

## ET interactive?

No. Not *English Today* in cyberspace – or at least not yet. Rather, it could be a move towards more discussion and fuller reader involvement: something that email can make easier for everybody, including those who don't yet or won't ever use it directly.

As regular readers know, the POST & MAIL section has always been highly popular, yet in the last two years or so it has virtually dried up. More people have been sending in full-length articles than shorter comments and many others simply haven't had the time to write. Yet at the same time they have expressed their regret that *other* people haven't been continuing with 2 letters. And as editor, I have particularly regretted this development. My own share of the blame is that often I haven't in recent years had the time to answer conventional letters promptly (or at all) or – importantly – to coax a letter to the editor out of someone I know has something to say.

But that could change. In this issue, POST & MAIL is back in full form, but adapted hopefully to POST & (E)MAIL (p. 62). There are eight letters of varying lengths in this issue, one of which has a response from me while another has responses from me and from a recent contributor, Ross Smith. Such an approach makes possible a regular reader-contributor-editor exchange not possible when the basic means of contact worldwide was stamp-and-envelope. That medium is still of course vital for many reasons (including delivering *ET* every quarter), but most contributors now have email and I can therefore not only involve them more (and more quickly) in editing but also ask them for a reply to a reader's comment or query, get it quickly, and drop it neatly into its slot for the next issue.

Such an approach can make *ET*'s on-going debate easier and more satisfying for everybody. Readers should also feel free to use email and fax for editorial matters (to me) and administrative matters (to Cambridge University Press): addresses in the column on the right. These days, I can guarantee a surer response to email or fax than conventional post, although I also hope to speed that up too.

Tom McArthur

The editorial policy of *English Today* is to provide a focus or forum for all sorts of news and opinion from around the world. The points of view of individual writers are as a consequence their own, and do not reflect the opinion of the editorial board. In addition, wherever feasible, *ET* generally leaves unchanged the orthography (normally British or American) and the usage of individual contributors, although the editorial style of the journal itself is that of Cambridge University Press.

© Cambridge University Press 1998. No contents may be reproduced by any means without the permission of Cambridge University Press.

*English Today* (ISSN 0266-0784) is a quarterly.

**Publisher:**

Cambridge University Press,  
The Edinburgh Building, Cambridge  
CB2 2RU, United Kingdom.  
Telephone (01223) 312393 Email:  
[English\\_Today@cup.cam.ac.uk](mailto:English_Today@cup.cam.ac.uk)

**Subscriptions:** the current annual subscription price for four issues for libraries and institutions is £54 outside North America; £28 for individuals; £22 for students and the retired. Prices include delivery by air where appropriate. Apply to Jane Crossland at the above address.

**Advertising Sales:** write to the Advertising Promoter at the above address.

USA, CANADA AND MEXICO:

**Publisher:**

Cambridge University Press,  
40 West 20th Street, New York,  
NY 10011-4211, USA.  
Telephone (212) 924 3900.

**Subscriptions:** the current annual subscription price in USA, Canada and Mexico for libraries and institutions is \$87; \$45 for individuals; \$34 for students and the retired. Apply to Joseph D. Hranek at the above address.

**Advertising Sales:** write to the Advertising Coordinator at the above address.

Periodicals postage paid at New York, NY and at additional mailing offices.

POSTMASTER: send address changes in USA, Canada and Mexico to *English Today*, Cambridge University Press, 110 Midland Avenue, Port Chester, New York, NY 10573-4930, USA.

Japanese prices for institutions are available from Kinokuniya Company Ltd, P.O. Box 55, Chitose, Tokyo 156, Japan.

**Letters to the Editor:** write to Dr Tom McArthur, Editor, *English Today*, 22-23 Ventress Farm Court, Cherry Hinton Road, Cambridge CB1 4HD, UK. Tel 01223 245934, Fax 01223 241161. Email: [Scotsway@aol.com](mailto:Scotsway@aol.com)

Information on *English Today* and all other Cambridge journals can be accessed via <http://www.cup.cam.ac.uk/> and in North America via <http://www.cup.org/>.

Printed in the United Kingdom by the University Press, Cambridge