**PUBLICATIONS FORMATTING STANDARD FOR THE "MEDIA LINGUISTICS" INTERNATIONAL SCIENTIFIC JOURNAL**

(updated March 21, 2018)

**1. GENERAL REQUIREMENTS**

* **Materials are received by e-mail in *.rtf* files**. The file’s name should consist of the author’s family name and the total number of characters in the text. For example: *Johnson\_22900.rtf*.
* The maximum volume of articles accepted for publication is 40,000 characters, including spaces. **The desired volume is 30,000 characters**.
* The following **sections** must necessarily be present in the text: (a) the statement of the problem, (b) the history of the issue; (c) a description of the research methodology, (d) analysis of the material, (e) research results; (e) conclusions (at least 2 paragraphs).
* There should be at least 15 sources in the references section.
* Articles can be accepted and and reviewed only if they (a) conform to the theme of the journal; (b) are designed in accordance with the current requirements (please check the website for updates). Making decision about the publication, the editorial Board takes into account the opinion of the reviewer. The necessary conditions for the publication of the article are:
* relevance of the topic;
* the theoretical and practical significance of the presented results;
* high scientific level of publication;
* novelty of the concept,
* originality of the approach;
* structural and compositional completeness of the text.

**2. GENERAL FORMATTING REQUIREMENTS (APPLY TO THE WHOLE TEXT, INCLUDING THE HEADER COMPLEX AND THE REFERENCES)**

• Margins: left margin = 3 cm, right = 2 cm, upper = 2 cm, bottom = 2 cm.
• Font and the point size: Times New Roman Cyr 14 (main text) and Times New Roman Cyr 12 (the header complex and references).
• Alignment: justified.
• Indent: 1,25 pt.
• Line spacing: 1.5 pt.
• The paragraph spacing: 0 pt (please do not increase the interval between paragraphs or leave empty strings in the article’s body).

**3. HEADER COMPLEX (INDEXES, INFORMATION ABOUT THE AUTHORS, TITLES, ABSTRACTS, KEY WORDS)**

• **Formatting** of the header complex: 12 pt, italic, left-aligned.
• If you understand Russian, in the first line of the header complex please try to specify the **UDC** (Universal Decimal Classification, <http://www.udcc.org/udcsummary/php/index.php?lang=en&pr=Y>), **BBK** (<http://ofernio.ru/portal/bbk.php>) and **GRNTI** (<http://www.grnti.ru/>) codes, as well as the **CODE of VAC** (<http://vak.ed.gov.ru/88;jsessionid=Z-GBB1JmYNVARQ34NdE-pRAy>).
• Next, **passing the line, you must specify**:

* the initials and surname of the author (authors);
* the city and country;
* the article’s title (in capital letters);
* the annotation (no less than 150 words);
* the list of key words (5 words or less; it is desirable to use each key word in the article’s main text at least once in the initial form of the word);
* the information about the authors in the sequence provided in the sample (the authors’ position, Department and organization must be specified fully, without abbreviations: for example, *St. Petersburg state University* instead of *SPbSU*,).

• The header complex consists of two identical parts. First goes the **Russian header**, and then, passing the line, the header complex should be duplicated in the English language. If you have problems with translating your header into Russian, please provide only the **English header**.

**4. MAIN TEXT**

• Please don’t use **tables and figures** without strong necessity. Necessary schemes should be attached in a separate file each. In the file name the index number of the illustration in the text should be indicated. References on the accompanying illustrations must be provided in the text.
• Inside the **main text**, please use *italics* only to highlight text examples. The key ideas or notional accents can be marked out by sparse font.

*Hint: in the "Microsoft Office Word" text editor it is possible to make the font sparse through the "Font" menu (use Ctrl+D 🡪 switch to the “Additional” tab 🡪 set the interval as sparse 🡪 set the interval value as 2 pt).*

• Please do not use a **hyphen** ( - ) where there should be a **dash**. Dash should be not long ( —— ), but short: – .­­

*Hint: to insert a short dash in the "Microsoft Office Word" text editor, you can use the Special character menu (Insert 🡪 Character 🡪 Special characters), but the most convenient way is to configure the AutoCorrect options (File 🡪 Options 🡪 Spelling 🡪 AutoCorrect Options) so that two consecutive hyphens were automatically replaced by a dash.*
• Always use **non-breaking spaces** wherever necessary.

*Hint: non-breaking spaces are put through the combination of keys: Ctrl+Shift+spacebar. When you enable the "Show all symbols" option non-breaking spaces are displayed as circles (see picture below):*


• Non-breaking spaces are obligatory between the initials and surname, between the preposition and the word in the headers, between numbers and alphabetic characters, and also in other places between the elements that should not be on separate lines (for example, you cannot divide such elements as *I. I. Ivanov, XIX century, P. 210* into separate parts).

**5. REFERENCES**

• You only need to use **in-text links** according in compliance with the following standard: *[Morrison 2007: 57].*
• Please **do not use paginal footnotes**, only numbered endnotes.
• The **"References" section** is issued in accordance with the sample (see below).

* Font size = 12.
* If your article’s language is other than English, the "References" section should be duplicated in English transliteration (see the following example)/
* Please leave only the necessary elements of each bibliographic description (it is not required to specify the publisher and the publication’s volume in pages).
* The sequence of elements of the bibliographic description is traditional (the author - the name of the city - the year of publication).
* The order in the list is alphabetical.
* Not more than two references to own works are allowed.
* References to electronic sources are issued as follows: *Ivanov I. I. the cognitive bases of rhetoric in the media. Ivanovo, 1968. URL: http://www.ivanov.ru/articles/cogn\_123456.pdf.*

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**Below you can find a sample showing the proper formatting.** To simplify the formatting process, you can use this file as a template (remove everything but the sample and add your text directly in this file, replacing the sample text, thus you will not have to set the font, margins etc.).

**Attention! Please examine your text carefully! Articles which do not fully comply with the requirements can not be published.**

**Thank you for your understanding!**

**FORMATTING SAMPLE**

*УДК 659.4:81'42, ББК Ш 100.3, ГРНТИ 16.21.33, КОД ВАК 10.02.19*

*please leave an empty line*

*А. А. Александрова, И. И. Иванов*

*Энск, Россия*

***Title of the paper in Rossian***

*В статье рассматриваются… An abstract in Russian (200-250 characters).*

*Ключевые слова: ключевое слово, ключевое слово, ключевое слово.* *No more than 5 key words.*

*Сведения об авторе: Александра Александровна Александрова, кандидат филологических наук, доцент кафедры речевой коммуникации Энского государственного университета. 153001, Энск, пр. Ленина, 14а, 2-й корп. ЭнГУ, к. 221. E-mail: aaalexandrova@google.com.*

*Сведения об авторе: Иван Иванович Иванов, доктор филологических наук, профессор кафедры риторики Энского государственного педагогического университета. 153003, Энск, ул. Гоголя, 25, к. 28. E-mail: ii**ivanov@mail.**ru.*

*please leave an empty line*

*A. A. Alexandrova, I. I. Ivanov*

*Ensk, Russia*

***Title of the paper in English***

*The article is dedicated to… An abstract in English (200-250 characters).*

*Key words: key word, key word, key word. No more than 5 key words.*

*About the author: Alexandra Alexandrovna Alexandrova, Candidate of Philology, Associate Professor of the Chair of Rhetoric, Ensk State Pedagogical University. E-mail: aaalexandrova@google.com. 153001, Ensk, pr. Lenina, 14а, korp. 2 EnGU, k. 221.*

*About the author: Ivan Ivanovich Ivanov, Doctor of Philology, Professor of the Chair of Rhetoric, Ensk State Pedagogical University. 153003, Ensk, ul. Gogolja 25-28. E-mail: iiivanov@mail.ru.*

*please leave an empty line*

**Problem description.** Body text Times New Roman 14. Body text Times New Roman 14 [Ivanov 1998: 79]. Body text Times New Roman 14. Key word in its initial form. Body text Times New Roman 14. Body text Times New Roman 14 [Petrova 2017: 34]. Body text Times New Roman 14. Body text Times New Roman 14. Body text Times New Roman 14. Body text Times New Roman 14.

**History of the issue.** Body text Times New Roman 14. Body text Times New Roman 14. Body text Times New Roman 14. Key word in its initial form. Body text Times New Roman 14. Body text Times New Roman 14. Body text Times New Roman 14. Body text Times New Roman 14.

**Methodology of the study.** Body text Times New Roman 14. Body text Times New Roman 14. Body text Times New Roman 14. Body text Times New Roman 14.

Key word in its initial form. If speech examples are given in the text, *they should be indicated in italics* (the fragments of the example you want to pay attention to are **highlighted in** **boldface**), while key theses or semantic accents can be distinguished with a sparse font. Body text Times New Roman 14 [Sidorov 2010: 19]. Please do not forget to mention key words in their initial forms.

Key word in its initial form. Let us consider an example of the **practical-analytical article** "Life after Spalletti" (Sport day after day, March 13, 2014), which is being deployed in the persuasive speech genre "Recommendation of an Action Model". Body text Times New Roman 14. Body text Times New Roman 14. Body text Times New Roman 14. Body text Times New Roman 14. Body text Times New Roman 14. Body text Times New Roman 14 [Morrison 2007: 57]. Body text Times New Roman 14. Body text Times New Roman 14. Body text Times New Roman 14.

Using text examples of media speech please *mark them by italics*. You can also use sparse font to draw the reader’s attention to the key ideas.

**Conclusion.** Thus, the study of media text visualization processes in diachronic and synchronic paradigms has proved that… Body text Times New Roman 14. Key word in its initial form. Body text Times New Roman 14. Body text Times New Roman 14. Body text Times New Roman 14. Body text Times New Roman 14. Body text Times New Roman 14. Body text Times New Roman 14. Body text Times New Roman 14. [Industry & Market 2002: 65].

*please leave an empty line*

REFERENCES

1. Ivanov I. I. *On the foundations of cognitive mass media rhetorics* [K osnovaniyam kognitivnoj ritoriki massmedia]. Ivanovo, 1998. URL: <http://www.ivanov.ru/articles/cogn_123456.pdf>.
2. Petrova P. P. *Genre transformations in contemporary Mongolian media sphere* [Zhanrovije transformatsii v sovremennoy Mongolskoj mediasfere]. Zhanry rechi – *Speech genres*. Saratov, 2017. Vol. 2. Pp. 21-29.
3. Sidorov S. S. *Social and cultural specificity of Mongolian press in 1991-1999’s.* [Sotsialno-kulturnaja spetsifika Mongolskoj pressi v 1991-1999 gg.: Dis. … kand. filol. nauk]. Khabarovsk, 2010.
4. Morrison M. Modern media marketing. London, 2007.
5. *[Industry & Market]* Telecommunications Industry & Market in Mongolia. Ulan Bator, 2002. URL: http://www.mmc.mn/ publ\_1234567.pdf.