

## Guidelines

### I. Texts

The International Journal of Public Relations (*La Revista Internacional de Relaciones Públicas*) publishes two issues per year and admits papers that include the results of investigations, studies and reviews; those with international focus would be especially appreciated. The original papers can be presented in any of the following languages: Spanish, English, Portuguese or French. Only those texts will be accepted that are unpublished in the field of the paper, neither are in the process of admission in any other media. The responsibility for fulfilling this requirement is assigned to the authors of papers.

### II. Editorial process

The International Journal of Public Relations (*La Revista Internacional de Relaciones Públicas*) will confirm the reception of texts submitted by the authors and will provide updated and periodic information on the process of admission or lack of thereof, edition and publication.

The papers can be admitted to the journal throughout a year, without any time restraints regarded to any particular call for papers. In order to submit the paper to the journal the registration on the web page of the journal is demanded: <http://revistarelacionespublicas.uma.es/index.php/revrrpp>. The text must be submitted via application available on this website. Simultaneously, there might be announced any extra calls for papers for particular editorial editions or monographies. Only the papers sent via website application will be the subject of revision as all the communication with the author is proceed via this application. The process of evaluation includes the anonymous peer review; in case of controversy a third and additional evaluator will be involved.

In all cases, the reviewers remain external in relation to a paper in question. Nevertheless, authors are allowed to suggest possible reviewers. The final decision regarding a paper submitted and evaluated will be announced in the period of maximum 4 weeks from its reception. The anonymous reviews will be sent to the authors. The papers accepted will be sent back to the authors for further correction in order to include the points highlighted in revision. Subsequently, the definitive text of papers must be restored to Redaction Committee of the journal, respecting the established periods with the objective of being published in the forthcoming issue.

The originals must be submitted via platform of *Revista Internacional de Relaciones Públicas*: <http://revistarelacionespublicas.uma.es/index.php/revrrpp>. Each proposal to be revised (research paper, study or book review) must always include two documents: the principal document containing the main text without signature or any other reference to the authorship of the text and the cover page (containing personal data and contact data of the authors as well as the address of the main author).

The International Journal of Public Relations reserves the right to make and / or apply appropriate editorial changes.

### III. Information on structure and presentation.

a) Presentation:

- The style norms are based in American Psychological Association (APA). Basic guide in <http://flash1r.apa.org/apastyle/basics/index.htm>.

- The texts must be redacted in Calibri, body font size 12, inter-line spacing 1,5, separation between paragraphs 12 points, align is justify, without tabs; the titles and subtitles of the article must be written in Cambria, in bold, font size 16, inter-line spacing 1.

- Footnotes (in Calibri, body font size 10).

- All margins must be 2, 5 on the whole page (the lateral, the top and the bottom).

- Maximum length: 4000-6000 words for investigations and studies; 1000 words for book reviews.

- The documents must be submitted in Word (PC) format.

b) Structure:

- The title must always be redacted in two languages: Spanish/English; English/Spanish; French/English; Portuguese/English.

- The authorship of the paper cannot extend 3 authors per paper; the data regarding authors must include the following: name and surname, institution, affiliation and email; in Calibri, body font size 12, inter-line spacing 1. Page footer shall include the short Curriculum Vitae of the author as well as the basic information regarding his city, country and address.

- Abstract in two languages (Spanish/English; English/Spanish; French/English; Portuguese/English). Maximum length 300 words, in Calibri, body font size 12, inter-line spacing 1.

- The text will contain maximum 6 keywords always presented in two languages: Spanish/English; English/Spanish; French/English; Portuguese/English.

- The structure of the paper is recommended to be developed in the following epigraphs:

1. Summary (**always redacted in two languages:** Spanish/English; English/Spanish; French/English; Portuguese/English)

2. INTRODUCTION

3. THEORETICAL FRAME

4. METHODOLOGY

5. RESULTS

6. DISCUSSION AND CONCLUSIONS

7. REFERENCES. References employed in writing each article, which will be presented at the end of the article, will follow the APA norms of quotation.

7. The footnotes will be situated at the foot of the page for greater legibility.

8. Tables and illustrations must have short descriptive titles, be numbered correlatively and be situated within text.

9. Epigraphs will be numbered, down to the third level, with Arabic numerals, font size 12 (**1. METHODOLOGY, 1.1. Sample, 1.2.1. Analysis.**)

#### **IV. Guidelines for Bibliographical references, according to APA norms of quotation (examples)**

##### **TEXTUAL QUOTATIONS**

Direct textual quotation with less than 40 words: it will be made within text and included between quotation marks, followed by the parenthetical system: "author's surname (year: page)" or "(author's surname, year: page)".

Direct textual quotation containing more than 40 words: they will be placed separately with double space tab and included between quotation marks. At the end of quotation should be stated author's surname, year of publication and the numbers of corresponding pages following the parenthetical system. The surname of author and year might be as well included at the beginning of quotation only if quotation is placed in the form of bloc and closed by information on year and page number. The author is entitled to choose freely in regards with the structure of the following elements of text: (author's surname, year: page).

Indirect quotations: the author will paraphrase information from the original text and is obligated to apply his own terms. The reference to the author of original source must be made just as year of publication, however excluding the information on page numbers. These quotations are situated within text and the references.

### **BOOKS AND BOOK CHAPTERS**

The quotation and references of the bibliography must follow the examples as indicated hereunder:

Books:

CASTILLO ESPARCIA, A. (2011). *Lobby y Comunicación*. Sevilla: Comunicación Social.

Chamizo Sánchez, R. (2003). *Introducción a la comunicación turística. El valor de la imagen en la comercialización de productos turísticos*. Málaga: Universidad de Málaga.

Chapters:

ALMANSA MARTÍNEZ, A. (2009). La e-democracia en América Latina. Un estudio de la interactividad entre poderes públicos y ciudadanos. En Cañizález, A. *Tiempos de cambio, política y comunicación en América Latina* (77-92). Venezuela: UCAB.

FERNÁNDEZ TORRES, M. J. (2004). La publicidad local y las organizaciones no gubernamentales. En López Lita, R., Fernández, F. y Durán, A. (Coords.) *La publicidad local* (265-274). Castellón: Universitat Jaume I.

### **JOURNALS**

Journal paper (single authorship):

SMOLAK LOZANO, E. (2011). Relaciones Públicas en las redes sociales. Publicidad personal de los usuarios personales de Facebook. El modelo, las estrategias y la evaluación. *Actas Icono 14*, A6, 328-353.

Journal paper (up to three authors):

SUÁREZ VILLEGAS, J.C., Romero Domínguez, L. y Almansa Martínez, A. (2009). El periodismo en el espejo. La profesión analizada por periodistas andaluces. *Revista Ámbitos*, 18, 157-175.

Journal paper (from four authors onward):

GOLOB, U. et al. (2009). Corporate social responsibility and transparent pricing in the case of the euro changeover. *Corporate Communications: An International Journal*, 14(4), 456-469.

### **ELECTRONIC MEDIA**

Electronic journal:

CASTILLO ESPARCIA, A. y CARRETÓN, M.C. (2010): Investigación en Comunicación. Estudio bibliométrico de las revistas de comunicación en España, en *Comunicación y Sociedad*, Vol.

XXIII, 2. Recuperado el 10 de julio de 2011, de [http://www.unav.es/fcom/comunicacionysociedad/es/articulo.php?art\\_id=372](http://www.unav.es/fcom/comunicacionysociedad/es/articulo.php?art_id=372)

Online document:

ÁLVAREZ NOBELL, A., RUIZ MORA, I. y OLMEDO SALAR, S. (2010). *La proyección de los hospitales públicos en la prensa local. El caso de Andalucía*. Recuperado el 10 de julio de 2011, de [http://www.revistalatinacs.org/10SLCS/actas\\_2010/10Alvarez.pdf](http://www.revistalatinacs.org/10SLCS/actas_2010/10Alvarez.pdf)

Internet publications of offline versions:

CANCELO SAN MARTÍN, M. (2006). La comunicación de las fuerzas de seguridad del Estado. *Revista Latinoamericana de Comunicación Chasqui*, 94, 66-71. Recuperado el 10 de Julio de 2011, de <http://redalyc.uaemex.mx/redalyc/pdf/160/16009412.pdf>

Papers of the journals published only in the Internet:

RUIZ MORA, I. (2011). Cristalizando la opinión pública, de Edward L. Bernays. *Revista Razón y Palabra*, 75. Recuperado el 10 de julio de 2011, de [http://www.razonypalabra.org.mx/N/N75/monotematico\\_75/32\\_Ruiz\\_M75.pdf](http://www.razonypalabra.org.mx/N/N75/monotematico_75/32_Ruiz_M75.pdf)