

ETvolution

Not long ago I received an email from a contributor whose article was due to appear in a recent issue. That issue had just come out, and I was surprised to be told the item in question *wasn't there*. To which I immediately replied, 'But it is!'

And it *was*, but the expression of concern was timely. On our contents page, main articles have traditionally had pride of place, while shorter pieces sat to one side under thematic headings such as *Usage* and *Lexicon*, often because they have contributed to long-running debates. On this occasion, the contributor in question had assumed (reasonably) that the article in question would be a mainline piece and therefore one of six such listed papers. And it wasn't. Yet all ended well, as the paper had received the full treatment it deserved, and the heading under which it appeared was entirely appropriate.

The misunderstanding did however prove useful, because it came at a point when I was thinking about change. As long-established readers will know, *ET* has steadily evolved since it first appeared in 1985, as a response to two pressures within the world of language scholarship: first, the research-oriented direction in which contributors' and readers' interests have been moving; second, the needs and focus of university departments and the exigencies of academic careers.

ET has for many years been a primary vehicle and resource for original, often trail-blazing work in linguistics, in terms both of English and language at large. Much of what we present to a wide readership is novel and significant research and commentary. The flow of material requires constant concern for how selected material can be presented, and the new content layout in this issue is the latest element in providing the best possible response. We have always favoured providing an eclectic and challenging read, in terms of geographical range, topic coverage, and readers' and contributors' interests, and this will continue.

Many of our writers, both those who have contributed regularly and those who provide unique insights, now send in fuller research-focused texts, and there has been a parallel reduction in the number of 'shorts'. As a consequence of this, we shall now list all contributors in a single spread. The new page 1 layout will present the entire content of each issue at a glance. The new format demonstrates that, in *ET71*, the variety of contributions for July is as eclectic a global cornucopia as ever.

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.

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