



AUPRESS

ANADOLU UNIVERSITY PRESS
MANUSCRIPT PREPARATION
GUIDELINES FOR SCHOLARLY BOOKS
AND BOOK CHAPTERS

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Anadolu University Press
Manuscript Preparation Guidelines

1. General Formatting Rules

Page Layout and Format:

- Paper Size: 13,5 cm × 19,5 cm
- Margins: 2 cm on all sides
- Font: Libre Baskerville (9 pt). The same font must be used throughout the manuscript. The character spacing should be set to “Narrow (0.2 pt).”
- Line Spacing: All text must be typed with 1.15 or 1.25 line spacing.
- Alignment: The text should be justified.
- Paragraph Indentation: The first line of each paragraph should be indented by 0,6 cm.
- Page Numbers: Page numbers should appear at the bottom center of each page. In anthologies, AUPress may adjust the page numbering to ensure consistency throughout the book.

Title Page:

- Chapter Title: Bold, centered, with each main word capitalized.
- Author Name: Placed one line below the title.
- Institutional Information and ORCID: These should be listed in a footnote in the following order: title, university name, college, department, email address, and ORCID number.

Abstract and Keywords:

- Abstract: 150–250 words, written as a single paragraph without indentation.
- Heading: The word Abstract should be bold and centered.
- Keywords: The word Keywords: should be italicized, followed by 3–5 relevant keywords.

2. Heading System and Hierarchy

In accordance with APA 7th edition, the following heading structure and formatting should be applied in books and book chapters submitted to Anadolu University Press:

Table 1. Heading Levels:

Level	Formatting	Usage
1	Bold, Centered, Title Case (Each Major Word Capitalized)	For main section headings (e.g., Introduction, Conclusion)
2	Bold, Left-Aligned, Title Case	For subsections
3	Bold, Italic, Left-Aligned, Title Case	For subsections under Level 2
4	Bold, Italic, Indented, Ending with a Period	For short headings that continue within the same paragraph
5	<i>Italic, Indented, Ending with a Period (used only when necessary)</i>	Rarely preferred

General Principles:

- No extra spacing should be added before or after headings.
- Heading style and formatting must be applied consistently throughout the manuscript.

3. Author Information and ORCID

In books and book chapters, author identity must be presented clearly and in an academically appropriate manner. Within the scope of Anadolu University Press manuscript guidelines, the following format is recommended:

3.1. Author Name and Surname

- The author's full name should be written in full and clearly (e.g., Dr. Zeynep Arslan or Prof. Dr. Mehmet Yılmaz).

3.2. Author Title, Institutional Affiliation, Email Address, and ORCID Information

In the footnote, the title, university name, college, department, email address, and ORCID number should be listed in that order, separated by commas.

- The author's title should be written as an abbreviation. (Example: Dr. or Prof. Dr.).
- The author's institution should be stated along with faculty/department information. Example: Anadolu University, Faculty of Open Education, Department of Distance Education
- Email Address; Particularly for book chapters, an email address should be provided for editorial correspondence.
- The ORCID identifier should appear at the end of the sentence as shown below. (Example: ORCID:0000-0050-0302-0201).

Full Example Format:

Dr., Anadolu University, Faculty of Open Education, Department of Open and Distance Learning, zarslan@anadolu.edu.tr, ORCID: 0000-0002-6579-0032

4. Abstract and Keywords

In accordance with international publishing standards, each book chapter must begin with an abstract and a list of keywords. Based on APA 7 guidelines, the following structure is recommended:

4.1. Abstract

- Each chapter should begin with an Abstract that briefly and clearly summarizes the content.
- Word Count: Between 150–250 words.
- Language: The abstract must be written in English, as it is the required language of publication.
- Formatting:
 - The heading Abstract should be bold and centered.
 - The text should be written in an academic, clear, objective style, using the third-person perspective.

4.2. Keywords

- Keywords must be placed immediately below the abstract.
- The word *Keywords:* should be written in italics, followed by 3–5 keywords separated by commas.
- All keywords begin with a capital letter at the start of the sentence, followed by lowercase letters in order and separated by commas. Exceptions are proper nouns.

Example (in English)

Abstract

This chapter explores the integration of artificial intelligence (AI) into digital communication strategies, with a specific emphasis on its implications for corporate branding and user engagement. As organizations increasingly adopt AI-driven tools, the landscape of communication is shifting from one-size-fits-all approaches to highly personalized, data-informed interactions. AI technologies such as machine learning algorithms, natural language processing, and predictive analytics are being utilized to tailor content to individual user preferences, behaviors, and emotional responses in real time. This transformation not only enhances the relevance and effectiveness of corporate messages but also fosters deeper emotional connections between brands and their audiences.

To investigate these dynamics, the chapter adopts a mixed-methods approach, combining theoretical analysis with empirical case studies drawn from various industries. The theoretical framework addresses the intersection of communication theory, AI ethics, and consumer psychology, while the empirical section examines real-world implementations of AI in branding campaigns, social media strategies, and customer relationship management. Through this dual lens, the chapter offers a comprehensive understanding of how AI redefines the mechanics and outcomes of digital messaging, ultimately proposing a set of best practices for ethically and effectively integrating machine learning into corporate communication strategies.

Keywords: Artificial intelligence, digital communication, branding, user engagement, machine learning

5. Chapter Content and Paragraph Structure

The main text of each book chapter must be structured in a clear, organized, and consistent manner, in line with academic writing conventions. Based on APA 7 recommendations, the following principles apply:

5.1. Introduction and Main Text

- The content of the chapter should follow a scientific structure, typically including sections such as introduction, theoretical framework, methodology (if applicable), discussion, and conclusion.
- Subheadings must conform to the heading levels specified in Table 1.

5.2. Paragraph Structure

- All paragraphs must be justified, with the first line indented by 0,6 cm
- Line Spacing: All text must be typed with 1.15 or 1.25 line spacing.
- No extra spacing should be inserted between paragraphs.
- Each paragraph should focus on a single main idea.

5.3. Emphasis and Expression

- Bold text should be used only for headings. Within the text, underlining or italics may be applied for emphasis (when necessary).
- Overly rhetorical language, colloquial expressions, excessive quotations, or decorative wording must be avoided.
- Subject-verb agreement, consistent tense usage, and academic style must be maintained throughout.

5.4. Use of Footnotes

- In APA 7, the use of footnotes is limited. They may be employed only for essential clarifications, additional information, or copyright acknowledgments.
- Footnotes must appear at the bottom of the page, numbered consecutively, and written in 6-point font size.
- The number of footnotes should be kept to a minimum.

6. Tables and Figures

Tables, charts, images, and other visual elements included in book chapters must comply with the formatting and consistency standards of APA 7th edition. For Anadolu University Press, the following rules apply:

6.1. General Principles

- All tables and figures must be presented **within the text at the point of reference** (not provided as appendices).
- Each table and figure must be **numbered sequentially** (*e.g., Table 1, Figure 2*).
- The **number and title** must appear **above** the visual element.
- Explanatory notes must be placed **immediately below** the visual, beginning with the word Note.
- Tables and figures must be **numbered separately** in accordance with APA 7 (*e.g., Figure 1, Table 1; Figure 2, Table 2*).

6.2. Table Format

- Table Title:
Table 1
Age Distribution of Participants
- Within tables, only horizontal lines should be used (top, bottom, and below the header row).
- The font used in tables must be the same as that used in the main text.
- Any abbreviations used in the table must be explained in the Note section placed directly below the table.

Example (Table):

Table 2:

Educational Background of Participants

Education Level	Frequency	Percentage
Bachelor's	48	60%
Master's	22	27.5%
Doctorate	10	12.5%

Note. This table presents data collected from 80 participants.

6.3. Figure Format

- Figures must be centered within the text and should be of high quality (a minimum resolution of 300 dpi is recommended).
- Figure Title:
Figure 1
AI-Based Decision-Making Model
- If an explanatory note is included below the figure, it should begin with Note. If a source citation is required, it must be indicated with the label Source: instead.

Example:



Figure 3. Participants' Platform Preferences

Note. The figure is based on survey results.

Source: Developed by the author.

6.4. Copyright and Attribution

- If a table or figure from another source is used, the source must be cited in accordance with APA 7 guidelines, and copyright permission must be obtained when required.
- The Note section must clearly indicate such information.

Note. Figure adapted from Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211

7. References and Citation Style

In books and book chapters, all academic sources must be cited in-text and listed in the reference list in full compliance with APA 7th edition rules. Below are examples for both in-text citation formats and reference list entries.

7.1. In-Text Citation Style

According to APA 7, in-text citations are formatted as author's surname + year.

- **Single author:**
(Güngör, 2022)
According to this view, communication processes are structural (Güngör, 2022).
- **Two authors:**
(Uğur & Demiray, 2018)
- **Three or more authors:**
From the first citation onwards, use only the first author's surname + et al. (Zhang et al., 2023)
- **Direct quotation (with page number):**
(Şaylan, 2015, s. 87)
“Societies are never entirely rational” (Şaylan, 2015, p. 87).
- **Multiple works by the same author in the same year:**
(Yılmaz, 2020a), (Yılmaz, 2020b)

7.2. Reference List (APA 7)

The reference list must appear at the end of the manuscript, arranged alphabetically. All entries should be left-aligned, with a hanging indent of 1.15 cm for the second and subsequent lines.

a. Book:

Güngör, N. (2022). *İletişim kuramları: Kavramlar, yaklaşımlar, tartışmalar* (5. bs.). Siyasal Kitabevi.

b. Book Chapter:

Uğur, S., & Demiray, E. (2018). Transhümanizm ve öğrenmedeki değişim. In E. Yüksel (Ed.), *Dijital çağda insan ve eğitim* (ss. 103–120). Anadolu Üniversitesi Yayınları.

c. Journal Article (with DOI if available):

Zhang, Y., Lin, C.-H., & Zhang, D. (2023). Effects of self-regulated learning and attitude on online learning satisfaction. *Journal of Educational Technology & Society*, 26(1), 58–70. <https://doi.org/10.1234/abcd.5678>

d. Web Source (with date if available):

UNESCO. (2024, March 12). *AI and the future of education*. <https://www.unesco.org/ai-education>

7.3. Common Mistakes to Avoid

- Every source cited in the text must appear in the reference list, and every reference listed must be cited at least once in the text.
- In author names, the ampersand (“&”) must be used (instead of “and” or equivalents in other languages) in accordance with the English citation system.

1. Examples of In-Text Citation Types

1.1. Single-Author Source

- APA 7 format: (*Güngör, 2022*)
- According to this view, communication processes are structural (*Güngör, 2022*).

1.2. Two-Author Source

- APA 7 format: (*Uğur & Demiray, 2018*)
- In this context, human–machine interaction has been redefined (*Uğur & Demiray, 2018*)

1.3. Three or More Authors

From the first citation onwards, use only the first author’s surname + et al.

- (*Zhang et al., 2023*)
- Attitude can be a determining factor in online learning satisfaction (*Zhang et al., 2023*).

1.4 Direct Quotation (with Page Number)

- “*Societies are never entirely rational*” (*Şaylan, 2015, p. 87*).

1.5 Multiple Works by the Same Author in the Same Year

- (*Yılmaz, 2020a*), (*Yılmaz, 2020b*)

1.6. Secondary Citation

According to APA 7, when citing a source quoted in another work:

- According to this view, “writing and nursing are inseparable” (*Nigliazzo, 2015, as cited in Long & Beck, 2017, p. 1*).
- Note: Only Long & Beck (2017) should appear in the reference list.

1.7. Personal Communication (Interview, Email, etc.)

- (K. Erdem, personal communication, March 12, 2024)
- Note: Such sources are not included in the reference list.

1.8. Participant Quotation (Interview Participant)

- Participant “Ayşe” stated: “*I feel more comfortable expressing myself in digital environments.*”

1.9. Block Quotation (40+ Words)

According to APA 7, block quotations should be presented as a separate paragraph, without quotation marks, indented 0,6 cm from the left margin:

Smith (2010) explains this situation as follows:

Long quotations can play an important role. The author has the opportunity to share relevant ideas and provide context. However, long quotations are often unnecessary and should only be used when truly required (p. 3)

2. Examples of Reference List Entries

For each type of source, a brief explanation is provided, followed by an example reference entry.

- Line spacing: No extra spacing between entries.
- Indentation: Second and subsequent lines must be formatted with a hanging indent of 1.15 cm.

2.1. Printed Book (Single Author)

Güngör, N. (2022). *İletişim kuramları: Kavramlar, yaklaşımlar, tartışmalar* (5. bs.). Siyasal Kitabevi.

2.2. Printed Book (Two Authors)

Uğur, S., & Demiray, E. (2018). *Transhümanizm ve öğrenmedeki değişim*. Anadolu Üniversitesi Yayınları.

2.3. Edited Book (as Chapter Author)

Arslan, Z. (2021). Yapay zekâ destekli iletişim modelleri. In T. Korkmaz & F. Kara (Eds.), *Dijital çağda medya ve toplum* (ss. 45–68). Derin Yayıncılık.

2.4. Electronic Book (with DOI)

Mayer, R. E. (2021). *Multimedia learning* (3rd ed.). Cambridge University Press. <https://doi.org/10.1017/9781108859027>

2.5. Journal Article (with DOI)

Zhang, Y., Lin, C.-H., & Zhang, D. (2023). Effects of self-regulated learning and attitude on online learning satisfaction. *Journal of Educational Technology & Society*, 26(1), 58–70. <https://doi.org/10.1234/abcd.5678>

2.6. Journal Article (without DOI – database access)

Elsayad, Z. (2023). Instructional presence in virtual learning environments. *International Journal of Online Education*, 18(2), 44–59.

2.7. Newspaper Article (Online)

Dilan, R. (2023, April 5). The dangers of AI in the workplace. *The Guardian*. <https://www.theguardian.com/ai-workplace-risks>

2.8. Web Page (Corporate Author)

UNESCO. (2024, March 12). *AI and the future of education*. <https://www.unesco.org/ai-education>

2.9. Web Page (Individual Author)

Koçak, A. (2023, June 7). Yapay zekânın medya üzerindeki etkileri. *Medium*. <https://medium.com/@akoçak/yz-medya>

2.10. Blog Post

Bilgin, Y. (2023, August 2). Akademik yazımda yapılan temel hatalar. *AkademiBlog*. <https://akademiblog.org/2023/08/yazim-hatalari>

2.11. Wikipedia Entry (For Informational / Critical Use)

Wikipedia contributors. (2024, March 30). *Artificial intelligence*. Wikipedia. https://en.wikipedia.org/wiki/Artificial_intelligence
(Not: Wikipedia akademik kaynak olarak doğrudan kullanılmamalıdır.)

2.12. Video (YouTube)

TEDx Talks. (2022, May 12). *How AI is transforming the classroom* | John Doe | TEDxEdTech [Video]. YouTube.

<https://www.youtube.com/watch?v=abc12345678>

2.13. Film

Nolan, C. (Director). (2014). *Interstellar* [Film]. Paramount Pictures.

2.14. Thesis/Dissertation

Kılıç, M. (2022). *Dijital okuryazarlık düzeylerinin medya eleştirisine etkisi* (Yüksek lisans tezi). Anadolu Üniversitesi Tez Arşivi.

2.15. Report (Corporate Author)

World Economic Forum. (2023). *Future of jobs report 2023*.

<https://www.weforum.org/publications/jobs-2023>

2.16. Personal Communication

- Cited only in-text, not included in the reference list.
- (*H. Bilgin, personal communication, January 5, 2024*)

2.17. Secondary Source

- Should be used only when the original source cannot be accessed.
- Only the work you have actually read should appear in the reference list.

Long, B., & Beck, M. (2017). *Foundations of nursing theory*. Health Press.

8. Appendices, Visuals, and Special Characters

Book chapters may include supplementary materials (e.g., survey forms, analysis outputs, additional visuals) that contribute to the content. These should be presented under the heading APPENDICES. Rules for the use of visuals and special characters are also provided below.

8.1. Appendices

The heading *APPENDIX* should appear in bold, uppercase letters on a new page, following the main text.

APPENDIX A – INTERVIEW FORM

- Each appendix must be labeled with a separate letter (*e.g.*, *APPENDIX A*, *APPENDIX B*).
- Tables, figures, or text included in the appendices may be numbered separately: *Table A1*, *Figure B2*, *etc.*
- Any sources cited within the appendices must also appear in the main reference list.

8.2. Visuals (Photographs, Maps, Graphs, etc.)

- All visuals must be numbered as figures and integrated into the text with a corresponding title.
- If visuals are obtained from external sources, copyright permission must be secured, and the Source must be clearly indicated.
- Resolution: Minimum 300 dpi; recommended formats are JPEG or PNG.
- Figure titles must follow the same formatting rules as outlined in Section 6 (Figures and Tables).

8.3. Special Characters and Formulas

- Greek letters (*e.g.*, α , β , λ), statistical symbols (*e.g.*, $p < .05$, $M = 32.4$) must be written in accordance with APA 7 guidelines.
- Statistical symbols that require italics must appear in italics (*e.g.*, t , F , r).
- Formulas must be centered and numbered when necessary:
$$E = mc^2 \text{ (1)}$$

9. Submission Method and File Format

Authors submitting a book or book chapter to Anadolu University Press must adhere to specific technical requirements. The following rules are established to standardize the submission process:

9.1. File Format

- If the publisher provides a Word template, authors must use this template.
- If no template is provided, authors are required to follow all formatting rules outlined in this guide.

9.2. Submission Template

- If the publisher provides a Word template, authors must use this template.
- If no template is provided, authors are required to follow all formatting rules outlined in this guide.

9.3. Final Checklist

Before submission, authors are strongly advised to review the following checklist:

- ☐ Is the heading hierarchy consistent with APA 7?
- ☐ Are all sources cited in-text and listed in the reference list without omissions?
- ☐ Are all tables and figures numbered and appropriately captioned?
- ☐ Has the manuscript been checked for spelling and grammatical errors?
- ☐ Have ORCID IDs and institutional affiliations been included?
- ☐ Are the abstract and keywords written correctly and in the required format?
- ☐ Is the file name and format correct?