

To all authors interested in publishing their manuscript in the series **Approaches to Applied Semiotics:**

Before your manuscript can be evaluated, you must submit a proposal. All proposals are currently by **invitation only**. Unsolicited proposals will not be considered.

Instructions for proposal submission:

Your proposal should contain the following information:

- a) title – this should be as plain and descriptive as possible (obscure titles will be rejected)
- b) brief explanation of what the book is about
- c) ... and why it is important (theoretically, methodologically and in the history of the subject area) i.e. a rationale
- d) proposed structure of the book and a rationale for that structure
- e) more detailed synopsis, including one paragraph outlining each chapter of the book
- f) statement of approximate length (within the range 60 – 70,000 words)
- g) evaluation of the target audience/proposed market (including details of university courses relevant to proposed volume)
- h) titles of any publications that will be in direct competition with your book (please specify publisher and, if known, price)
- i) brief narrative CV of authors or editors submitting manuscripts to Mouton de Gruyter for the first time

The length of your proposal should be approximately 4–5 pages. You are invited to supplement your proposal with one or more sample chapters if these are currently available.

The Series Editors will examine your proposal and work with you to prepare it for submission to Mouton de Gruyter. When the Series Editors consider the proposal to be ready, they will ask you to send it to Mouton de Gruyter.

At this point, one of the Series Editors will take on responsibility for the project.

Evaluation process for the proposal:

The proposal will be sent out to a number of referees for evaluation. These evaluations will, broadly, recommend the Series Editors and Mouton de Gruyter to take one of the following actions:

- Accept the proposal and provide the author with a ‘Letter of Intent’ stating interest in receiving a full draft manuscript, to be published pending positive external evaluation of the finished manuscript of the volume;
- Return the proposal to the author with instructions to address specific matters in the proposal as indicated by the referees and to re-submit to the Series Editors;
- Reject the proposal.

Preparing the manuscript:

In the event of referees recommending the Series Editors and Mouton de Gruyter to accept the proposal and provide the author with a letter of intent, one of the Series Editors will be responsible for providing the author with guidance during the writing of the manuscript. The following actions will ensue:

- When the draft manuscript is ready, it should be sent to the responsible Series Editor.
- He will then work with the author to ensure the manuscript is ready for review.
- The responsible Series Editor will send out the manuscript for review to the second Series Editor and to two external reviewers (selected by Mouton de Gruyter and the Series Editors)
- The responsible Series Editor will provide feedback from the evaluation process and work with the author if revisions are required.
- Once revisions are completed to the Series Editors’ satisfaction, they will forward the manuscript to Mouton de Gruyter and request that a contract be offered for publication of the book.

The usual contractual conditions regarding copyright, royalties, etc. apply.

Delivery of final manuscript:

The final version of the manuscript should conform to the **Approaches to Applied Semiotics** style sheet.

The final manuscript to Mouton de Gruyter must also be accompanied by the following:

a) a brief promotional text of about 150 words which can be used for the back cover (as requested in the 'Author's Questionnaire').

b) a longer promotional text (as requested in the 'Author's Questionnaire').

Authors are also encouraged to select pre-eminent colleagues in the field who might be likely to provide positive comments about the book after reading the manuscript.

The Editors of **Approaches to Applied Semiotics**:

Paul Cobley
London Metropolitan University
31 Jewry Street
LONDON EC3N 2EY
UK
email: p.cobley@londonmet.ac.uk

Kalevi Kull
University of Tartu
Tiigi St. 78
50410 Tartu
Estonia
email: kalevi.kull@ut.ee