

**(The full paper must be between a minimum of 4000 and a maximum of 8000 words.)**

**TITLE**

**Abstract**

**Title, Name Surname**

**University, Faculty, Department**

 **ORCID No**

The abstract must not exceed 250 words and should be prepared in Times New Roman, 12-point font, with 1.5 line spacing and justified alignment. The abstract should clearly state the aim and methodology of the study, briefly address the findings, and highlight the main conclusions.

**Keywords:** There should be a maximum of 5 keywords. Each keyword, the first letter of which is capitalized, should be divided with a comma.

## **INTRODUCTION**

This section should introduce the subject addressed by the research, explain why it is important, and clarify the context in which it is examined. The research problem should be stated, a brief summary of relevant studies in the literature should be provided, and the gap this study aims to fill within the field should be identified.

### **1. Literature Review**

This section should systematically present the key concepts, theories, and approaches that the research is based on. Previous studies related to the topic should be summarized, discussed in terms of their findings and methodologies, and their relevance to the current research should be established. When presenting the theoretical framework, it should be clearly stated which theoretical perspective the study is grounded in (e.g., cultural studies, critical theory, digital capitalism, gender theories, etc.) and justified why this perspective is appropriate for the research.

### **2. Methodology**

This section should provide a detailed explanation of the method used in the research. First, the nature of the research should be stated, followed by a description of the study group, the population and sampling structure, data collection tools, and processes. It should clearly explain how the data collection techniques were applied, the criteria used for data selection, and how the process was carried out.

### **3. Findings**

In this section, the data obtained from the research should be presented in a systematic and comprehensible manner. The findings should be organized in a way that aligns with the purpose of the study and the research questions, and if necessary, illustrated through themes, tables, graphs, or direct quotations. Since the primary aim here is to clearly present what the data reveals, a descriptive approach should be preferred over interpretation. The findings should be conveyed clearly enough for the reader to easily follow the results and the data patterns of the research.

#### **4. Conclusion (and Recommendations, if any)**

This section should briefly and concisely summarize the main results of the research without going into the details of the findings.

#### **REFERENCES**

- This section should include all sources cited within the text, formatted according to APA 7 guidelines. The references must be listed in alphabetical order by the authors' surnames, and only works that are cited in the manuscript should be included. Each reference entry must contain all required elements, such as the author's name, year of publication, title of the work, and publisher or journal information, without any omissions.