



Uluslararası Halkla İlişkiler ve Reklam Çalışmaları E-Dergisi
INTERNATIONAL E- JOURNAL OF PUBLIC RELATIONS AND ADVERTISING STUDIES

HIRE E- JOURNAL

**INTERNATIONAL E- JOURNAL OF PUBLIC RELATIONS AND ADVERTISING
STUDIES**

EDITION AND WRITING RULES

Edition Rules

1. Journal of Public Relations and Advertising is a refereed e- journal that is published two times a year (March and September). Book reviews and translations that support the area as well as original studies are included.
2. Articles that are sent to the journal are published according to the reports of at least two referees. Translations and book reviews are published according to the decision of the editor.
3. Articles must not be published in another journal or still not at the period of publishing and they should be original. Conference papers can be sent by identifying that they are presented at the conference, symposium or a meeting.
4. Articles should be written in Turkish or English.

5. Articles should contain 4000-9000 words including abstracts , footnotes and references. Abstracts should not exceed 200 words and they should be written in English and Turkish. Abstracts should include the content, the aim , the method and the results of the study. At least three key words should be written at the end of the abstract. Also extended abstract in English between 600-800 words should be added.
6. The title , the assigned position , e-mail adress and ORCID Number should be indicated at the footnote.
7. Studies should be written in docx or doc format with 1,5 space sized with Times New Roman. Page setup has to be justified alignment 3 cm from top, bottom, left and right. Titles should be written 12 font sized and bold, main text should be written 11 font sized. Abstracts should be written 10 font sized with 1 space sized. First lines of paragraphs should be alligned 1,25 cm from left. Explanations should be written as footnotes with numbers with 10 font and 1 space sized.
8. The title of study has to be centered, and has to be written bold with capital letters. Other titles should be left aligned and first letters of words should be capital letters. Titles should be numbered except introduction and conclusion.
9. Tables and graphics should be numbered and placed on convenient places in the text with titles on the bottom. Titles should be bold and explanations should be normal. (i.e. Table 1: Budget allocation for social media ads between 2010-2017).
10. Authors are responsible for their studies, opinions in the studies are belong to authors. The journal is not responsible for any idea or opinion in the studies.
11. The copyrights of studies endorsed for publishing are owned by the authors. Royalty is not paid to authors.
12. It is necessary for the authors to fill in and sign the “Approval Form for Publishing” and send to the journal.
13. It is necessary to send letter of approval with signature of the author and the original study to the journal for translations.

Citations

1. The citations must be adopted to the APA system (6th.edition) (for details visit <http://www.apastyle.org/>)
2. All of the book and article citations must be within parentheses and author’s surname, year of publication and page number or range must be indicated. (Kotler, 2015, p.75)

3. If there are more than two authors, the citation is given by mentioning the surname of first author and others; e.g. Addange and et. al. (2013).
4. In case multiple sources, the authors' surnames must be separated with semicolons (e.g. Scott, 2011; Spalton, 2015).
5. Different sources of same author published in the same year are numbered as "a, b, c" (Castells, 2011a). These must be same within the text and at the end.
6. When listing the source in references, only the source read by the writer must be given and they must be arranged according to the surname and year basis.
7. The examples of citations are below:

Book

Çamdereli, M. (2004). *Yönetişim ve Reklam İletişimi*. İstanbul: Nobel Yayın Dağıtım.

Translated Book

Baudrillard, J. (2017). *Tüketim Toplumu* (9.Edit.). (F. Keskin, Trans.) İstanbul: Ayrıntı Yayınları.

Chapter of a Book

Becker, L. B., & Vlad, T. (2009). News Organizations and Routines. K. Wahl-Jorgensen, & T. Hanitzsch içinde, *The Handbook of Journalism Studies* (p. 59-72). New York: Routledge.

Artical From a Periodical

Graham, S., & Wood, D. (2003). Digitising Surveillance: Categorisation, Space, Inequality. *Critical Social Policy*, 2(23), 227-248.

Conference Paper

Şakı Aydın, O. (2017). Yeni medya yeni televizyon: kolektif izlemenin sonu mu?. 1. *Uluslararası İletişimde Yeni Yönelimler Konferansı*, 6-7 Mayıs 2017, İstanbul

Electronic Resources

BBC. (2016), <http://www.bbc.co.uk/news/topics/cp7r8vgl2rgt/reality-check>, Erişim Tarihi: 20.12.2017.

Davies, J (2017). "The BBC is using 'slow news' to fight fake news", <https://digiday.com/uk/bbcs-slow-news-focus-changing-newsroom-dynamics/>, Erişim Tarihi: 20.12.2017.

Digital Age (2017). "2016 yılı dijital reklam rakamları açıklandı", <http://digitalage.com.tr/2016-yili-dijital-reklam-rakamlari-aciklandi/>, Erişim Tarihi: 02.12.2017.