

PUBLICATION REQUIREMENTS
FACULTY OF HUMANITIES, SHUMEN UNIVERSITY

1. The articles should have an abstract and key words in English. They should contain from 12500 to 24000 characters (without spaces) including the bibliography, appendices, tables and graphs.
2. The authors name and the title of the article should be both in English and in the language of the article.
3. The article is approved after peer reviewing and editing by the journal's editorial board.
4. The bibliography should be alphabetically ordered. The titles in Cyrillic should be transliterated as follows:

A = A, Б = B, В = V, Г = G, Д = D, Е = E, Ж = ZH, З = Z, И = I, Й = Y, К = K, Л = L, М = M, Н = N, О = O, П = P, Р = R, С = S, Т = T, У = U, Ф = F, Х = KH, Ц = TS, Ч = CH, Ш = SH, Щ = SHT, Ъ = A, Ь = Y, ЪО = YO, Ю = YU, Я = YA, Э = E. Ы = Y, ДЖ = DZH, ДЗ = DZ

For instance:

Popov, Popova 1975: Popov K., Popova V. Vaprosi na ezikovata stilistika. Sofia.

5. Articles in Bulgarian, Russian, English, German and Turkish.
6. Pages should **not** be numbered.
7. **Title, authors, institution, abstract and key words:** the title is centered and written in **Times New Roman 11, ALL CAPS Bold**. Under it in small letters, the same size, the names of the authors /name and surname/.

One blank line, the abstract in English /*Abstract*/ up to 10 lines, Times New Roman 10 /*Italics*/. On the next line, Times New Roman 10 /*Italics*/ key words in English /*Key words:*/ up to 5.

One blank line, the text of the article, formatted as follows:

Page Setup:

Margins: Top – 2.2 cm; Bottom – 2.2 cm; Left – 2.2 cm; Right – 2.2 cm.

Paper Size: Envelop B5 Custom size: Width: 17.5 cm; Height: 25.0 cm

Layout: Header: 1.4 cm, Footer: 1.4 cm

Format: Font - Times New Roman; Font Style - Regular; Size - 11

Paragraph: Line Spacing All: 1; Alignment: Justified;

Spacing: After - 6 pt.

Indentation: none

8. **Citation:** Citations of more than 4 lines start at a new line - Times New Roman 10, Regular, justified, indent on the left and on the right 0.5 cm. Authors cited in the text are marked as follows: (Spasov 2002: 122) (Popov, Popova 1975: 13).

9. **Notes:** Foot notes are preferred to end notes, formatting: Times New Roman 8, Regular, justified and numbered in Arabic numbers.

10. **Bibliography /References:** One blank line after the text the works cited are ordered alphabetically, font size New Roman 10, Regular, justified:

Books

Anderson 1991: Anderson B. *Imagined Communities*. London, New York: Verso.

Journals – In:

Banton 1996: Banton M. P. *The Actor's Model of Ethnic Relations*. – In: Hutchinson J., Smith A. D. (eds.). *Ethnicity*. Oxford, New York: Oxford University Press. 98-104.

Daynov 2002: Daynov E. *Kakvi gi vizhdame? Obrazite na maltsinstveni i spetsifichni obshtnosti v Bulgaria v ogledaloto na mediate*. – In: Pencheva M. (ed.). *Tehnite glasove. Prisastvieto na maltsinstveni i spetsifichni obshtnosti v bulgarskite medii (kraya na 20 – nachaloto na 21 vek)*. Sofia: Tsentar za sotsialni praktiki. 31-53.

Dobрева 2012: Dobрева E. *Ekoideii v reklamata*. – In: Aleksieva S., Nacheva N., Nikolova M. (eds.). *Public relations, zhurnalistika i medii v globalniya svyat. Collected papers in honour of prof. Minka Zlateva, PhD*. Sofia: Faculty of journalism and mass communications. 312-321.

Collected papers – Literaturna misal, 3.

Fileva 2008: Fileva P. *Kachestvo na upravlението na mediynite organizatsii*. – *Medii i obshtestveni komunikacii*. № 3.

Gudikunst, Yang, Nishida 1987: Gudikunst W. B., Yang S., T. Nishida. *Cultural Differences in Self-Consciousness and Self-Monitoring*. – *Communication Research*. SAGE, vol. 14 (1), 7-34.

Savova 2005: Savova I. *Paralelni strykturi v ezikovia tekst*. – *Godishnik na ShU, FHN*. T. XVIII A. 11-34.

Internet sources

Wikipedia. Wikipedia, the free encyclopedia. < http://en.wikipedia.org/wiki/Main_Page >