[[1]](#footnote-1)IDEAU

**TITLE IN ENGLISH**

**Titulo em português**

**TÍTULO EN ESPAÑOL**

**Author's full name without abbreviations**

Highest academic degree, training institution, City, State, Country.

E-mail: [xxxxx@hotmail.com](mailto:xxxxx@hotmail.com) Orcid: <https://orcid.org/0000-0000-0000-0000>

**Abstract**

The abstract of the article to be published, ranging between 100 and 250 words, aims to provide a concise synthesis of the content. It is recommended to maintain relational coherence when presenting the justification or problem that motivates the research. Subsequently, the research objectives are outlined, followed by a description of the methodology used. The obtained results are discussed, allowing for a conclusion on the research. This abstract adheres to the guidelines proposed by Pires (2005).

**Keywords:** Between 4 and 6 keywords, separated by periods. For example: Law. Freedom. Homeland. Brazil.

**Resumo**

O presente resumo do artigo a ser submetido para publicação tem como propósito oferecer uma síntese concisa do conteúdo abordado, compreendendo uma extensão entre 100 e 250 palavras. É recomendado que se mantenha uma coerência relacional ao apresentar a justificativa ou problema que fundamenta a pesquisa. Em sequência, delineiam-se os objetivos da pesquisa, seguidos pela descrição da metodologia empregada. Os resultados obtidos são posteriormente discutidos, culminando em uma conclusão sobre a pesquisa realizada. Cumpre salientar que este resumo está em conformidade com as diretrizes propostas por Pires (2005).

**Palavras-chave:** Entre 3 e 5 palavras-chave, separadas por ponto. Por exemplo: Direito. Liberdade. Patria. Brasil.

**Resumen**

El resumen del artículo a publicar, con una extensión entre 100 y 250 palabras, tiene como objetivo proporcionar una síntesis concisa del contenido. Se recomienda mantener una coherencia relacional al presentar la justificación o problema que motiva la investigación. A continuación, se delinean los objetivos de la investigación, seguidos por la descripción de la metodología utilizada. Los resultados obtenidos son discutidos, permitiendo una conclusión sobre la investigación. Este resumen sigue las directrices propuestas por Pires (2005).

**Palabras clave:** Entre 4 y 6 palabras clave, separadas por puntos. Por ejemplo: Ley. Libertad. Patria. Brasil.

**1 INTRODUCTION**

Provide a description of the contextualization, research topic and research justification using Arial font size 12, with line spacing of 1.5. The maximum number of authors allowed is eight; If the article exceeds this limit, contact the magazine to verify the additional fee to add another author.

Regarding the length of the manuscript, it must consist of a maximum of 20 pages, including references. Manuscripts can be written in Portuguese, English or Spanish.

At the end of the introduction, the objectives of the work must be clearly outlined, in a specific and measurable way. If you wish, you can create an exclusive subitem for the objective. Furthermore, it is essential that they are formulated in an achievable way, ensuring that the reader fully understands the scope of the study and what will be covered and evaluated.

**2 THEORETICAL FRAMEWORK**

The theoretical framework in a study comprises a critical and organized analysis of the literature relevant to the topic, providing a theoretical contextualization and defining the key concepts. It must comprehensively contain theories, models and previous research, identifying gaps, contradictions and consensuses in the literature that are important for the focus of the work being developed.

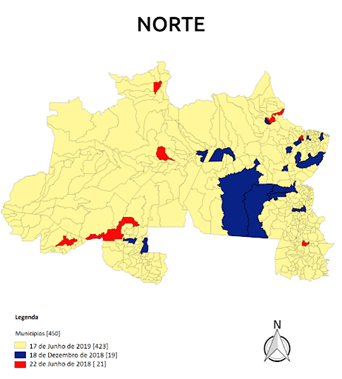
2.1 title of figures (BoardS, tables, etc.)

The title of the figure explains the content of the image in a concise but discursive way. The title font should be Arial 10, spaced 1.0, centered. Numbered with Arabic numerals sequentially within the text as a whole, preceded by the word figure. E.g.: Figure 1, Figure 2, Figure 3, etc.

The citation font should be simple spaced, below the central figure, Arial 10 font.

For example figure:

Figure 1. Map of the Northern Region of Brazil with stratification of municipalities by population group.



Source: IBGE (2019a).

Table 1. Partial list of subdivisions implemented by Companhia City until 1951 in the city and São Paulo

|  |  |  |  |
| --- | --- | --- | --- |
| No | Neighborhood name | Área (m2) | Ano |
| 1 | Jardim America | 1.091.118 | 1915 |
| 2 | Anhangabaú | 170.849 | 061917 |
| 3 | Butantan | 2.341.379 | 101918 |
| 4 | Alto da Lapa and Bela Aliança | 2.126.643 | 1921 |
| 5 | Pacaembu | 998.130 | 1925 |
| 6 | Alto de Pinheiros | 3.669.410 | 1925 |
| 7 | Vila America | 186.200 | 1931 |
| 8 | Vila Nova Tupi | 180.000 | 1931 |

Source: Arquivo da companhia city, sem data.

Board 1. Resultados

|  |  |
| --- | --- |
| RESULT | CONTEST |
| 3 absent | Administrative Technician in Education |
| 3 granted | Higher Education Teacher |
| Panel planned, but not carried out because there were no self-declared candidates. | Higher Education Teacher |
| Panel planned, but not carried out because there were no self-declared candidates. | Administrative Technician in Education |
| 34 absent | Higher Education Teacher |
| 39 granted | Administrative Technician in Education |

Source: Prepared by the authors

Putting stripes on people's faces is a common practice in many contexts to ensure respect for individual rights and ethical integrity in the dissemination of information. Therefore, images taken of people must have stripes on their faces considering the protection of identity with respect for dignity and individual freedom.

Figure 2. People in the park



Source: Prepared by the authors themselves.

2.2 Section Subtitle

Titles must be in capital letters, in bold, Arial font, size 12.

Subtitles must be in capital letters, not bold, Arial font, size 12.

Following the example:

Table 2. Sequence of formation of titles

|  |  |
| --- | --- |
| Type | Format |
| Primary Section Title | **1 INTRODUCTION** |
| Secondary Section Title | 1.1 Search Type |
| Tertiary Section Title | **1.1.1 Definition of concepts** |
| Title of the quaternary section | 1.1.1.1 Options for concepts |
| Title of section quinaria | ***1.1.1.1.1 Bold italic type*** |
| Title of the senary section | *1.1.1.1.1.1. Not in bold italics* |

Source: IDEAU, 2024.

The citations within the body of work must follow ABNT norms.

2.3 Text citation

The author should be quoted in parentheses by his surname, separated by a comma from the date of publication (Barbosa, 1980). If the author's name is cited in the text, only the date is indicated in parentheses: Morais (1995) indicates... In the case of direct quotation (literal transcription of the original text), specify page(s), this(these) must follow the date, separated by a comma and preceded by p. (Mumford, 1949, p.513). Quotations of several works by the same author, published in the same year, must be broken down by lower case letter after the date, without spacing (Peside, 1927a) (Peside, 1927b). When the work has two or three authors, it is separated by a semicolon (Oliveira; Leonardo, 1943) and, when it has more than four authors, the first one is indicated followed by the expression *et al.* (Gille *et al.,* 1960). Citations up to 3 lines should come in quotation marks, followed by the author's name, date and page. With more than three lines, they should come with 4 cm indent in the left margin, smaller body (font10), simple space and without quotes, also followed by the author's name, date and page. The quotes in foreign language must be presented in the same language of the text and in the citation call present the indication our translation. In footnote present the citation in its original language. Latin expressions (idem, ibdem, passim, loco citato, and sequentia) as well as the expression confer (Cf.) cannot be used in citation calls in the body of the text. The expressions apud and *et al.* can be used in the body of the text. Below are some examples of quotes:

**2.3.1 Direct quote with more than three lines**

4 cm indentation

Font size 10

Single Spacing

A space of 1.5 should be left between the remainder of the text and the quote.

Alignment must be justified.

**For example:**

Harvey (1993, p. 112) adds to all this another factor,

[...] while opening a radical perspective by recognizing the authenticity of other voices, postmodern thinking immediately seals these other voices from access to more universal sources of power, circumscribing them in a ghetto of opaque otherness, of the specificity of one or another language game.

**2.3.2 Direct quote with less than three lines**

According to Prunes (2000, v. 2, pp. 647-648) ‘the applicants’ lack of conformity, supported by a technical expert report ...’.

**2.3.3 Indirect citation**

When an indirect citation is made, it is necessary to indicate, initially, the **author's last name and afterwards the date of publication of the work**. It is not mandatory to indicate the page of the quoted passage. Here are examples of indirect citations with just one author:

**For example:**

According to Herculano (2021), the use of optimization techniques is fundamental to generate organic traffic.

According to Herculano (2021, p. 409), content marketing consists, among other things, in authoritative writing on the subject (**example with page indication, which is not mandatory**).

Visibility on the internet is often generated by the investment in digital marketing (Herculano, 2021).

In addition, the format of the Brazilian Association of Technical Standards should be followed. In relation to the ABNT, the indirect citation differs considerably from the direct citation, since it must be written "normally", that is, according to the rest of the body of the text. See the list of standards:

Arial font;

Size 12;

1,5 line spacing;

Insertion of the author's last name and year of publication of the work in parentheses.

As we can see above, the **indirect citation should be written as the rest of the body of the text**. The only difference is only the "addition" of the author's surname and the year of publication of the work in parentheses.

**2.3.4 Indirect quotation from two authors**

When the citation is from several different authors, it is necessary to enter their surnames separated by a semicolon and followed by the years of publication of the work. The order of surnames should be chronological and ascending. Here’s how it should be done:

**For example:**

According to several authors (Herculano, 1996; Netherlands, 2010), digital marketing is important for growth...

Digital marketing helps companies grow (Herculano, 1996; Netherlands, 2010).

**2.3.5 Indirect citation of various works**

When the quote is from the same author, but from several different works, the years must be separated by commas, as shown below.

**For example:**

Digital marketing can improve communication between brand and audience (Herculano, 1996, 2016, 2018).

According to Herculano (1996, 2016, 2018), digital marketing is a good strategy for advertising a new product.

**2.3.6 Indirect quotation from more than four authors in the same work**

When a work has **more than four authors**, it is recommended to use the expression "*et al."* or "*e col.*", followed by the year of publication. This is to avoid having to write the surnames of all the writings in the work.

**For example:**

According to Herculano *et al.* (2018) Social media publishing is a new way to make a company more visible on the market.

Social media publishing involves inserting arts into the feed and stories (Herculano *et al,* 2018).

**2.3.7 Quotation from the author with more than one work published in the same year**

This kind of citation should be made when **works published in different years of the same author** are cited**.**

Lowercase letters are used alphabetically from letter a, just after the date.

**For example:**

Social media makes businesses more visible (Herculano, 1998a).

According to Herculano (1998a, 1998b), social media makes businesses more visible.

**2.3.8 Numerical citation method**

This is a method of citation indicated by numbers, as the name already says. See the example below, according to the ABNT:

**For example:**

According to Herculano, digital marketing is a strategy capable of building a qualified target audience for the brand (2);

According to Herculano, SEO strategies can help you grow a brand².

**3 METHODOLOGY**

The methodology of an article outlines the procedures employed to conduct the research, including the type of study, sample selection, data collection and analysis methods, ethical considerations, and limitations of the study. Its detailed and transparent description is essential to guarantee the replicability and reliability of the results, in addition to providing a solid basis for the interpretation and generalization of the findings.

3.1 FORMULAS AND EQUATION

In the midst of a text, formulas and equations should be represented in line. A larger spacing should be used to accommodate their elements (exponents, indices, and others). When presented outside the paragraph, they should be left-aligned. If there are multiple formulas or equations, they should be identified with sequential Arabic numerals throughout the text and enclosed in parentheses ( ) at the right end of the line. If formulas or equations are divided into multiple lines due to lack of space, they should be interrupted before the equal sign "=" or after addition and subtraction signs.

Example equation:

C:\Users\maria.bruns\AppData\Local\Microsoft\Windows\Clipboard\HistoryData\{20469AFE-B88C-4954-9384-4B92A81A6EA7}\{EE638172-755C-40CD-88EE-FF54107B5C48}\ResourceMap\{D77016F3-FDA1-4DE6-9CEA-59EA4AE35420}               (1)

where:

d(AB)= slope expressed as a percentage

dV= vertical distance (equidistance)

dH = horizontal distance

Example formulas:

                       (2)

3.2 Marker

Markers are enumerative divisions referring to a period of the paragraph. The following configuration:

a) the text preceding the first marker ends with a colon;

b) they begin at the paragraph indent and are written with normal spacing;

c) they are numbered with lowercase letters in alphabetical order, followed by a closing parenthesis. If the number of bullets exceeds the number of letters in the alphabet, use doubled letters: aa), ab), ac), etc;

d) the text of the marker begins with a lowercase letter, except if it begins with proper names, and is closed with a semicolon, except for the last one, which is closed with a period.

**As in the example below:**

a) markers are spaced at a left indentation of 0.75 by an offset of 0.5;

b) markers are spaced at a left indentation of 0.75 by an offset of 0.5;

c) markers are indented 0.75 to the left by an offset of 0.5.

**4 RESULTS AND** **DISCUSSIONS**

The results and discussions of an article must be presented in a clear and organized manner, based on the data collected and the analyzes carried out during the study. Initially, the results must be presented in an objective and concise way, using tables, graphs and statistics, if applicable, to highlight the main findings. Then, in the discussion section, the results are interpreted in light of existing literature, highlighting similarities, differences and implications for theory and practice.

Furthermore, limitations of the study and possible directions for future research are discussed. It is essential that both the results and the discussion are based on solid evidence and that they contribute significantly to the advancement of knowledge on the topic addressed.

**5 CONCLUSION**

The conclusion of an article should summarize the main findings of the study succinctly, highlighting the significant contributions to the research field. It should reiterate the objectives of the study and summarize the most important findings, emphasizing their relevance and practical or theoretical implications.

**ACKNOWLEDGEMENTS**

Optional section, where the author can thank the funding agencies, or other applicable thank you.

**REFERENCES**

Here are examples of references, font and spacing in accordance with ABNT standards. Remember that these examples are simplified, and you should adapt them according to your institution's specifications and the latest ABNT standard. With Arial font formatting, size 12, single spacing and aligned to the left. Citations must be placed in alphabetical order.

Books with only one author

LAST NAME, First Name. **Title: Subtitle** (if any). Edition (if any). Place of publication: Publisher, year of publication.

Example:

KRENAK, A. **Ideias para adiar o fim do mundo**. São Paulo: Companhia das Letras, 2019.

Books with only one author

LAST NAME, First Name. **Title**: Subtitle (if any). Edition (if any). Place of publication: Publisher, year of publication.

Example:

ARUZZA, C; BHATTACHARYA, T; FRASER, N. **Feminismo para os 99%**: um manifesto. São Paulo: Boitempo, 2019.

Book with more than three authors

LAST NAME, First Name *et al*. **Title**: Subtitle (if any). Edition (if any). Place: Publisher, year of publication.

Example:

DILGER, G. *et al.* **Descolonizar o imaginário**: debates sobre pós-extrativismo e alternativas ao desenvolvimento. São Paulo: Fundação Roxa Luxemburgo, 2016.

Reference to the Federal or State Constitution

PLACE. Title (year). **Description**. Place of the constituent body, year of publication.

Example:

BRASIL. Constituição (1988). **Constituição da República Federativa do Brasil**. Brasília, DF: Centro Gráfico, 1988.

Journal or Magazine Article

LAST NAME, abbreviated First Name. Article Title. **Journal Title**, Place of publication, volume number, initial-final pages, month and year.

Example:

KILOMBA, G. A máscara, **Revistas USP**, n. 16, p. 23-40, 2016.

Article in an event

LAST NAME, First Name. Title of the presented work. *In:* **EVENT TITLE**, event number, year of realization, place (city of realization). Title of the document (proceedings, abstracts, etc.). Place: Publisher, year of publication. Initial-final pages.

Example:

SILVA, J. A contribuição de Paulo Freire na Pedagogia. *In:* **JORNADA DE PEDAGOGIA**, nº 3, 2019, Florianópolis. Resumos. Florianópolis: Editora X, 2020, p. 20-50.

Reference to monograph, dissertation, or thesis

LAST NAME, First Name. **Title**: Subtitle (if any). Year of presentation. Number of pages or volumes. Category (concentration area) - Institution, Place, year of defense.

Example:

CARNEIRO, A. S. **A construção do outro como não-ser como fundamento do ser**. 2005. Tese (Doutorado em Educação) – Curso de Educação – Universidade de São Paulo, São Paulo, 2005.

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