(1) Academic research-based articles can be of two types. Those intended for scrutiny by the journal editors alone can range up to c.4,000 words in length. Those which authors wish to go forward to further scrutiny beyond the editorial team (that is, for peer review) can range up to c.6,000 words. Authors should make it clear whether they wish their submissions to be for ‘editor review’ or ‘peer review’. Although every effort will be made to reach a decision on peer-review articles quickly, delays might sometimes occur in this process.

(2) Shorter items of comment and information, and reviews of print and electronic materials, are also welcome, and should be in the 500- to 2,000-word range.

(3) Material is managed by email and attachment to and from the editors, <englishtoday@cambridge.org>

(4) Subsidiary text and illustrative material (lists, specimens, photographs, diagrams, and cartoons, etc.) can be added to articles, where necessary in numbered panels and tables, and are encouraged. Any notes should be concise, and references/bibliography should be limited to the content of the paper. Website references should be in a list of their own after all other material.

(5) Every effort is made to retain distinctive usage and conventions, such as British or American spelling, special punctuation, and IPA symbols. Subheadings should be used in longer texts, and if not provided may be added. When contributors receive page proofs for checking, these should be dealt with quickly, preferably by email and attachment.

(6) Once a deadline for finalizing an article is agreed every effort should be made to keep to it, and the Editors should be informed as soon as possible if any change of circumstances occurs, so that any necessary adjustments may be made smoothly.

(7) Notification of the acceptance of an article for publication may be accompanied by copies of a Cambridge copyright release form, one to be retained, the other to be returned (completed and signed).

(8) The author(s) of a submission should provide 100–150 words of biography (per person).

(9) Prospective writers who are not regular readers of ET should study the journal before submitting material. Preferably they should write/email to introduce themselves, proposing a topic and providing a plan or specimen. Every effort is made to reply quickly, but this is not always possible.

(10) Unsolicited articles that could interest readers of ET but that were not written with the journal in mind are usually not suitable without a degree of rewriting and restructuring. Circumstances vary, and it may or may not be possible for the Editors to advise on how this might be done. Unsolicited articles that cannot be used are not returned.

(11) Contributors will be supplied with a PDF file of their contribution.
CONTENTS

Editorial
Editors’ comment

Articles
Amanda Roig–Marín  English-based coroneologisms
Michael Pearce  The participatory vernacular web and regional dialect grammar
James M. Stratton  ‘That’s proper cool’
Laura R. Bailey and Mercedes Durham  A cheeky investigation: Tracking the semantic change of cheeky from monkeys to wines
Thomas McKiernan  The linguistic landscape of a Malaysian border town
Lindsey N. Chen  Marketing hospitality
Michael Bulley  English spelling: where do -tion and -sion come from?
Blasius Achiri-Taboh  English spelling: Beyond the rules of spelling shun-words

Reviews
Stefanie Rottschäfer  A narrative approach to investigating the dynamics of language learning, multilingualism, and identity in Taiwan
Huayong Li and Jianting Lou  Bridging the missing methodological part of WE research