



### Editor's Focus - *Western Journal of Communication*

*Western Journal of Communication*, a publication of the Western States Communication Association, has become the latest Routledge communication journal to accept papers through Manuscript Central.

Provided by ScholarOne, Manuscript Central is an online based manuscript tracking system that allows authors to submit their papers through a journal's webpage and Editors/Editorial Offices can track the progress of that manuscript through the peer review process making it easier for everyone involved.

Manuscripts are assigned to Editors, where appropriate, and then onto referees. The referees can access the manuscript and the report form online to add their comments and an Editor is notified when sufficient reports have been submitted so that they can make their decision on whether to accept, decline or ask for a revision of the paper. Anonymity of referees is maintained and the author is sent comments about the manuscript by the Editor. Each person accessing the site, including the author, has an account with the level of access depending on their rights, for example, editor, referee or author.

### Why Manuscript Central?

The online peer review process greatly reduces the administrative paperwork that goes through an editorial office. Manuscript Central accomplishes this by:

- Sending automated reminders and acknowledgements;
- Maintaining records of a manuscript's progress, providing an 'audit trail';
- Streamlining the peer-review process;
- Bringing editors together and enabling comparisons.

*Western Journal of Communication* has begun accepting submissions online. [Submit your Paper.](#)

---

The following Sample articles are available from the *Western Journal of Communication*:

Volume 70, Number 2, April 2006

**[Do I Exist?: Transcendent Subjects and Secrets in The Sixth Sense](#)**

Christina R. Foust and Charles Soukup

Volume 70, Number 1, January 2006

**[Alternative Media and Social Justice Movements: The Development of a Resistance Performance Paradigm of Audience Analysis](#)**

Joshua Atkinson and Debbie S. Dougherty

Volume 70, Number 1, January 2006

**[Employee Perspectives on Implementation Communication as Predictors of Perceptions of Success and Resistance](#)**

Laurie K. Lewis

For August only, you can receive a 10% discount on new personal subscriptions to *Western Journal of Communication*, Volume 70, 2006 at the reduced price of US\$44 / £26. [Fill in the order form here.](#) Promotion code: XC 052 01W.

---

### Taylor & Francis Group

London • Oxford • Beijing • Boca Raton • Melbourne • New Delhi • New York • Oslo • Philadelphia • Singapore • Stockholm  
UK Head Office: Taylor & Francis, an Informa Business, 2/4 Park Square, Milton Park, Abingdon, Oxfordshire OX14 4RN  
Informa plc ("Informa") Registered Office: Mortimer House, 37-41 Mortimer Street, London, W1T 3JH. Registered in England and Wales - Number 3099067.