

ISSN: 2328-4927

Volume 14, Number 1, March 2026



Advances in Journalism and Communication



<https://www.scirp.org/journal/ajc>



Journal Editorial Board

ISSN 2328-4927 (Print) ISSN 2328-4935 (Online)

<https://www.scirp.org/journal/ajc>

Editorial Board

Prof. Ayşe Fulya Şen	Firat University, Türkiye
Dr. Clark Callahan	Brigham Young University, USA
Dr. Patricia Covarrubias	The University of New Mexico, USA
Prof. James N. Druckman	Northwestern University, USA
Dr. Shahira Fahmy	The University of Arizona, USA
Prof. Thomas H. P. Gould	Kansas State University, USA
Prof. Fatma Gürses	Düzce University, Türkiye
Prof. Nik Adzrieman Abdul Rahman	Universiti Utara Malaysia, Malaysia
Prof. DharmaKeerthi Sri Ranjan	University of Colomobo, Sri Lanka
Prof. Jian-Hong Wang	Shandong University of Technology, China

Academic Editor

Prof. Israel Wilson Udomisor	University of Maiduguri, Nigeria
-------------------------------------	----------------------------------

Table of Contents

Volume 14 Number 1

March 2026

**Trending the TikTok World of Advertising: Content Analysis of TikTok Ads of
Four Popular Beauty Brands**

K. Karan, E. Bodur, W. Bakina 1

**Research on Online Public Opinion Patterns under the Boundary between Local and
Non-Local Students in DSE: A Case Study of Social Media Texts and Comments**

E. Chan, C. Liu..... 25

Advances in Journalism and Communication (AJC)

Journal Information

SUBSCRIPTIONS

The *Advances in Journalism and Communication* (Online at Scientific Research Publishing, <https://www.scirp.org/>) is published quarterly by Scientific Research Publishing, Inc., USA.

Subscription rates:

Print: \$69 per issue.

To subscribe, please contact Journals Subscriptions Department, E-mail: sub@scirp.org

SERVICES

Advertisements

Advertisement Sales Department, E-mail: service@scirp.org

Reprints (minimum quantity 100 copies)

Reprints Co-ordinator, Scientific Research Publishing, Inc., USA.

E-mail: sub@scirp.org

COPYRIGHT

Copyright and reuse rights for the front matter of the journal:

Copyright © 2026 by Scientific Research Publishing Inc.

This work is licensed under the Creative Commons Attribution International License (CC BY).

<http://creativecommons.org/licenses/by/4.0/>

Copyright for individual papers of the journal:

Copyright © 2026 by author(s) and Scientific Research Publishing Inc.

Reuse rights for individual papers:

Note: At SCIRP authors can choose between CC BY and CC BY-NC. Please consult each paper for its reuse rights.

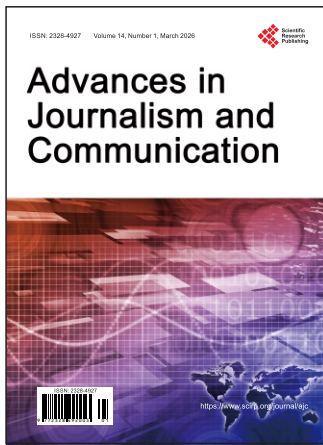
Disclaimer of liability

Statements and opinions expressed in the articles and communications are those of the individual contributors and not the statements and opinion of Scientific Research Publishing, Inc. We assume no responsibility or liability for any damage or injury to persons or property arising out of the use of any materials, instructions, methods or ideas contained herein. We expressly disclaim any implied warranties of merchantability or fitness for a particular purpose. If expert assistance is required, the services of a competent professional person should be sought.

PRODUCTION INFORMATION

For manuscripts that have been accepted for publication, please contact:

E-mail: ajc@scirp.org



Call for Papers

Advances in Journalism and Communication

ISSN 2328-4927 (Print) ISSN 2328-4935 (Online)

<https://www.scirp.org/journal/ajc>

Advances in Journalism and Communication (AJC) is an open access journal. The goal of this journal is to provide a platform for scholars and academicians in the field of journalism and communication all over the world to promote, share, and discuss various practices, developments and theories of journalism and communication.

Subject Coverage

This journal invites original research and review papers that address the following issues. Topics of interest include, but are not limited to:

- Advertisement
- Community Journalism
- Crime and Investigative Journalism
- Culture and Communication
- Current Situation of Journalism and Communication
- Digital Media and Multimedia Application
- Growing Tendency of Journalism and Communication
- History of Journalism and Communication
- History of TV Programming
- International and Comparative Communication
- Journalism Education
- Laws and Policy in Journalism and Communication
- Mass Communication
- Media and Ideology
- Media Campaign
- Media Economics
- Media Politics
- New Broadcast Media
- Photo Journalism
- Professional Ethics in Journalism and Communication
- Research Methodology in Communication
- Social Impact of New Media
- Television Broadcasting Science

We are also interested in: 1) Short reports—2-5 page papers where an author can either present an idea with theoretical background but has not yet completed the research needed for a complete paper or preliminary data; 2) Book reviews—Comments and critiques.

Notes for Intending Authors

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. Paper submission will be handled electronically through the website. All papers are refereed through a peer review process. For more details about the submissions, please access the website.

Website and E-Mail

<https://www.scirp.org/journal/ajc> E-mail: ajc@scirp.org

What is SCIRP?

Scientific Research Publishing (SCIRP) is one of the largest Open Access journal publishers. It is currently publishing more than 200 open access, online, peer-reviewed journals covering a wide range of academic disciplines. SCIRP serves the worldwide academic communities and contributes to the progress and application of science with its publication.

What is Open Access?

All original research papers published by SCIRP are made freely and permanently accessible online immediately upon publication. To be able to provide open access journals, SCIRP defrays operation costs from authors and subscription charges only for its printed version. Open access publishing allows an immediate, worldwide, barrier-free, open access to the full text of research papers, which is in the best interests of the scientific community.

- High visibility for maximum global exposure with open access publishing model
- Rigorous peer review of research papers
- Prompt faster publication with less cost
- Guaranteed targeted, multidisciplinary audience



Website: <https://www.scirp.org>
Subscription: sub@scirp.org
Advertisement: service@scirp.org