



## Collection of research articles of the Faculty of Communication **Communication and Information. Almanac of Student Research Papers**

### **Author Guidelines**

#### **About the Journal**

#### **Topics of the peer-reviewed collection of scientific papers:**

Creative Communication;  
Publishing and Advertising;  
Business Information Management;  
Journalism;  
Analytical Journalism;  
Management of Information Systems;  
Communication Sciences;  
Public Relations;  
International Communication;  
Knowledge Management and Leadership.

The presented topics do not limit the possibility of submitting interdisciplinary scientific works and proposing other relevant topics.

If you need help with the idea of an article, you can contact the Editor-in-Chief.

#### **Important dates**

Articles for the Almanac may be submitted throughout the year. Publications become available online as soon as they are finalised (cumulative journal issue).

**Editorial board:** prof. dr. Asta Mikalauskiene (editor-in-chief), prof. dr. Arūnas Gudinaučius, prof. dr. Rimvydas Laužikas, prof. dr. Arvydas Pacevičius, assoc. prof. dr. Nijolė Bliūdžiuvienė, assoc. prof. dr. Ingrida Girnienė, assoc. prof. dr. Andrius Gudauskas, assoc. prof. dr. Tomas Petreikis, assoc. prof. dr. Daiva Siudikienė, assoc. prof. dr. Marija Stonkienė, assoc. prof. dr. Renata Šukaitytė-Coenen, assoc. prof. dr. Kšištof Tolkačevski, asist. prof. dr. Džina Donauskaitė, asist. prof. dr. Lina Jakučionienė, asist. prof. dr. Justina Zamauskė, doctoral student Vytautas Beniušis, doctoral student Ugnė Macijauskaitė-Daunaravičienė, doctoral student Lukaš Kaminski, doctoral student Alisa Žarkova.

#### **Rules for submitting articles**

All papers must be submitted via the [online submission system](#). When submitting, choose the category "Articles". If you already have a login and password for any Vilnius University journals, enter them. If you don't have one, please register.

### **Preparing Your Paper**

Submission files must be in one of the popular document formats – Microsoft Word (preferably 2007 XML format DOCX), or Open Document Format (OpenOffice ODT).

### **Author details**

- All authors of a manuscript should include their full name and affiliation in the submission form.
- Please include [ORCID](#).
- Please provide your institutions [ROR](#).
- One author will need to be identified as the corresponding author, with the author's email address provided in the submission form.

**In case if there is more than one author, please provide an explanation at the end of the article detailing each author's contributions according to the CRediT criteria.**

**Reference:** [CRediT Taxonomy Terms and Definitions list](#).

### **Example: Author contributions**

**John Jonsered:** conceptualization, methodology, formal analysis, investigation, writing - original draft, writing - review & editing, visualization. **Lucy Schneider:** conceptualization, methodology, formal analysis, investigation, writing - original draft, writing - review & editing.

**Note.** All papers have to be prepared for a blind review. Any information that could help to identify the author(s) (author details, acknowledgements, etc.) should be omitted from the manuscript. This information can be added to the manuscript once the paper has been accepted for publication. With Microsoft Office documents, author identification should also be removed from the properties of the file by clicking on the following: File > Information > Check For Issues > Inspect Document > press Inspect > in section *Choose Document Properties and Personal Information* click Remove All > Save.

### **Structure**

Your paper should be compiled in the following order:

*Title.* Provide a concise and informative title.

*Abstract.* Present the essence and value of the study; not exceeding 200 words.

*Key words.* Up to 5 keywords separated by semicolons that reflect the main aspects of the article.

*Introduction.* Present the relevance, objectives, background/motivation for the study and a concise summary of the results.

*The main text.* The structure may vary, depending on the specifics of a study. However, empirical studies typically should include (but not be limited to) sections of literature analysis, methodology, results, discussion and conclusions. Findings should be clear and concise.

*Appendices* (if needed). They are used to provide any helpful additional information (measurement scales, important calculations, etc.). If there is more than one appendix, they should be identified as A, B, etc. or else submitted as supplementary files.

### **Word Limits**

A typical paper for this journal should be no more than 40 000 characters (including spaces), inclusive of the abstract, tables, references, figure captions, endnotes.

### **Style Guidelines**

All submitted papers must strictly adhere to the Journal's style guidelines, as detailed below and in the journal's manuscript template file.

### **Font**

Use Times New Roman font in size 12 with 1.5 or double-spacing.

### **Margins**

Margins at 1"/2.5cm.

### **Title**

Use bold for your article title, with an initial capital letter for any proper nouns.

### **Abstract**

Indicate the abstract paragraph with a heading or by reducing the font size.

When writing an abstract, you should focus on:

- What your research is about
- What methods and procedures have been used
- What are the research findings/results

The length of the abstract must not exceed 200 words.

Ensure that the abstract is self-contained, without abbreviations, footnotes, or incomplete references. Include keywords throughout, but make sure the writing still flows naturally. You should also avoid including any images, background information or technical terms that may not be understood without further explanation.

Abstract checklist:

- Have you clearly summarised the article?
- Have you included your keywords?
- Does it encourage to read on?
- Does it fit within the word count?
- Is it easy to understand without any prior knowledge of the topic?

## **Keywords**

Provide up to five keywords separated by semicolons. When selecting the keywords, put yourself in the mindset of someone searching for articles on your topic.

## **Headings**

First-level headings (e.g. Introduction, Conclusion) should be in bold, with an initial capital letter for any proper nouns, adjectives, verbs.

Second-level headings should be in bold italics, with an initial capital letter for any proper nouns.

Third-level headings should be in italics, with an initial capital letter for any proper nouns.

Fourth-level headings should be avoided. If their use is justified, fourth-level headings should be in bold italics, at the beginning of a paragraph. The text follows immediately after a full stop (full point) or other punctuation mark.

## **Tables**

It is very important that you have obtained permission to use any tables or figures you are reproducing from another source before you submit.

Tables should present new information rather than duplicating what is said in the text. Readers should be able to interpret the table without reference to the text, but ensure you refer to each table in the text.

Table captions should be placed above the table, table notes should be placed below it. When including multiple tables, consistency in presentation is advised. Please note that colour, shading, and grids are not compatible with the final layout of the table in the published article. Please also add notes explaining any acronyms or abbreviations in table titles or column headings. For numbers, use as many decimal places as appropriate for your purposes. This number should be consistent throughout the column or the table, if possible.

Please ensure that spelling, punctuation and reference style within tables are consistent with the rest of the text (unless reproduced from another source).

## **Numbers**

Number all tables with Arabic numerals sequentially. Do not use suffix letters (e.g. Table 3a, 3b, 3c); instead, combine the related tables. If the manuscript includes an appendix with tables, identify them with capital letters and Arabic numerals (e.g. Table A1, Table B2).

For more detailed instructions for tables please see [APA style 7<sup>th</sup> edition](#).

## **Figures**

Just like tables, figures should be made as self-explanatory as possible, be referenced and explained or commented upon in the text.

A figure's message and its readability are the ultimate criteria. Avoid the temptation to use any special effects just for the sake of it. Line drawings are usually a good option to achieve readability and simplicity; for photographs, high contrast between background and focal point is important, as well as cropping out extraneous detail to help the reader focus on the important aspects of the photo. All figures that are part of the main text require a number using Arabic numbers (Figure 1, Figure 2, etc.). Numbers are assigned based on the order in which figures appear in the text and are bolded and left aligned.

The figure number (e.g., Figure 1) appears above the figure title and image in bold font. Number figures in the order in which they are mentioned in your paper. Figures should be high quality (1200 dpi for line art, 600 dpi for grayscale and 300 dpi for colour, at the correct size). Figures should be supplied in one of our preferred file formats: EPS, PS, JPEG, TIFF or Microsoft Word (DOC or DOCX). Each figure must also be submitted separately in graphic format (not uploaded to Microsoft Word) to ensure the quality of the figures during the layout process. For more detailed instructions for figure setup see [APA 7<sup>th</sup> edition requirements](#).

### **Accessibility**

The European Accessibility Act, which requires e-publications to be accessible to all, including blind and partially sighted individuals, came into force in 2025. We will ensure that the e-files are properly prepared; however, you need to describe the tables and illustrations in your article in a way that a blind person can understand.

For examples of illustration descriptions, refer to the [Guide to Image Descriptions – AccessiblePublishing.ca](#). Place your description under the table or illustration in square brackets [ ] to provide a clear explanation. These descriptions will not be visible in the final version but are essential for language editors and layout artists during production.

### **Data availability statement**

If you are submitting a data availability statement for your article, please include it within the text of your manuscript, before your ‘References’ section, with the heading ‘Data Availability Statement’.

### **Funding details**

Please supply all details required by your funding and grant-awarding bodies as follows:  
For single agency grants

This work was supported by the [Funding Agency] under Grant [number xxxx].

For multiple agency grants

This work was supported by the [Funding Agency #1] under Grant [number xxxx]; [Funding Agency #2] under Grant [number xxxx]; and [Funding Agency #3] under Grant [number xxxx].

### **Disclosure statement**

This is to acknowledge any financial interest or benefit that has arisen from the direct applications of your research.

**Note.** Any spelling style (UK, US) is acceptable as long as it is consistent within the manuscript.

### **References**

Please use [APA 7<sup>th</sup> edition referencing style](#) and follow the citation requirements and bibliographic formatting defined in the [methodological guidelines for written papers of the Faculty of Communication](#). Where applicable, this should also include the hyperlink, DOI or other persistent identifier associated with the data set(s).

### **Privacy Statement**

The names and email addresses entered in this journal will be used exclusively for the stated purposes of this journal and will not be made available for any other purpose or to any other party.