

THE AMERICAN JOURNAL OF SEMIOTICS

Style Sheet

The journal's *Style Sheet* is a concise version of the *Style Manual* of the SSA (1987) edited by John Deely, covering the essential points of the “historical layering” approach to scholarly reference citation and guidelines for preparing a manuscript submission. Authors whose work requires a more detailed discussion of these points should consult the full version of the SSA *Style Manual* online at <www.semiotics-ssa.com>. In cases where the style manual and the *Style Sheet* are in conflict, the journal *Style Sheet* is to be followed. In all other cases, the guiding source is *The Chicago Manual of Style*, 15th ed. (Chicago and London: The University of Chicago Press, 2003).

1. Scope of the Journal

1.1. *The American Journal of SEMIOTICS* is an international quarterly research publication of the Semiotic Society of America. All submissions are rigorously peer reviewed, and the final decision to publish rests with the Editor.

1.2. The **Discipline of Semiotics** studies signs and sign-systems in order to describe, analyze, and interpret the full range of communication and culture experienced as discourse codes, events, messages, practices, and texts expressed and perceived as cultural, social, and natural subjects and objects of meaning. There are no subject matter or methodology restrictions in the journal, but all manuscripts are expected to meet a rigorous standard of scholarly research publication together with the particular application of a *semiotic theory and method* relevant to the author's chosen subject matter. Past issues of the journal may be consulted for examples of subject matters and methodologies ranging over the arts, humanities, and sciences.

1.3. Editorial Categories for the journal include the publication of a **Mono-graph**, normally 30-50 ms. pages; an **Article**, normally 16-20 manuscript pages of text and references; a **Dialogue** consisting of an Article or Monograph and invited reply Articles published together in one issue of the journal; or, an unsolicited reply Article published at a later date; a **Dialogue Note** which is a short comment (or reply to a comment) on one or two points made in an Article or Monograph; a **Review Article** that critically explicates the main issues (problematics and thematics) of a published book or other media form of cultural communication or production; and, a **Review**, nor-

mally 6-8 ms. pages or less, that summarizes the content of a book in the context of a critical evaluation. Each number of the journal presents an *Issue Theme* focusing on a particular subject matter, frequently with the assistance of a *Guest Editor*.

2. Submissions

The journal uses an all electronic computer based production and publication process.

2.1. Initial Submission. The author must send *three hard copies* of the manuscript to the Editor by postal mail. E-mail submissions are *not* accepted. Contributions for evaluation are to be written in American English and submitted to Richard L. Lanigan, Editor, *The American Journal of SEMI-OTICS*, SPCM Dept. 6605, Southern Illinois University, Carbondale, IL 62901-6605, USA. Submissions outside of Canada and the U.S.A. should be sent by air mail or international delivery service.

2.1.1. Authorship. Author's are assumed to be the copyright holder of the ms. submitted and to have secured all necessary permissions to reprint any material (including text, figures, tables, and plates) where the copyright is held by another legal entity. Authors are also assumed to know the "fair use" rule for quotations under U.S. copyright law.

2.1.2. Originality. All ms. submissions are assumed to be original to the journal and *not under review for publication* by other publishers. A ms. found to be under consideration elsewhere is rejected immediately.

2.2. Final Submission. After final editing of an accepted ms. and with the authorization of the Editor, authors must send the final version of the manuscript as an e-mail attachment of a computer document (PDF format).

2.3. Issue Copies. Authors receive two [2] bound copies and Guest Editors receive four [4] bound copies of the issue in which they appear. Authors and Guest Editors are allowed to purchase up to 18 copies of the issue at cost (\$20 each copy). For photocopies of their work, Authors and Guest Editors are referred to section 14 below (Statement of Copyright and Permissions Policy).

3. Manuscripts as Computer Documents

All manuscripts are to be computer generated with normal one-line vertical spacing throughout the text, notes, reference list, author biography and bibliography.

3.1. Margins. Page edge margins must be a minimum of one [1] inch top, bottom, right and left. Margins must be right/left *justified* only. *Automatic*

*hyphenation should be turned **on**.*

3.2. Paper. All hard copy printing must be on standard quality white USA Letter Sheet paper measuring 8.5 by 11 inches (European A4 Sheet paper is also acceptable).

3.3. Print. The entire text must be printed in Times 12 Point Font. No other font is acceptable, with the one exception that division and subdivision headings should be set in **bold Bookman 12 Point Font**, if available in the author's software. In all cases, textual division headings are set in **bold**.

3.4. Word Processing Software. The journal uses <ClarisWorks.cwk> for editorial composition. Documents prepared with AppleWorks or Microsoft Word for Mac are preferable. Where this is not possible, authors are asked to send final submissions in **RTF** [Rich Text File] or as a PDF attachment via e-mail. Authors who have the software ability should set **Figures, Table, and Plates** with captions inside the document text per se. Otherwise, see Section 6 below. If available, *automatic footnoting* should be used.

4. Text

4.1. Division. The text must be divided as appropriate into sections with *numbered* sections (1., 2., 3.) and subsections (1.1., 1.2., 1.3.). Use the present *Style Sheet* as a guiding exemplar. Section titles are *not* followed by a period; subsection titles *are* followed by a period.

4.2. Pagination. Ms. text page headers must have the author's full name, plus numbering, beginning at page number 1, e.g., "Charles S. Peirce 1", and are centered at the top of the page at least two vertical lines above the text. Authors do *not* provide "running heads" as these are determined at a later time by the Editor.

4.3. Quotation. Double quotation marks are standard. Where necessary, single quotations are used only within double quotation marks. Any quotation that is longer than three vertical lines, *must be indented* one inch on both the left and right justified margins. The software function for "Smart Quotes" ["curly" quotation marks] *must be on*.

4.4. Insertion. Use parentheses (except where a double insertion requires [brackets] within parentheses).

4.5. Emphasis. Use only *italic* for emphasized expressions. Never use underlining. During copy editing, the Editor will add additional emphasis by setting some words and phrases *in italic or bold* print to assist the reader who is scanning the text for key ideas. These editorial emphasis additions are fixed and *cannot* be changed by the author during the final proofing process.

4.6. Translation. When any non-English word, phrase, or title is used in

the ms. text, it is followed immediately by the American English translation in brackets, e.g., *Libri Quattuor Sententiarum* [The Four Books of the Sentences] or the reverse citation which is: *The Four Books of the Sentences* [Libri Quattuor Sententiarum].

4.7. Dash. Most authors still have the typewriter habit of using two hyphens [--] for a dash [—]. Use only dashes. Dashes are *not* achieved by using the shift key to obtain the underline function__ on the hyphen key. In most software, holding down the shift key *and the option key*, then typing the hyphen key, will produce a—dash.

4.8. Punctuation and Space. Unless part of an original quotation, “All punctuation is outside of quotation marks”, and is followed by *one space*, “not two”. Authors should eliminate the typewriter habit of double spaces between sentences; only one space is used in computer word processing. Use the “change all” command in your software by typing <period space space> change to <period space>, i.e., [.] change to [.].

5. Figures and Plates (not computer generated)

Line drawings (called “Figures” in the text) and photographs (glossy, not negatives; also called “Plates” in the text) are to be reproducible originals submitted on separate sheets, carefully numbered and labeled at the extreme bottom of the page. Numbered captions and legends (defining and explaining graphic conventions) are to be typed on a separate sheet, attached to the Figures or Plates, and placed at the end of the hard copy manuscript. The Editor will position captions *under* the Figures/Plates. In the text, indicate the approximate placement of the Figure/Plate *between text paragraphs* immediately following the first mention of the Figure/Plate in the text proper, e.g.,

-----insert Figure/Plate/Table 1 about here-----

6. Tables (not computer generated)

Tables should be treated in the same manner as Figures and Plates. The Editor will position captions *above* the Tables. Tables must be enclosed in a rectangular box with a black line border with a minimum width of 3 point font line. Typically tables are scanned into the text by the Editor, therefore it is essential that the author’s original print have high resolution (preferred 1200 dpi; minimum 600 dpi) print imaging.

7. Notes as Footnotes

7.1. Notes. The function of a Note is to provide substantive comments that gloss the *text as a whole* or give extensive research information, *never for providing reference information of a direct citation*, which will be given in full

only once, in the final Reference list.

For example, a gloss on the whole text:

1. The journal *Style Sheet* is derived from John Deely, *The Semiotic Society of America Style Manual* (1987), a bound reprint of John Deely, "Semiotic Society of America Style Sheet", *The American Journal of SEMIOTICS* 4.3-4 (1986), 193-215,

Or, research information:

2. The present monograph is a longer, revised version of a chapter entitled "My Paper", in *Semiotics 2001*, Proceedings of the 26th Annual Meeting of the Semiotic Society of America, Toronto, 18-21 October 2001, ed. Scott Simpkins and John Deely (Ottawa, ON, Canada: Legas, 2002), 31-45.
3. The author wishes to express his/her appreciation to Professor Thomas A. Sebeok (Indiana University, USA) for his assistance in the preparation of this article.

Notes must kept to an absolute minimum. They should be numbered Footnotes. *Computer Software Caution:* Many software programs do not copy the footnotes in a RTF save document. You may have to cut and paste the footnotes in a second document.

7.2. Footnotes. The "traditional" function of footnotes is to provide information about the complexities, limitations, or context of citations and references. *These functions are subsumed by the use of the "historical layering" reference system.* Except in rare cases, the Editor *will not permit* the use Notes for reference functions. Authors are strongly advised to put (1) their contextual narrative comments in the text proper where appropriate, (2) their reference information in the Reference list as part of an item, or (3) to drop the note as not functional.

8. Author/Date Citation

All page reference(s) whether to articles or to books are to be incorporated into the narrative at the point where they are made, according to the following author/date citation style:

...(Jakobson 1975: 20)...

Note that there is to be one space but no punctuation after the name, and one space between the colon and page number(s). **Variations are unacceptable**, e.g., (Jakobson, 1975: 20) or (Jakobson 1975, p. 20), etc.

It is **acceptable**, where appropriate in the flow of the narrative, to leave the author's name outside the parentheses, e.g.,

...where Jakobson (1975: 20) argues that...

Or even to separate by one or a (very) few words the parentheses from the author referred to, e.g.,

...Eschbach's "self-reflexive" view (1983: 28) that...

Ferguson's seminal presentation of the original diglossia model (1959) treats it as...

9. Reference by Historical Layering

The journal follows the *scientific practice* of citation and reference by *historical layering*. That is to say, references should be cited in the text by giving, all within parentheses: the name of the author(s) and the year according to which the work cited from—called the **source work**—is properly located within the lifetime of the author who produced it, followed by a colon, a space, and the specific page number(s) of the actual volume according to which the citation is made—called the **access volume**—when these are called for.

Paying explicit and systematic attention to this distinction between source works and access works is all that is meant by the "principle of historical layering", and is the essence of the *Style Sheet*.

Accordingly, in those cases where source work and access volume differ, the relation of the two—including any discrepancy of dates and publishers, and mediator between source and access where there is the added discrepancy of language (i.e., the special case of translations), and whatever additional information of glosses seem useful—is given in the list of references at the end of the manuscript. This list is to be arranged alphabetically by last name of authors, all in capital letters.

9.1. Source Work and Access Volume *differ*:

AQUINAS, Thomas.

c. 1269-1272. *In libros posteriorum analyticorum expositio*, cum textu ex recensione leonina cura et studio R M. Spiazzi (Turin: Marietti, 1955).

DARWIN, Charles.

1859. *The Origin of Species* (New York: The Modern Library, 1937).

LEIBNIZ, G. W. F.

1704. *Nouveaux Essais sur l'entendement humain* (First published posthumously in Amsterdam, 1765), English trans. by A. G. Langley as *New Essays Concerning Human Understanding* (Chicago, 1916).

9.2. Source Work and Access Volume coincide:

MAYR, Ernst.

1963. *Animal Species and Evolution* (Cambridge, MA: Harvard University Press).

RANSDELL, Joseph.

1979. "Semiotic Objectivity", *Semiotica* 26.3-4, 261-288.

1979a. "The Epistemic Function of Iconicity in Perception", in *Peirce Studies* 1, ed. K. Ketner and Ransdell et al. (Lubbock, TX: Institute for Studies in Pragmaticism), 1-56.

9.3. Where the source being used or discussed depends essentially on a specific posthumous edition of the source (many literary discussions require this pattern):

FRASER, Alexander Campbell, Ed.

1894. Text, "Prolegomena", Notes, and Critical Apparatus for new edition of John Locke 1690, *An Essay Concerning Human Understanding* (Oxford; reprinted New York: Dover Publications, 1959, 2 vols.).

LOCKE, John.

1690. *An Essay Concerning Humane Understanding* (London: Printed by Elizabeth Holt for Thom Basset). Editions by Fraser 1894 and Campbell 1975, 1979 where used in this work, both of which editions drop the "e" from "Humane" in Locke's original title.

NIDDITCH, Peter H.

1975. Text, Forward, Notes, and Critical Apparatus to new edition of John Locke 1690, *An Essay Concerning Human Understanding* (Oxford).

1979. Corrected paperback edition of Nidditch 1975.

9.4. Where there are Multiple Authors/Editors:

ANDERSON, Myrdene, John DEELY, Martin KRAMPEN, Joseph RANSDELL, Thomas A. SEBEOK, and Thure von UEXKULL.

1894. *A Semiotic Perspective on the Sciences: Steps Toward a New Paradigm* (University of Toronto: Toronto Semiotic Circle Monograph Series).

CHATMAN, Seymour, Umberto ECO, and Jean-Marie KLINKENBERG, eds.

1974. *Panorama Sémiotique / A Semiotic Landscape*, Proceedings of the International Association for Semiotic Studies, Milan, June 1974 (The Hague: Mouton, 1979).

The *rule* is simply that primary reference dates must be taken from within the lifetime of the author of the source work cited.

As long as a publication date falls within the lifetime of the author of the source work cited, that publication date is normally to be preferred as the primary reference date; otherwise, it is necessary to use a composition or period of composition date as the primary reference date.

The reason for the rule is that only by structuring references in this way is it possible to establish a reference base that is invariant across historical and linguistic lines, something very useful for all scholarship, but especially within a field such as Semiotics which embraces in principle scholarly work from all disciplines. The point is to make scholarly judgments in the use of sources an explicit, rather than a tacit or ignored, point.

Thus, the principle on which the *SSA Style Manual* and the journal *Style Sheet* rests is quite simple. It was chosen for its compatibility with the informational content demanded by all existing reference styles, while improving upon other styles by uniquely establishing an *invariant reference base* across all the disciplines.

9.5. Author Responsibility.

Conformity of reference to the *Style Sheet* is the primary *responsibility of individual authors*. Authors who encounter technical difficulties in referencing are asked to consult the full *Style Manual* (*TAJ SEMIOTICS* 4.3-4, 193-215 or online <ssa-semiotic.org>) where a detailed discussion of special cases can be found, e.g., limit cases and the handling of non-Gregorian systems of dating (207 ff.). In most cases B.C.E. stands in place of B.C. and C.E. in place of A.D. For the further convenience of authors, an **Index of Technical Points** is printed at the end of the *Style Manual* on page 215.

In general, final submissions must be presumed to be conscientiously prepared by their author according to the *Style Sheet* guidelines, and to be complete as far as the scholarly intent and state of the knowledge of a field allows. Submissions which do not meet these presumptions will be returned. The Editor cannot be expected to supply final details of references in all disciplinary fields that contribute to the discipline of Semiotics.

10. Internet Reference

The journal uses the convention of listing the internet address *without* the common entry code of <http://www.> which is assumed for all internet addresses, e.g. the journal address is cited simply as: <ssa-semiotic.org>. In cases where reference is made to a document, image, site, etc. at a particular address, the journal requires that the exact address be *access dated* by citation of day [25], month [July], year [2003] used by the ms. author, e.g.,

LANIGAN, Richard L.

2003. *Professional Homepage*

<siu.edu/departments/cola/spcm/faculty/Lanigan/index.htm>
(accessed 25 July).

In cases where an internet document is also available in a standard published form, the *print publication reference should come first* followed immediately by the internet address within the same reference entry, e.g.:

ROSEN, Charles.

1999. "Mallarmé the Magnificent", *New York Review of Books* (May 20), 42-45. A review of Stéphane Mallarmé, *Œuvres complètes*, Vol. I, ed. Bertrand Marchal (Paris; Bibliothèque de la Pléiade/Gallimard, 1998), 1,529 pp., FF 390. The review is available on line at <nybooks.com/nyrev/WWWarchdisplay.cgi?19990520042R>

11. Charles Sanders Peirce Reference Form

Look up the quotation you are using in the appropriate **Volume** of the *Collected Papers of Charles Sanders Peirce*, get the **CP paragraph** number. Go to the first page of the reprint section and get the footnote reference to the original publication citation information (for example, see the 1867 and 1878 citation below). In the 1867 citation of CP 7.585, the codex reference is to volume 7, paragraph number 585 separated by a period. When necessary to contextually cite a page number in a secondary source, use the form given in the 1878 citation form.

By exception, in the Chronological Edition, *Writings of Charles S. Peirce*, reference is to **WCE volume** and **page** number.

PEIRCE, Charles Sanders (1839-1914).

1867. Lecture XI of the Lowell Institute Lectures reprinted in CP 7.585.

1878. "How to Make Our Ideas Clear", *Popular Science Monthly* 12: 286-302. Reprinted in CP 5.388-410. Page references are to the secondary reprint in *Peirce on Signs*, ed. James Hoopes (Chapel Hill: University of North Carolina Press, 1991).

1931-1958. *Collected Papers of Charles Sanders Peirce*. Vol. 1: Principles of Philosophy; Vol. 2: Elements of Logic; Vol. 3: Exact Logic (Published Papers); Vol. 4: The Simplest Mathematics; 5: Pragmatism and Pragmaticism; Vol. 6: Scientific Metaphysics, ed. Charles Hartshorne and Paul Weiss (Cambridge, MA: Harvard University Press, 1931-1935); Vol. 7: Science and Philosophy; Vol. 8: Reviews, Correspondence, and Bibliography, ed. Arthur W. Burks (same publisher, 1958); all eight vols. in electronic form ed. John Deely (Charlottesville, VA: Intelix Corporation, 1994). Dating within the CP (which covers the period in Peirce's life, 1839-1914) is based principally on the Burks Bibliography at the end of CP 8. Reference by codex custom is to volume and paragraph number(s) with a period in between, abbreviated as **CP**.

1963-1966. *The Charles S. Peirce Papers*. 30 reels, manuscript microfilm edition (Cambridge, MA: The Houghton Library of University Microproductions), abbreviated as **MS**.

1976. *The New Elements of Mathematics (1839-1914)*, ed. Carolyn Eisele; Vols. 1: Arithmetic [Bibliography 1: 224-226]; Vol. 2: Algebra and Geometry; Vol. 3: Mathematical Miscelanea; Vol. 4: Mathematical Philosophy (The Hague: Mouton Publishers; Atlantic Highlands, NJ: Humanities Press), abbreviated as **NEM**.

1982-2000. *Writings of Charles S. Peirce: A Chronological Edition*. Vol. 1 (1857-1866), ed. Max H. Fish; Vol. 2 (1867-1871), ed. Edward C. Moore; Vol. 3 (1872-1878); Vol. 4 (1879-1884); Vol. 5 (1884-1886), ed. Christian J. W. Kloesel; Vol. 6 (1886-1890), ed. Nathan Houser (Bloomington: Indiana University Press), abbreviated as **WCE**.

1992-1998. *The Essential Peirce: Selected Philosophical Writings; Vol. 1 (1867-1893), Vol. 2 (1893-1913)*, ed. Nathan Houser and Christian Kloesel (Bloomington: Indiana University Press), abbreviated as **EP**.

12. Author Signature

An author Biography and Bibliography are printed as the article or media review signature. These are placed after the Reference section of the article manuscript or directly after the review text.

12.1. Biography. The biography consists author information in the following categories and sequence for Monographs and Articles, and for, Media and Book Reviews.

12.1.1. Monograph and Article Signature.

Biography

AUTHOR NAME (b. 00 Month 0000). [birth date]

Academic Status: Professor, Independent Scholar, Professional Title, etc.

Mail Address:

E-mail: < @ >.

Web Homepage: < >

Personal Office Tel:

Fax: (000) 000-0000

Educational Background:

Degree, University, Country, Date.

Dissertation Title.

Research Interests: (1); (2) ; (3); (4)

Professional Background:

Memberships, Offices held, Editorships, etc.

Bibliography

Author selection of items. Complete list available from the author.

AUTHOR NAME

2003. *Most Current Book Title* or “Journal Article Title”.

1903. *Least Current Book Title* or “Journal Article Title”.

12.1.2. Media/Book Review Signature.

Biography

AUTHOR NAME

Terminal Degree, Discipline, University,
Country, Date.

Professional Title, Institution

Mail Address:

Street or Department

University or Company Name

CITY, STATE/PROVINCE; Zip/Postal Code

COUNTRY

E-mail: code.name@semiotics.org

12.2. Bibliography. The author bibliography consists of a *maximum of six* [6] entries chosen by the author. Items should be a representative sample of the author's published work. Items are placed in time sequence beginning with the *most current* item running back in time, e.g., 2004, 2001, 1996, 1990. Historical layering style is required. *There is no bibliography for Reviews.* **Citation** of other works in Reviews should be *by footnote*, not a Reference list.

13. Manuscript Evaluation by Peer Review

Manuscripts (both solicited and unsolicited) are read critically by the Editor, Associate or Guest Editors, members of the Editorial Board, members of the Scientific Committee, and disciplinary experts. The following instructions are given to all reviewers:

Evaluation Guidelines

Please use these guidelines in your review of the manuscript. Most reviewer's prefer to simply repeat the short headers for categories as they write on their own computers. If you prefer, you may simply send your evaluation by E-mail, i.e. “cut and paste” your evaluation “inside” a message, do *not* send

it as an attachment document. You do not need to return the MS. If possible, please try to respond in **one month** (two months is the maximum). Do not identify yourself on the evaluation pages (the whole/parts may be copied and shared with the author).

Note that the Author is identified on the MS. As a matter of professional ethics, we follow the scientific practice of all academic and scholarly book publishers who identify the author to the reviewer in order to insure a contextual assessment of the ms. in the corpus of the author's own work and the research literature of his/her chosen discipline. For this reason, we also publish an author's Biography and an author Bibliography (six items self chosen) with every published article/monograph. Media/Book Reviews have an author Biography, but no Bibliography.

0. Style. All style matters are handled by the editorial staff. You do not need to comment on them unless there is egregious practice about which the editors should be warned (e.g., a translation problem, a codex practice, acronyms, symbolization, etc.).

1. Relevance. Does this MS. have an obvious expression of (or connection to) semiotics? Can a semiotic theory, method, or analytic model be clearly identified?

2. Originality. Does this MS. offer a new, original perspective? Has a similar analysis already been published? Is there some unique aspect of the MS. that merits publication? Is it important to publish this MS. in *TAJ SEMIOTICS*?

3. Scholarship. Does this MS offer at least average levels of scholarly writing and research in terms of content and presentation? Does the author have a command of primary sources? Is the author aware of competing or contrasting perspectives that contextualize the problematic and thematic research issues? Are there any language/translation problems? Are citations and references comprehensive, correct, and complete?

4. Recommendation:

(1) **Publish:** Please indicate a primary reason for publication.

(2) **Publish After Revision:** Please specify the desired change(s).

(3) **Reject:** Please indicate a primary reason(s) for not publishing.

14. Statement of Copyright and Permissions Policy

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14.5. Appropriate Credit Line Citation. A full citation of the article, including copyright date of the reproduced article, followed by: "Printed by permission of the Semiotic Society of America, SPCM Dept. 6605, Southern Illinois University, Carbondale, IL 62901-6605, USA".

15. Journal Legal Designations

15.1. U.S. Library of Congress ISSN: 0277-7126

**15.2. U.S. Tax Code Nonprofit Federal Identification Number (FIN):
68-011-6556**

16. Style Sheet Chronicle

16.1. Version 2004.1: Edited by Richard L. Lanigan, July 2004.

16.2. Abstracted in part from the *SSA Style Manual* (1987) and *SSA Style Sheet* (1986) by John Deely.