnotes should be printed in 10 pt Times New Roman. Footnotes should not contain full references. Full references should be placed in the references section.
- Footnote numbers in the text should be superscript (small raised) numbers without parentheses. The note number should directly follow the word in question or a punctuation mark, with no blank space.

## 10. References

- Reference section has the heading **References (Referências / Referencias / Références)** to be put at the left margin. The reference section immediately follows the main text.
- Font: 10 pt Times New Roman; line spacing: 1.0
- Whenever possible give the full first names of authors and editors.
- Titles of published books and journals are italicized; unpublished works, such as Ph.D. dissertations, and the titles of papers in journals or edited works are neither capitalized nor italicized.
- Give the inclusive page numbers of papers in journals or edited works.
- All references are to be listed in alphabetic order.
- Examples (Please note the use of capitals, italics and punctuation.):

Forceville, Charles (1996). *Pictorial Metaphor in Advertising*. London/New York: Routledge.

Forceville, Charles & Eduardo Urios-Aparisi (eds.) (2009). *Multimodal Metaphor*. Berlin/New York: Mouton de Gruyter.

Lakoff, George (1993). The contemporary theory of metaphor. In: Andrew Ortony (ed.), *Metaphor and Thought*. Cambridge: Cambridge University Press, 202-251.

Langacker, Ronald W. (1993). Reference-point constructions. *Cognitive Linguistics* 4 (1): 1-38.

Tomasello, Michael (2008). *The Origins of Human Communication*. Cambridge, MA: MIT Press.

Tomasello, Michael, Ann Kruger & Hilary Ratner (1993). Cultural learning. *Behavioral and Brain Sciences* 16: 495-552.