JADE COMMUNICATIONS

THE APPLIED COMMUNICATOR PUBLICATION: CALL FOR ARTICLES, PAPERS, CASE STUDIES

Theme:

Applied communications across sectors, evidence, practice and impact in Africa

Background:

Over two decades, Jade Communications has worked with communication professionals and technical experts to address real-world communication challenges. This experience revealed a need for a platform to share insights and advance knowledge in human communication. ***The APPLIED Communicator*** responds to that need.

Applied Human Communication applies communication principles, theories, research, and techniques to address issues, challenges, and opportunities, and to enhance effectiveness in diverse contexts of human interaction across interpersonal, group, organisational, and societal settings. It spans a wide range of fields, including persuasion, communication and cognition, cross-cultural communication, interpersonal communication, group communication dynamics, digital communication, non-verbal communication, health communication, legal communication, leadership, negotiation, artificial intelligence, speech communication, internal communication, and sign-language communication.

Unlike a traditional academic journal, it bridges academia and practice through conversations, research, case studies, best practices, and experiences demonstrating how communication theory works across African contexts. Academicians can test and share models against complex realities, while practitioners can showcase practical, innovative strategies that create impact. The platform aims to build a professional ecosystem where theory strengthens practice and communication expertise supports organisational performance, policy implementation, and societal transformation.

Objectives:

- To advance the understanding and practice of Applied Human Communication in diverse African contexts.
- To show how communication knowledge translates into practical strategies, decisions, tools, and measurable outcomes.
- To create a credible platform for exchange and strengthen the linkages among academics, communication practitioners, industry leaders, professional associations, and stakeholders.

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Call for Articles, Papers, Case Studies, and Analysis

This Issue's theme is: Applied communications across sectors: evidence, practice and impact in Africa. Communication practitioners, academicians, researchers and institutional leaders in diverse sectors are invited to submit content in the category formats below.

Submission Categories

Features	Substantive articles examining a communication challenge, innovation, or lesson within a defined sector.
Case Studies	Evidence-based accounts of application of theories, techniques and strategy, with a demonstrable impact on addressing institutional challenges and supporting the achievement of goals and objectives, including context, approach, results, lessons, and limitations.
Research Into Practice	Relevant innovative research, theoretical frameworks, and what the findings mean for communication practice.
Practitioner Experience	First person reflections on moving from theory to practice, including challenges, innovations, and learning.
Opinion And Analysis	Regular and guest contributions offering well-grounded analysis of current or timeless applied-communication questions.

Submission Guidelines

1. The submissions should meet the following criteria:

    - Applied relevance: every contribution should make its practical significance clear.
    - Academic and professional credibility: claims should be evidence-informed, accurate, and ethically presented.
    - Sector specificity: authors should contextualise their content in a recognisable sector.
    - Accessibility: writing should be clear and useful to non-specialist professional readers without oversimplifying complex ideas.
    - African relevance and diversity: content should reflect varied African settings, voices, institutions, and experiences.
    - Constructive exchange: the publication should encourage learning between academia, industry, practitioners, and communities.

2. Abstract of no more than 300 words explicitly outlining the purpose, relevance and contribution of the proposed content category should be submitted by **1st**

December 2026 to editor@jadecommunications.co.ke, with the subject line: ***Applied Communicator Abstract Submission – [Category] – [Author Full legal names***]. It should also include:

- Proposed title and submission category
- Purpose, sector context, and practical relevance
- Key argument, approach, or evidence base
- Expected contribution to applied human communication
- Author name, affiliation/organisation, country, telephone number, email address, and a 75-word biography

Authors of selected abstracts will be notified by **15th December, 2026**, and invited to submit a full contribution. Full submission length and formatting guidance will be provided upon acceptance.

3. Full manuscript

   - Length: depending on the category, the word counts range from 1000 words to 3500 words, double-spaced pages including tables and figures but often excluding the reference list. Detailed length guidelines will be shared upon abstract acceptance.
   - Style guide: APA 7th edition for headings, citations, references, tables, and figures.
   - Layout: Single-column; 12-point Times New Roman; 1-inch margins all around; Page size 8.5 × 11 inches
   - File format: Microsoft Word (.docx) preferred; tables and figures embedded in the document following APA rules.

4. Submissions must be original, accurate, ethically presented, and not under consideration elsewhere, as the publisher reserves first publication rights. Authors are responsible for securing permission to use confidential organisational information, participant material, images, and third-party content. Please disclose any relevant conflicts of interest and any use of generative AI in preparing the submission.

5. For enquiries, contact **Silas** at editor@jadecommunications.co.ke.