### Notes for Contributors

### Preparation of typescripts

The Editor and Reviews Editor will provide further guidance as to the form and style in which contributions should be submitted, but the following gives a brief guide for potential contributors.

Typescripts should initially be submitted in hard copy, using **double spacing on one side of A4 paper** with wide margins, unjustified on the right. The usual maximum length for articles is 5,000 words. Once a typescript has been accepted for publication, the Editor will expect authors to present the final version of their text on computer disk with an accurate print-out. PC disks using Word or WordPerfect software are preferred, but other softwares may be acceptable.

**Tables:** Tables may be included in the text files if they are fairly simple, but large or complicated tables should be saved in a separate file from the text. They should not be boxed or shaded.

**Illustrations:** Please consult the Editor about the inclusion of illustrations. On final submission all diagram computer files should be provided in separate files from the text (and on separate pages in the typescript), with the position of each diagram in the text indicated by a marginal note. They should ideally be presented in Excel or Tiff format (though some other kinds of software may be acceptable) and must be saved in black only. Photographs and diagrams not on computer file should be submitted in the best possible quality ready for reproduction.

#### References

Harvard-style references should be used for preference, but exceptions can be made by prior consultation with the editor.

References should be given in the following format:

In the text: (Ambrose, 1974), (Buller and Hoggart, 1994a), (Welsh Office, 1986), (Gripaios et al., 1995b), (Jones, 1997: 6), (Evans, 1998: 23–9).

Under the heading 'References' at the end of the text: References should be as follows:

Ambrose, P. (1974). The Quiet Revolution, London, Chatto & Windus.

Buller, H. and Hoggart, K. (1994a). 'The social integration of British home owners into French rural communities', *Journal of Rural Studies*, 10 (2), 197–210.

Egan, B. (1990). 'Design and technology in the primary classroom: equalizing opportunities', in E. Tutchell (ed.), *Dolls and Dungarees*, Milton Keynes, Open University, 36–45.

Farrell, C. M. (1996). 'Territorial justice and the provision of nursery education in England and Wales, 1981–1994' (unpublished Ph.D. thesis, University of Glamorgan).

Note the use of lower case for all initial letters except the first in an article or unpublished thesis title, and capitals for initial letters of all significant words in book and journal titles.

Publications by the same author in the same year should be differentiated by means of a, b, or c etc. after the year of publication, both in the text reference and in the list of references.

09 Reviews WJE.qxp 06/12/2004 10:10 Page 176

### Submission of articles / Cyflwyno erthyglau

Proposals for articles should be made to the Editor: Professor John Fitz, Editor of *The Welsh Journal of Education*, School of Social Sciences, Cardiff University, Glamorgan Building, King Edward VII Avenue, Cardiff, CF10 3WT. E-mail: *fitz@cardiff.ac.uk* 

Books for review should be sent to the Reviews Editor: Dr Sian Rhiannon Williams, Reviews Editor of *The Welsh Journal of Education,* Cardiff School of Education, University of Wales Institute, Cardiff, Cyncoed Road, Cyncoed, Cardiff, CF23 6XD. E-mail: *SRWilliams@uuvic.ac.uk*  Dylid anfon cynigion ar gyfer erthyglau at y Golygydd: Yr Athro John Fitz, Golygydd *Cylchgrawn Addysg Cymru*, Ysgol Gwyddorau Cymdeithasol, Prifysgol Caerdydd, Adeilad Morgannwg, Rhodfa'r Brenin Edward VII, Caerdydd, CF10 3WT. E-bost: fitz@cardiff.ac.uk

Dylid anfon llyfrau i'w hadolygu at y Golygydd Adolygiadau: Dr Sian Rhiannon Williams, Golygydd Adolygiadau *Cylchgrawn Addysg Cymru*, Ysgol Addysg Caerdydd, Athrofa Prifysgol Cymru, Caerdydd, Ffordd Cyncoed, Cyncoed, Caerdydd, CF23 6XD. E-bost: *SRWilliams@uwic.ac.uk* 

### Copyright

Articles are accepted on the assumption that they have not appeared previously and are not currently being offered to another journal. Copyright in articles and reviews in *WJE* in printed and electronic forms will be retained by the University of Wales. Authors should obtain any necessary permissions to use material already protected by copyright.

Contributors will be sent one complimentary copy of the published journal in which their contribution appears, but the right to reproduce their own contributions is granted to the contributors, provided that the copies are not offered for sale.

### Subscriptions

Subscription for one year (two issues) is  $\pounds$ 30.00 for institutions,  $\pounds$ 20.00 for individuals. Payment is required with all orders and may be made by sterling cheque (payable to the University of Wales Press), Giro (account 494 9056), credit card (Visa or MasterCard). Apply to Journal Subscriptions at the University of Wales Press (address given on page 177), e-mail: journals@press.wales.ac.uk.

### Advertisement

Advertisements are welcome and rates will be quoted on request. Enquiries should be made to the Deputy Director at the University of Wales Press at the address given on page 177.

# THE WELSH JOURNAL OF EDUCATION CYLCHGRAWN ADDYSG CYMRU

### ISSN: 0957-297X

Published by University of Wales Press, 10 Columbus Walk, Brigantine Place, Cardiff, CF10 4UP. Telephone: (029) 2049 6899. Fax: (029) 2049 6108. www.wales.ac.uk/press E-mail: press@press.wales.ac.uk

Cyhoeddwyd gan Wasg Prifysgol Cymru, 10 Rhodfa Columbus, Maes Brigantîn, Caerdydd, CF10 4UP. Ffôn: (029) 2049 6899. Ffacs: (029) 2049 6108. www.wales.ac.uk/press E-bost: gwasg@gwasg.cymru.ac.uk

© University of Wales, 2004 / Prifysgol Cymru, 2004.

### General policy / Polisi cyffredinol

The Welsh Journal of Education is a refereed journal which is published twice yearly by the University of Wales Press. It contains articles in English and in Welsh selected for their significance in the fields of education and training, which will make a contribution to research and debates both within Wales and more widely. It also includes review articles and reviews of publications, particularly of those which relate to education in Wales or are written by academics working in Wales, but also of major education titles of a broader significance and of comparative studies of education.

Cyhoeddir *Cylchgrawn Addysg Cymru* ddwywaith y flwyddyn gan Wasg Prifysgol Cymru. Mae'n cynnwys erthyglau yn y Saesneg a'r Gymraeg sydd wedi'u dewis oherwydd eu harwyddocâd ym meysydd addysg a hyfforddi, a fydd yn cyfrannu at ymchwil a thrafodaethau y tu mewn i Gymru a'r tu hwnt; darllenir yr erthyglau gan arbenigwyr priodol. Ceir yn ogystal erthyglau adolygu ac adolygiadau ar gyhoeddiadau sy'n ymwneud ag addysg yng Nghymru neu a ysgrifennwyd gan academyddion sy'n gweithio yng Nghymru, ond hefyd ar deitlau pwysig o arwyddocâd ehangach ac astudiaethau cymharol ym myd addysg. 09 Reviews WJE.qxp 06/12/2004 10:10 Page 178

## **INNOVATION AND E-LEARNING** E-business for an Educational Enterprise

by lan Roffe

Hardback £30.00 ISBN 0-7083-1757-X

Internet-supported learning is an innovative way for educational enterprises to gain competitive advantage. It allows for reconfiguring delivery without sacrificing the quality of learning. It also opens up a whole set of services for flexible learning. Most institutions, departments, groups and individuals are making the transition to online delivery, but many teachers and decision-makers find that maximizing its use for learning has to be considered in the changing context of increased competition for students and resources. To be successful, it is necessary to develop learning, technology and business in a creative way.



The book provides an insight into the key business dynamics in implementing an e-learning programme. It discusses the development of e-learning for small firms and a variety of other markets. To deliver provision in this area means we must confront conventional issues of overcoming resistance to change and encouraging collaboration, but also a range of business and educational management issues.

Key issues covered include forces driving the need for e-learning; small firms and e-learning; open, distance and flexible learning; innovation and competitive strategy; and quality assurance and evaluation.

**Ian Roffe** is Professor of Learning and Innovation in the Centre for Enterprise at the University of Wales, Lampeter.

## UNIVERSITY OF WALES PRESS GWASG PRIFYSGOL CYMRU

FREEPOST (CF. 1529), CARDIFF, CF10 4ZX. No need for stamp if posted within the UK (029) 2049 6899 (24 hours) Fax (029) 2049-6108 e-mail orders@press.wales.ac.uk Internet: www.wales.ac.uk/press

### LANGUAGE CULTURE and CURRICULUM Executive Editor Eoghan MacAogáin (Linguistics Institute of Ireland, Dublin)

This international journal publishes theoretical and empirical studies on the relationship between language and culture, establishing itself as a forum for discussion of issues such as ethnicity and national identity and the historical, social and organisational forces that shape the development of language programmes.



It considers mainstream research in education, sociology, psychology, politics, public administration, cultural studies and language itself to provide practical guidelines for the design and implementation of language curricula with cultural objectives, whilst considering organisational factors in the school and community.

As well as general issues, the content of the journal is supplemented by the publication of special issues on particular topics.

**Subscription rates and information** ISSN 0790-8318 3x p.a. Volume 17 2004

Libraries/Institutions £216.00 US\$370.00 Euro 310.00 Individuals/Schools £55.00 US\$95.00 Euro 80.00

This journal is also available online at no additional cost to subscribers. See www.ingentaselect.com for full details. Tables of contents and abstracts are freely available online. Free sample copy available at www.multilingual-matters.com or from the postal address below.



Frankfurt Lodge, Clevedon Hall, Victoria Rd. Clevedon, England, BS21 7HH Tel: +44 (0) 1275 876519

Fax: +44 (0) 1275 871673

Email: info@multilingual-matters.com

www.multilingual-matters.com