



ACADEMIC PRACTICE APA REFERENCING STYLE

Guidelines for Staff and Students

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Indholdsfortegnelse

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1. Background

Teaching Group English Business Communication is responsible for a wide range of courses on BA and MA programmes. These courses are taught by full-time and part-time staff with various academic backgrounds. Students have various educational backgrounds, and a main goal of the programmes is to develop academic competences that enable students to pass BA and MA exams according to academic criteria and requirements. It is therefore necessary to create and maintain a common environment for both students and teachers from the start of programmes. In developing the relevant academic competences, students see teachers as role models and mentors; as a result, teachers must follow generally accepted standards of good academic practice in all forms of contact with students and help students to develop an awareness of such standards, their use and importance.

2. Standards of good academic practice

In these guidelines **good academic practice** means compliance with generally accepted rules and principles that ensure proper citation, proper referencing and the non-occurrence of plagiarism.

Generally accepted standards of good academic practice extend to all courses on the BA and MA programmes offered by Teaching Group English Business Communication. Each programme consists of several courses collectively forming a coherent whole and, therefore, each course contributes by adopting and enforcing such standards. The purpose of introducing good academic practice is to provide students with the appropriate knowledge and skills so that they can develop the ability to present arguments in a proper way in academic contexts; and each course contributes to this acquisition of knowledge and development of skills on an ongoing basis.

Means of helping students to develop the necessary knowledge and skills are integral parts of all courses. Students who regularly learn about and use relevant knowledge and skills during their course activities are likely to acquire a proper understanding of good academic practice and to be able to produce work that complies with such practice. The knowledge and skills acquired allow students to gain a number of competences including, but not limited to, the ability to:

- think critically
- analyse and evaluate critically
- work independently
- identify and access relevant data sources
- collect and collate data
- write clearly and in an appropriate style
- construct coherent arguments

All courses contribute to the development of such competences. Students are expected to acquire the necessary knowledge, skills, and competences by adopting standards of good academic practice. This means that students must comply with these standards in all types of academic work. The relevant types of work include, but are not limited to:

- written assignments during courses
- oral presentations in class
- PowerPoint uploads or presentations in class
- texts (whether print or electronic) distributed to fellow students as part of assignments

- podcasts as part of assignments
- exam papers
- PowerPoint presentations at oral exams

Teachers must comply with these standards in all types of academic work. The relevant types of work include, but are not limited to:

- written assignments during courses: include the evaluation of academic writing in your corrections
- oral presentations in class: refer to academic resources in a meaningful and academic way
- PowerPoint uploads or presentations in class: should include proper citations/references
- texts (whether print or electronic): should include proper citations/references
- podcasts as part of assignments: should include proper citations/references
- exam papers: should include proper citations/references (excluding cases where the students are evaluated for their referencing performance)
- semester plans and reading lists: should follow the guidelines consistently

By using generally accepted standards of academic practice on an ongoing basis, students can test their knowledge, skills, and competences, monitor their progress, and receive feedback from teachers and fellow students. In addition, individual students will comply with good academic practice and expect fellow students to do the same thing. For this to work optimally, the standards of good academic practice are to be adopted and enforced in all courses.

3. Cheating and other forms of academic dishonesty

In general, cheating and other forms of academic dishonesty arise when material is submitted for credit. In a memorandum published in 2011, Censorformandskabet for erhvervskommunikation og -sprog points out that, in relation to exams, cheating and other forms of academic dishonesty should be taken very seriously, because such matters amount to:

- **theft:** stealing or usurpation of marks students are not entitled to, nor deserve.
- **violation of rights:** the rights of fellow students are violated as they are exposed to illegitimate competition.
- **fraud:** employers of graduates are deceived because they are exposed to the risk of hiring or commissioning the wrong persons or hiring or commissioning persons for the wrong reasons resulting in extra costs by recruiting on a fraudulent basis. (Gruelund, 2011, p. 2)

All courses teach students to comply with standards of good academic practice so that cheating and other forms of academic dishonesty can be avoided. Compliance with such standards ensures that plagiarism does not occur.

In these guidelines **plagiarism** means presenting someone else's ideas, words or work, in whole or in part, as one's own.

Some important consequences of this definition are that:

- Plagiarism can be intentional or unintentional for example, through the use of chatbots (ignorance of the standards of good academic practice is no valid excuse).
- Plagiarism occurs whether or not the original author or creator has given use permission.
- Plagiarism can occur in any type of work (not limited to written texts).

- Plagiarism can occur whether or not work is submitted for credit (e.g., as part of presentations in class, written coursework, and examinations).

Forms of plagiarism include, but are not limited to:

- Passing off the work of someone else as one's own. It is irrelevant that the person(s) who made the work consent(s) and whether or not the work or the consent has been bought.
- Copying sentences, paragraphs or larger parts from texts or other types of work without citing the original source, including copying from one's own previous work (called **self-plagiarism**).
- Copying sentences, paragraphs or larger parts from texts or other types of work with citation of the original source but without placing the copied material between citation marks.
- Translating sentences, paragraphs or larger parts of texts or other types of work without citation of the original source, without indication of the translator, and without placing the translation between citation marks.
- Wrong paraphrasing by changing a few words but copying the structure of a sentence or paragraph and failing to credit the original source.

There are no universally applicable rules about the minimum length a passage must have to be placed between quotation marks, but passages of five (5) or more words should always be clearly presented as quotations (see also paragraph 11 below).

4. Citation and referencing

Plagiarism can be avoided, in whole or in part, by the consistent use of good citation and referencing practice. When they refer to sources, students show that they are familiar with research relevant for a topic and the references give readers the opportunity to explore matters further. There are a number of ways in which to make citations and references, and the following paragraphs explain the author-date system recommended by these guidelines.

5. "Author-date" reference system

This system places citations, also called references, in the text. Therefore, these citations are also referred to as in-text citations, or in-text references (**footnotes are NOT used for citation** in author-date reference systems). The system has two elements: short **in-text citations** and a detailed **reference list** (sometimes also referred to as a bibliography, see paragraph 13 below) at the end of the paper or other work in which all the required data are presented. There are different versions of this system and the one recommended in these guidelines is the APA referencing style, which has been developed by the American Psychological Association (APA) (American Psychological Association, 2020). In general, an in-text citation consists of the surname of the author(s), the year of publication, and page number(s). There are several options of citing and referencing as illustrated below.

6. Referring to a source in general

This type of citation is used if you want to make a general reference to a book, article, or other work as a whole. One way of citing a source is to write the citation in the text with only the year in parentheses (this is called **narrative citation**), for example:

Jones (2015) provides a general description of this approach.

Another way of citing a source is to put the whole citation within parentheses (this is called **parenthetical citation**), for example:

The computer is a versatile tool (Jones, 2015).

Some sources may not indicate their date or year of publication and in such cases the in-text citation should contain “n.d.” (i.e., the abbreviation of “no date”) in parentheses instead of publication year, for example:

Watson (n.d.) provides an interesting explanation of this approach.

Various approaches can be adopted for this kind of research (Watson, n.d.).

7. Referring to a specific place or passage in a source text

Such citations **must contain the relevant page number(s)** so that readers do not have to look through the entire book, and so forth in search for the place or passage referred to. Citations are given as the surname of the author followed by a comma, the year of publication followed by a comma, and the page number(s) preceded by p. (one page) or pp. (several pages), for example:

Jones (2015, p. 56) claimed that this approach is better than the one traditionally used.

Smith (2020, pp. 25-27) claimed that the traditional approach is seriously flawed.

Watson (n.d., p. 34) argued that more is better in such contexts.

The first approach is better than the one traditionally used (Jones, 2015, p. 56).

The traditional approach has a critical flaw (Smith, 2020, pp. 25-27).

Historical data say nothing about the future (Watson, n.d., pp. 17-18).

Note that APA style always uses author surname and year of publication (and page number(s) if required) in in-text citations.

Do NOT use abbreviations such as “ibid.” (i.e., in the same place) and “op. cit.” (i.e., in the source already cited) in in-text citations using the APA style.

When writers summarise or paraphrase a source text, it is important to **include page numbers** identifying the exact place of the source, because it will otherwise be very difficult to find the source of what has been summarised or paraphrased. The non-indication of source pages is equivalent to informing students and teachers that a specific course will be taught at Aarhus University without specifying the building and without specifying the room: almost worthless.

8. Several references within parentheses

Sometimes it may be appropriate to refer to a string of sources. Write such citations in **alphabetical order** within parentheses, use semicolons to separate different authors and commas to separate different years of publication, as in the following examples:

The traditional approach has been heavily criticised (Anderson, 2011; Jones, 2010, 2012; Smith, 2009, 2014).

Several researchers argue that lexicography is not a linguistic discipline (Anderson, 2011, p. 234; Jones, 2010, pp. 56-57, 2012, pp. 3-4; Smith, 2011, p. 23, 2014, p. 125).

9. References with more than one author or editor

Many books and articles have more than one author, and some books have more than one editor. If the in-text citation contains two surnames these are conjoined with the word “and” when written in the text and the symbol “&” (called **ampersand**) inside parentheses as in the following examples (**note** the use of commas and the ampersand):

Smith and Jones (2017, p. 98) proposed a new solution to the problem.

Researchers have found a new solution to the problem (Smith & Jones, 2017, p. 98).

When there are three or more authors or editors, use the surname of the first author/editor followed by the abbreviation “et al.”, for example:

Anderson, Jones, and Smith (2019) provide a good introduction to the subject.

This subject was discussed in some detail by Anderson, et al. (2019, pp. 120-125).

Such figures must be provided in detail (Anderson et al., 2019, p. 85).

10. References to internet sources

Citation of a source found on the internet is made in the appropriate form of citation as listed in paragraphs 6-9 above: surname of author followed by the year of publication and page number(s). This is usually no problem if the source is an e-book or e-article, for example:

Jones (2016, p. 56) claimed that this approach is better than the one traditionally used.

The traditional approach has a critical flaw (Smith, 2014, pp. 25-27).

Not all internet sites indicate the name of the author(s) of the texts. In these cases, the institution or organization responsible for the text on the website is considered the author, for instance an international news magazine or a company. In such cases, the name of the author will be an “institutional author” or a “corporate author”, for example:

This concept can be divided into three elements (Purdue University, 2015).

The following three examples of in-text citations **are NOT acceptable**:

This concept can conveniently be divided into three separate elements (<http://www2.hawaii.edu/~jacso/extra/gs/>).

The number of unemployed people is high (<http://www.google.dk/>).

There are specific requirements for e-information tools (doi: 10.5788/21-1-37).

Using a URL or DOI web address identification as an in-text citation is **NOT good academic practice**. It is the equivalent of writing the mobile phone number of the author instead of their name, and so forth: URL and DOI in-text citations are useless for the purpose of academic writing and citation (see paragraph 17 below).

11. Quotations

These **must always be accompanied by citations** before or after the quotations. This type of citation must contain the surname(s) of the author(s), year of publication and page number(s), for example:

Greetham (2016, p. 11) claimed that “Our modern skulls house a Stone Age mind”.

Greetham (2016) found that “Our modern skulls house a Stone Age mind” (p. 11).

“Our modern skulls house a Stone Age mind” (Greetham, 2016, p. 11).

“The specific creative strategy is intimately linked with the choice of media” (Gulbrandsen & Just, 2022, p. 131).

Gulbrandsen and Just (2022) found that “The specific creative strategy is intimately linked with the choice of media” (p. 131).

Quotations with fewer than 40 words should be incorporated in the text, and it must be clearly indicated that they are quotations by the use of double quotation marks (“...”). Quotations with 40 or more words should be taken out of the text as a block of text and indented without quotation marks (this is called a **block quotation**).

Sometimes it is appropriate to shorten a quotation from a long passage by omitting words (called an **ellipsis**). This is done by substituting the omitted words within a sentence by three spaced dots (the first example below) and between sentences by a full stop and three spaced dots (the second example below):

“There is little doubt that advertising has contributed over time to the creation of very powerful brands . . . nor that it has had a part to play in the development of the so-called consumer society” (Egan, 2023, p. 197).

“Qualitative researchers should be intrigued by the world they are investigating. . . . No qualitative researcher should feel they know the answer already” (Mason, 2018, p. 10).

Sometimes a quoted source is part of an online medium or broadcast, for example, a small part of a news programme or TV documentary, and in such cases, it is necessary to specify in the in-text citation which part constitutes the source referred to. This can be done by using a so-called **timestamp**, that is, indicating the relevant time or time interval (showing minutes and seconds), for example:

“Text of quotation” (Hansen, 2022, 2:45-2:52).

12. Tables and other illustrations

Tables, figures, charts, graphs, photographs and drawings that students or teachers have not made themselves must always be accompanied by citations of the sources. All tables and other illustrations must have a caption containing a number in bold followed by a full stop, a short explanatory text in italics followed by a citation within parentheses as described in paragraphs 7-10 above, for example:

Figure 2. *Birds in flight* (Smith & Jones, 2019, p. 19).

Table 3. *Results from UK general election 2019* (BBC, 2019).

13. Reference lists

Many use the terms “reference list” and “bibliography” as synonyms. Strictly speaking, a **reference list** contains all the in-text citations included in a work (reference lists are therefore also called “works cited lists”), whereas a **bibliography** contains all in-text citations plus other material that was considered relevant for completing the work.

It is important to remember that in-text citations and reference lists operate together in the APA author-date system: readers should be able to locate an in-text citation easily and quickly in the reference list. Therefore, the reference list is an **alphabetical list** arranged according to the surnames of authors and editors. **Do NOT divide a reference list into different sections:** for example, a reference list with one section containing an alphabetical list of books, another section containing an alphabetical list of journal articles, and a third section with an alphabetical list of Internet sources. This defeats the purpose of the referencing system because readers will have to look in all three sections to be sure that they have found the correct source of an in-text citation. See the sample reference list provided in Appendix A.

Note that the title of the webpage, article, book or chapter is written in what is called **sentence case**, which means that only the first letter of the first word is capitalised; the first letter of the first word after a colon and a dash as well as of proper nouns are also capitalised. In contrast, the title of the journal, periodical or newspaper is written in what is called **title case**, which means that all words have capitalised first letters except for prepositions and articles; the first letter of the first word after a colon and a dash as well as of proper nouns are also capitalised. You can read why titles have sentence case in [APA Style Blog](#).

For a schematic presentation of the basic components of reference list entries, see [APA Style](#).

14. Bibliographical references to books

References to books must contain the following data: author surname followed by a comma and author initial(s), year of publication in parentheses followed by a full stop, title of book in italics, indication of second or later edition (using the abbreviation “ed.”) in parentheses followed by a full stop, followed by name of publisher, for example:

Cornelissen, J. (2023). *Corporate communication. A guide to theory and practice* (7th ed.). Sage.

Creswell, J. W., & Creswell, J. D. (2023). *Research design. Qualitative, quantitative, and mixed-methods approaches* (6th ed.). Sage.

Fairclough, N. (1995). *Critical discourse analysis*. Longman.

Jones, M.-C. (2012). *An introduction to machine translation*. Continuum.

References to **books written by editors** should contain the abbreviation “Ed.” (one editor) or “Eds.” (several editors) in parentheses followed by a full stop between author name(s) and year of publication, for example:

Jackson, H. (Ed.). (2022). *The Bloomsbury companion to lexicography* (2nd ed.). Bloomsbury.

Nielsen, S., & Tarp, S. (Eds.). (2009). *Lexicography in the 21st century. In honour of Henning Bergenholtz*. John Benjamins.

References to **republished books** should contain information about the original publication and this is done by adding a parenthesis after the full information about the newer publication read, for example:

Orwell, G. (1984). *Why I write*. Penguin. (Original work published 1946)

In-text citation: Orwell (1946/1984) or (Orwell, 1946/1984).

15. References to articles or chapters (contributions) in edited volumes

A reference to an article or a chapter in an edited book includes more data, for instance the title of the article, initial(s) and surname of the editor after “In”, and the first and the last page of the article in the book in parentheses, for example:

Harvey, J. (1986). Social sciences. In A. J. Walford (Ed.), *Reviews and reviewing: A guide* (pp. 53–89). Mansel Publishing.

Nielsen, S. (2010). Specialised translation dictionaries for learners. In P. A. Fuertes-Olivera (Ed.), *Specialised dictionaries for learners* (pp. 69–82). Walter de Gruyter.

If the reference is to a chapter in a volume of an edited **multi-volume work**, the **volume number** should be included in the reference, for example:

Killman, J. (2023). Machine translation and legal terminology: Data-driven approaches to contextual accuracy. In L. Biel & H. J. Kockaert (Eds.), *Handbook of terminology: Vol. 3. Legal terminology* (pp. 485-510). John Benjamins.

16. References to journal articles

This type of reference looks somewhat like references to articles in edited volumes, but instead of the name of editors and book titles, they contain the title of the journal (but no “In”) in italics, followed by a comma (not italicised), the number of the volume in italics, followed by issue number in parentheses (not italicised), if any, followed by a comma. The titles of journals are always written in italics, for example:

Flanagan, M., & Heine, C. (2018). Improving English L2 writing in web communication: Can peer feedback help? *Fachsprache: International Journal of Specialized Communication*, 40(3-4), 94–121.

Moon, R. (2008). Sinclair, phraseology, and lexicography. *International Journal of Lexicography*, 21, 243–254.

Some non-academic journals and newspapers do not indicate the authors of their articles and in such cases, the title of the article is used instead of author names, for example:

Winging it. (2012, 14 April). *The Economist*, 61-62.

In-text citation would look as follows:

The financial crisis has reduced the use of private jets by businesspeople (“Winging it,” 2012).

A reference to an article in an online journal should contain the year of publication (if indicated in the internet source), date of retrieval followed by the DOI or URL of the article, for example:

Allen, J. (1999). Different types of controlled languages. *TC-Forum 1*. Retrieved 20 January 2022 from <http://www.techwriter.de/tc-forum/topiccl/cl15diff.htm>

Some journal articles, often in non-academic journals, and newspaper articles have no author indication, and in such situations, the title of the article is used as a substitute for author names, for example:

Winging it. (2012, 14 April). *The Economist*. Retrieved 13 January 2022 from <http://www.economist.com/node/21552591>

17. References to internet publications

There are generally two ways in which to identify internet pages: **Uniform Resource Locators** (URLs) and **Digital Object Identifiers** (DOIs). A URL is a specific example of a Uniform Resource Indicator (URI) in an open system, whereas a DOI is a persistent identifier in a registered and managed system.

Material found on the internet is often changed because it is periodically updated so it is important to indicate in the reference list when the source was found (i.e., indicate a retrieval date) when referring to a URL. All internet sources

should be cited as closely as possible to corresponding printed publication types and according to the rules and examples given above indicating a URL or DOI (**NOT underlined**), for example:

Jacso, P. (2006). *Google Scholar and the scientist*. Retrieved 11 December 2023 from <http://www2.hawaii.edu/~jacso/extra/ga>

Fuertes-Olivera, P. A., & Nielsen, S. (2011). The dynamics in terms of accounting. What the construction of the accounting dictionaries reveals about metaphorical terms in culture-bound subject fields. *Terminology*, 17(1), 157-180. <https://doi.org/10.1075/term.17.1.09.fue>

URLs and DOIs appearing in reference lists can be **live links** in assignments submitted electronically by students. This is particularly helpful to readers of electronic texts, and URLs and DOIs should be included as live links in such cases.

If an internet publication does not have a person as author, the institution or organisation on whose website the text is found must be indicated. The reference must also contain the "title" in italics of the webpage (usually a headline) and **NOT** the institutional or organizational home page, for example:

Swinburne University. (2024). *Courses*. Retrieved 26 April 2024 from <https://www.swinburne.edu.au/courses/>

The following four examples of bibliographical references to internet sources **are NOT acceptable**:

Google: <http://www.google.dk/>

Google search.

<http://www.courses.swinburne.edu.au/Partners/BrowseExchangePartners.aspx/>

[doi:10.1093/ijl/ecr008](https://doi.org/10.1093/ijl/ecr008)

Using a URL or DOI name alone as a bibliographical reference **is contrary to good academic practice**. It is the equivalent of writing the mobile phone number of the author instead of their name, the title of their work, and so forth: URLs and DOIs alone used as bibliographical references are useless for the purpose of academic writing and documentation of sources.

If an internet source has both a URL and a DOI address, **the DOI should be used**, because it is of a more permanent nature than a URL.

Contrary to APA Publication Manual, 7th edition, these guidelines recommend the **consistent use of retrieval dates** with URLs and suggest this pattern: "Retrieved [date of retrieval] from" followed by URL (see examples above).

18. Writing of author names

In most cases, the correct use of **capital letters** in author names is no problem as author names in reference lists and in-text citations should be written exactly as they appear in the published source. However, some author names are written entirely in **lowercase**, and this should also be done in reference lists and in-text citations, for example:

boyd, d. (2014). *It's complicated. The social lives of networked teens*. Yale University Press.

In-text citation: boyd (2014, p. 173) or (boyd, 2014, p. 173).

19. Alphabetisation of articles in author names

Author names, in particular institutional author names, occasionally begin with an article, that is, “A”, “An” or “The”. In those cases, **the article is ignored** when placing publications **in the reference list**. This means that the following example:

The Guardian. (2024). *Create a job alert*. Retrieved 10 June 2024 from <https://jobs.theguardian.com/newalert>

must be placed alphabetically under the letter G and not under the letter T in the reference list.

For further guidance on alphabetisation, see [APA Style Blog](#).

20. Multiple publications by the same author

If an author is represented with several publications in a reference list, these references should be listed in **chronological order** with the data indicated above. Sometimes an author has published more than one book and/or article in the same year, and in those instances **lowercase letters** are placed after the year of publication to distinguish different publications by an author from the same year, for example:

Tarp, S. (2008a). Revival of a dusty old profession. *Hermes. Journal of Language and Communication Studies*, 41, 175-188.

Tarp, S. (2008b). *Lexicography in the borderland between knowledge and non-knowledge: General lexicographical theory with particular focus on learner's lexicography*. Max Niemeyer.

In-text citations of these publications would look as follows:

Tarp (2008a, p. 178) argues that lexicography has a long tradition of excellent research.

Lexicographic work is based on a long-standing tradition (Tarp, 2008b, pp. 25-26).

Some sources by the same author may be **undated**, that is not indicating their year of publication, and in such cases the bibliographical reference as well as the in-text citation should contain “n.d.” (i.e., the abbreviation of “no date”) instead of the year. In those instances, **lowercase letters** preceded by hyphens are placed after the abbreviation “n.d.” to distinguish different publications by an author from the same year, for example:

Holmes (n.d.-a) provides an interesting explanation of this approach.

Various approaches can be adopted for this kind of investigation (Holmes, n.d.-b).

If the same author has both dated and undated publications, the reference list should present the undated publications before the dated publications.

21. New and old sources

Academic writers often think that only the newest sources should be included in their research and reference lists. Sources should be selected based on **relevance** and **validity** and may be new and old. Some of the newest publications are based on theories and methods that were published many years earlier, and the original source is often better than later summaries (which may be biased, wrong or inaccurate). Sources are not automatically better because they are new. Old and new sources in for example, literature reviews may indicate theoretical, methodological, or practical developments over time. APA allows the use of both old and new sources in in-text citations and reference lists, as explained in the [APA Style Blog](#).

22. Grammar and style

Some think that academic writing should be free of personal language representing the author. Others think that academic authors should not shy away from using the first or second person when appropriate. APA style recommends **the use of first-person pronouns** in academic writing, as explained in the [APA Style Blog](#). APA style allows **the use of second-person pronouns** in academic writing, as explained in the [APA Style Blog](#).

As a general rule, academic writing should be **non-sexist** and **non-discriminatory**. One way of ensuring this is to use the neutral and singular pronoun “they” when referring to a person whose gender is not known or if gender is irrelevant in the context. APA style endorses **the use of the “singular they”** as a generic third-person pronoun in academic writing, as explained in [APA Style](#).

For further guidance on grammar, see [APA Style](#).

For further guidance on style, see [APA Style](#).

23. Further guidance

The above guidelines give a general description of the APA referencing system and show some of the most common types of citations and references. Further help and guidance can be found in the appendices to these guidelines. **Appendix A** contains a sample reference list using the APA style. **Appendix B** contains detailed guidance of how to use the author-date system (APA referencing system) illustrated by specific examples. **Appendix C** contains examples of when to cite and reference as well as common mistakes made by students.

Further guidance on writing in-text citations, references, and using APA style is available online from [APA Style](#) and [APA Style Blog](#)

24. References

American Psychological Association. (2020). *Publication manual of the American Psychological Association* (7th ed.). Author.

Egan, J. (2023). *Marketing communications* (4th ed.). Sage.

Greetham, B. (2016). *Smart thinking. How to think conceptually, design solutions and make decisions*. Palgrave.

Gruelund, M. (2011). *Vejledning for censorer på de erhvervskommunikative og -sprogliche uddannelser i afsløring af eksamensnyd og anden akademisk uredelighed*. Censorformandskabet for erhvervskommunikation og -sprog.

Gulbrandsen, I. T., & Just, S. N. (2022). *Strategizing communication. Theory and practice* (2nd ed.). Samfundslitteratur.

Mason, J. (2018). *Qualitative researching* (3rd ed.). Sage.

Appendix A: Sample reference list

This Appendix contains a reference list prepared in accordance with the APA referencing style. All references are incorporated into one alphabetically arranged list regardless of type of source (i.e., book, journal article, print, online, and so forth).

Note that the titles of articles, books and chapters are written in sentence case and that the titles of journals, periodicals and newspapers are written in title case. **Note also** the use of commas and the ampersand as well as additional non-routine information in square brackets and parentheses.

References

Bakka, J. F., & Fivelsdal, E. (2019). *Organisationsteori. Struktur, kultur, prosesser* [Organisational theory. Structure, culture, processes] (7th ed.). Djøf Forlag.

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Flanagan, M., & Heine, C. (2015). Peer-feedback as a translation training tool in web-based communication. *Hermes - Journal of Language and Communication in Business*, 54, 115-136. Retrieved 15 February 2016 from <http://ojs.statsbiblioteket.dk/index.php/her/index>

Galloway, N., & Rose, H. (2015). *Introducing global Englishes*. Routledge.

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Appendix B: Application Guidance

This Appendix is an integral part of Academic Practice, APA Referencing Style. Guidelines for Staff and Students.

This Application Guidance illustrates how to write in-text citations and bibliographical reference lists using the APA referencing style. For these guidelines, the authors have followed the APA style adopted by the American Psychological Association, modified by the recommendation of consistent use of retrieval dates with URLs.

1. Book with one author

Author surname followed by a comma and author initial(s), year of publication in parentheses followed by a full stop, title of book in italics, indication of second or later edition in parentheses (using the abbreviation “ed.”) followed by a full stop, followed by name of publisher:

Wainman, T. (2015). *How to talk finance. Getting to grips with the numbers in business*. Pearson.

In-text citation: Wainman (2015, p. 12) or (Wainman, 2015, p. 12).

Denscombe, M. (2017). *The good research guide: For small-scale social research projects* (6th ed.). Open University Press.

In-text citation: Denscombe (2017, p. 125) or (Denscombe, 2017, p. 125).

Books with **organisational authors** are often published by the organisations themselves (i.e., the authors) and in such cases, the publisher should be given as “Author”, for example:

American Psychological Association. (2020). *Publication manual of the American Psychological Association* (7th ed.). Author.

In-text citation: American Psychological Association (2020, pp. 202-203) or (American Psychological Association, 2020, pp. 202-203).

2. Book with two authors

First author surname followed by a comma and author initial(s) followed by comma and “&”, second author surname followed by a comma and author initial(s), year of publication in parentheses followed by a full stop, title of book in italics, indication of second or later edition in parentheses (using the abbreviation “ed.”) followed by a full stop, followed by name of publisher:

Petre, M., & Rugg, G. (2010). *The unwritten rules of phd research* (2nd ed.). Open University Press.

In-text citation: Petre and Rugg (2010, p. 35) or (Petre & Rugg, 2010, p. 35).

Lindgren, S., & Eriksson Krutrök, M. (2024). *Researching digital media and society*. Sage.

In-text citation: Lindgren and Eriksson Krutrök (2024, p. 100) or (Lindgren & Eriksson Krutrök, 2024, p. 100).

3. Book with three or more authors

First author surname followed by a comma and author initial(s) followed by a comma, second author surname followed by a comma and author initial(s) followed by a comma and “&”, third author surname followed by a comma and author initial(s), year of publication in parentheses followed by a full stop, title of book in italics, indication of second or later edition in parentheses (using the abbreviation “ed.”) followed by a full stop, followed by name of publisher:

Saunders, M., Lewis, P., & Thornhill, A. (2016). *Research methods for business students* (7th ed.). Pearson.

In-text citation: Saunders, Lewis, and Thornhill (2016, p. 54) or (Saunders, Lewis, & Thornhill, 2016, p. 54).

Wall, S., Minocha, S., & Rees, B. (2015). *International business* (4th ed.) Pearson.

In-text citation: Wall, Minocha, and Rees (2015, p. 235) or (Wall, Minocha, & Rees, 2015, p. 235).

For references to **books with more than three authors** proceed as with three and add an “&” between the last two author names and use the surname of the first author followed by “et al.” in the in-text citation, for example:

Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2019). *Marketing management*, European edition (4th ed.). Pearson.

In-text citation: Kotler et al. (2019, pp.166-167) or (Kotler et al., 2019, pp. 166-167).

4. Book with primary author and secondary author

Sometimes books have one or more primary authors and one or more secondary authors. Secondary authors are indicated by the word “with” in front of their names. Author surname followed by a comma and author initial(s), “with” followed by secondary author surname followed by a comma and secondary author initial(s) within parentheses followed by a full stop, year of publication in parentheses followed by a full stop, title of book in italics, indication of second or later edition in parentheses (using the abbreviation “ed.”) followed by a full stop, followed by name of publisher:

Schjoldager, A. (with Gottlieb, H., & Klitgård, I.). (2008). *Understanding translation*. Academica.

In-text citation: Schjoldager (2008, pp. 133-135) or (Schjoldager, 2008, pp. 133-135).

For guidance on contributions written by someone other than the author, see paragraph 8 in this Appendix.

5. Book with one editor

Editor surname followed by a comma and editor initial(s), "Ed." in parentheses followed by a full stop, year of publication in parentheses followed by a full stop, title of book in italics, indication of second or later edition in parentheses (using the abbreviation "ed.") followed by a full stop, followed by name of publisher:

Andrews, P. (Ed.). (2005). *Dictionaries and their users*. Free Press.

In-text citation: Andrews (2005, p. 2) or (Andrews, 2005, p. 2).

6. Book with two or more editors

First editor surname followed by a comma and editor initial(s) followed by a comma and "&", second editor surname followed by a comma and editor initial(s), "Eds." in parentheses followed by a full stop, year of publication in parentheses followed by a full stop, title of book in italics, indication of second or later edition in parentheses (using the abbreviation "ed.") followed by a full stop, followed by name of publisher:

Nielsen, S., & Tarp, S. (Eds.). (2009). *Lexicography in the 21st century. In honor of Henning Bergenholtz*. John Benjamins.

In-text citation: Nielsen and Tarp (2009) or (Nielsen & Tarp, 2009).

Denzin, N. K., Lincoln, Y. S., Giardina, M. D., & Cannella, G. S. (Eds.). (2023). *The SAGE handbook of qualitative research* (6th ed.). Sage.

In-text citation: Denzin et al. (2023) or (Denzin et al., 2023).

For references to **books with more than two editors**, separate the editors with a comma and add an "&" between the last two author names, and use the surname of the first editor followed by "et al." in the in-text citation.

7. Chapter (contribution) in edited volume

Chapter author surname followed by a comma and author initial(s), year of publication in parentheses followed by a full stop, title of the chapter followed by a full stop, "In" followed by editor initial(s) and surname followed by "Ed." in parentheses followed by a comma, title of edited volume in italics, first and last page of the chapter in parentheses followed by a full stop, followed by name of publisher:

Harvey, J. (1986). Social sciences. In A. J. Walford (Ed.), *Reviews and reviewing: A guide* (pp. 53-89). Mansel Publishing.

In-text citation: Harvey (1986, p. 70) or (Harvey, 1986, p. 70).

Leroyer, P. (2009). Lexicography hits the road: New information tools for tourists. In H. Bergenholtz, S. Nielsen, & S. Tarp (Eds.), *Lexicography at a crossroads. Dictionaries and encyclopedias today, lexicographical tools tomorrow* (pp. 285-310). Peter Lang.

In-text citation: Leroyer (2009, p. 300) or (Leroyer, 2009, p. 300).

If the reference is to a chapter in a volume of an edited **multi-volume work**, the volume number should be included in the reference, for example:

Killman, J. (2023). Machine translation and legal terminology: Data-driven approaches to contextual accuracy. In L. Biel & H. J. Kockaert (Eds.), *Handbook of terminology: Vol. 3. Legal terminology* (pp. 485-510). John Benjamins.

In-text citation: Killman (2023, p. 493) or (Killman, 2023, p. 493).

8. Contribution written by someone other than the author

Sometimes books contain contributions written by someone other than the author(s). These contributions are often forewords written by prominent persons within a discipline to lend prestige to a book. In such cases, follow the principles given in paragraphs 1 and 2 in this Appendix with the name(s) of the author(s) of the book (referred to as the primary author(s)) in the reference and use the name of the author of the foreword as well as the author(s) of the book in the in-text citation:

Haynes, A. (2010). *Writing successful academic books*. Cambridge University Press.

In-text citation: Jaan Mikk in Haynes (2010, p. xiii) or (Jaan Mikk in Haynes, 2010, p. xiii).

For further guidance on contributions written by others than the authors, see [APA Style Blog](#).

9. E-books

E-books accessed through an **online library** should be treated as a mixture between ordinary books and online texts. Author surname followed by a comma and author initial(s), year of publication in parentheses followed by a full stop, title of book in italics, indication of second or later edition in parentheses (using the abbreviation "ed.") followed by a full stop, name of publisher followed by full stop, "Retrieved [date of retrieval] from" followed by URL:

Knight, H., & Vorster, L. (2023). *Digital marketing in practice: Design, implement and measure effective campaigns*. Kogan Page. Retrieved 1 June 2024 from <https://ebookcentral-proquest-com.ez.statsbiblioteket.dk/lib/asb/detail.action?pq-origsite=primo&docID=30390896>

In-text citation: Knight and Vorster (2023, p. 63) or (Knight & Vorster, 2023, p. 63).

10. Journal article (print)

Article author surname followed by a comma and author initial(s), year of publication in parentheses followed by a full stop, title of the article followed by a full stop, name of journal in italics followed by a comma (not italicised), number of volume in italics, number of issue (if any), followed by a comma, first and last page of the article:

Mizrachi, N., & Shuval, J. (2005). Between formal and enacted policy: changing the contours of boundaries. *Social Science and Medicine*, 60, 1649-1660.

In-text citation: Mizrachi and Shuval (2005, p. 1653) or (Mizrachi & Shuval, 2005, p. 1653).

11. Journal article (online)

Article author surname(s) followed by a comma and author initial(s), year of publication in parentheses followed by a full stop, title of the article followed by a full stop, name of journal in italics followed by a comma (not italicised), number of volume in italics, number of issue (if any), followed by a comma, first and last page of the article followed by a full stop, "Retrieved [date of retrieval] from" followed by URL:

Bergenholtz, H., & Gouws, R. (2010). A new perspective on the access process. *Hermes. Journal of Language and Communication Studies*, 44, 103-127. Retrieved 17 January 2024 from <http://download2.hermes.asb.dk/archive/download/Hermes-44-bergenholtz&gouws.pdf>

In-text citation: Bergenholtz and Gouws (2010, p. 110) or (Bergenholtz & Gouws, 2010, p. 110).

Some journals use **article numbers** (sometimes referred to as **eLocators**) instead of page numbers. References include: article author surname(s) followed by a comma and author initial(s), year of publication in parentheses followed by a full stop, title of the article followed by a full stop, name of journal in italics followed by a comma (not italicised), number of volume in italics, number of issue (if any) followed by a comma, "Article" followed by number followed by a full stop, "Retrieved [date of retrieval] from" followed by URL:

Groenwald, T. (2004). A phenomenological research design illustrated. *International Journal of Qualitative Methods*, 3(1), Article 4. Retrieved 10 December 2021 from http://www.ualberta.ca/~iiqm/backissues/3_1/pdf/groenewald.pdf

In-text citation: Groenwald (2004, para. 3) or (Groenwald, 2004, para. 3).

References with **DOI numbers**: article author surname(s) followed by a comma and author initial(s), year of publication in parentheses followed by a full stop, title of the article followed by a full stop, name of journal in italics followed by a comma, number or volume in italics followed by a comma, first and last page of the article followed by a full stop, followed by DOI number:

Fuertes-Olivera, P. A., & Nielsen, S. (2011). The dynamics in terms of accounting. What the construction of the accounting dictionaries reveals about metaphorical terms in culture-bound subject fields. *Terminology*, 17(1), 157-180. <https://doi.org/10.1075/term.17.1.09.fue>

In-text citation: Fuertes-Olivera and Nielsen (2011, p. 160) or (Fuertes-Olivera & Nielsen, 2011, p. 160).

12. Newspaper article (print)

Article author surname followed by a comma and author initial(s), year and date of publication in parentheses followed by a full stop, title of the article followed by a full stop, name of newspaper in italics followed by a comma, "p." or "pp." followed by first and last page of the article:

Simon, B. (1991, 27 November). Sharks in the water. *Financial Times*, p. 16.

In-text citation: Simon (1991) or (Simon, 1991).

13. Newspaper article (online)

Article author surname followed by comma and author initial(s), year and date of publication in parentheses followed by a full stop, title of the article followed by a full stop, name of newspaper in italics followed by a full stop, "Retrieved [date of retrieval] from" followed by URL:

Williams, R. (2012, 5 April). Sky News admits hacking emails but says it was 'in the public interest'. *The Independent*. Retrieved 21 November 2019 from <http://www.independent.co.uk/news/uk/crime/sky-news-admits-hacking-emails-but-says-it-was-in-the-public-interest-7621831.html>

In-text citation: Williams (2012) or (Williams, 2012).

14. Articles in journal and newspaper supplements

Sometimes journals and newspapers contain supplements or special thematic sections with separately numbered pages (page numbering in the supplement does not follow the page numbering in the journal or newspaper) and in such cases, the supplement should be included in the bibliographical reference.

Article author or editor surname followed by a comma and author or editor initial(s), year and date of publication in parentheses followed by a full stop, title of the article, "Supplement on" (or similar designation) followed by title in square brackets followed by a full stop, name of journal or newspaper in italics followed by a comma, first and last page numbers of the article:

Astill, J. (2012, 16 June). One man and his dogs [Special report on the Arctic]. *The Economist*, 11.

In-text citation: Astill (2012) or (Astill, 2012).

15. Company report (print)

Company name followed by a full stop, year of publication in parentheses followed by a full stop, title of report in italics followed by a full stop, place of publication followed by a colon, name of publishing company (if the publisher is also the organisational author write "Author"):

Marks & Spencer. (2023). *Annual report 2023*. Author.

In-text citation: Marks & Spencer (2023, p. 33) or (Marks & Spencer, 2023, p. 33).

If the publication specifies one or more **named authors/editors**, the name(s) replace(s) the organisation name. Follow the recommendations in paragraphs 1-5 in this Appendix.

16. Company report (online)

Company name followed by a full stop, year of publication in parentheses followed by a full stop, title of the report in italics followed by a full stop, "Retrieved [date of retrieval] from" followed by URL:

Marks & Spencer. (2023). *Annual report 2023*. Retrieved 13 January 2024 from https://corporate.marksandspencer.com/sites/marksandspencer/files/2023-06/M%26S_2023_Annual_Report.pdf

In-text citation: Marks & Spencer (2023, p. 33) or (Marks & Spencer, 2023, p. 33).

17. Web pages with authors

Author surname followed by comma and author initial(s), year of publication in parentheses followed by a full stop, title of report in italics followed by a full stop, site name followed by full stop, "Retrieved [date of retrieval] from" followed by URL:

Chapman, T. (2012). *Our bright future*. Tracy Chapman. Retrieved 10 June 2015 from <http://www.tracychapman.com>

In-text citation: Chapman (2012) or (Chapman, 2012).

18. Web pages of organisations with authors

Name of organisation followed by a full stop, year of publication in parentheses followed by a full stop, title of work in italics followed by a full stop, "Retrieved [date of retrieval] from" followed by URL:

Danfoss. (2024, 11 April). *Danfoss launches construction to further expand its strong presence in China*. Retrieved 21 May 2022 from <https://www.danfoss.com/en/about-danfoss/news/cf/danfoss-launches-construction-to-further-expand-its-strong-presence-in-china/>

In-text citation: Danfoss (2024) or (Danfoss, 2024).

19. Web pages without authors

Title of web page in italics within quotation marks followed by a full stop, year of publication in parentheses, if indicated, followed by a full stop, "Retrieved [date of retrieval] from" followed by URL.

If an anonymous web page has **no title**, make a suitable one describing the general topic of the text. Web pages without authors and/or titles should generally not be used as sources because it is impossible to make a credible evaluation of their authority, currency, and reliability.

20. Blog post (weblog)

Author surname followed by a comma and author initial(s), year and date of publication in parentheses followed by a full stop, title of blog entry followed by a full stop, name of blog in italics followed by a full stop, "Retrieved [date of retrieval] from" followed by URL:

Lee, C. (2015, 16 November). The use of singular "they" in APA style. *APA Style*. Retrieved 7 January 2020 from <http://blog.apastyle.org/apastyle/2015/11/the-use-of-singular-they-in-apa-style.html>

In-text citation: Lee (2015) or (Lee, 2015)

Gunsh, T. (2016, 27 February). Re: Secondary sources (aka how to cite a source you found in another source [Comment on the blog post "Secondary sources"]). *APA Style*. Retrieved 29 February 2020 from

<http://blog.apastyle.org/apastyle/2010/05/secondary-sources-aka-how-to-cite-a-source-you-found-in-another-source.html#comment-6a01157041f4e3970b01b7c81b1d63970b>

In-text citation: Gunsh (2016) blog comment about “Secondary sources”.

For further guidance on blog posts and blog comments, see [APA Style](#).

21. YouTube video and similar streaming

Author surname followed by author initial(s), screen name in square brackets followed a full stop, year and date of posting in parentheses followed by a full stop, title of video in italics, “Video” in square brackets followed by a full stop, “YouTube” (or other streaming platform) followed by full stop, “Retrieved [date of retrieval] from” followed by URL:

Hansen, H. (2012, 31 July). *What is proper English? Part 1 - speak global English series* [Video]. YouTube. Retrieved 20 January 2016 from <https://www.youtube.com/watch?v=dxBDwmclUcM>

In-text citation: Hansen (2012) or (Hansen, 2012).

Name of organisation that posted the video on YouTube followed by a full stop, year and date of posting in parentheses followed by a full stop, name of presenter, if known, followed by a colon and title of video in italics, “Video” in square brackets followed by a full stop, “YouTube” (or other streaming platform) followed by full stop, “Retrieved [date of retrieval] from” followed by URL:

Stanford Graduate School of Business. (2014, 4 December). Matt Abrahams: Think fast, talk smart: Communication techniques [Video]. YouTube. Retrieved 20 April 2015 from <https://www.youtube.com/watch?v=HANw168huqA>

In-text citation: Stanford Graduate School of Business (2014) or (Stanford Graduate School of Business, 2014).

Screen name of contributor followed by a full stop, year and date of posting in parentheses followed by a full stop, title of video in italics, “Video” in square brackets followed by a full stop, “YouTube” (or other streaming platform) followed by full stop, “Retrieved [date of retrieval] from” followed by URL:

Seabala. (2011, 18 February). Feynman on scientific method [Video]. YouTube. Retrieved 20 October 2021 from <https://www.youtube.com/watch?v=EYPapE-3FRw>

In-text citation: Seabala (2011) or (Seabala, 2011).

Watchale. (2023). *The sidewalk artist* [video]. Vimeo. Retrieved 20 June 2024 from <https://vimeo.com/877473729>

In-text citation: Watchale (2023) or (Watchale, 2023)

Sometimes a cited source is only a small part of a YouTube video, for example, a long lecture or presentation, and in such cases, it is necessary to specify in the in-text citation which part constitutes the source referred to. This can be

done by using a so-called **timestamp**, that is, indicating the relevant time or time interval (showing minutes and seconds), for example:

In-text citation: Seabala (2011, 1:34-1:59) or (Seabala, 2011, 1:34-1:59).

22. Wikis

Wikipedia entries are collaborative texts often without scientific proof. Reference to them should be avoided. Follow the references given in the Wikipedia entry (at the end of the entry) and refer to and cite authors of the original sources. If a Wikipedia reference cannot be avoided, the **date of retrieval** is of utmost importance.

For all wikis: Author(s) surname followed by a comma and initial(s), if any, otherwise title of the wiki entry followed by a full stop, year and date of publication in parentheses (often specified in the footer of a Wikipedia page as “This page was last edited on xx.xx.xxxx, xx:xx:xx (UTC)”), followed by a full stop, “In” followed by name of wiki (“Wikipedia” or other designation) in italics followed by a full stop, “Retrieved [date of retrieval] from” followed by URL:

Self-reflection. (2024, 10 April). In *Wikipedia*. Retrieved 15 May 2024 at 2:15 PM from <http://en.wikipedia.org/wiki/Self-reflection>

In-text citation: Self-reflection (2024) or (Self-reflection, 2024).

23. Social media

Generally: Author surname followed by a comma and author initial(s), or author’s screen name, followed by a full stop, year and date the post was published/last updated in parentheses followed by a full stop, title of page (up to first 20 words of content) in italics followed by a full stop, media site name (e.g., X, Facebook page, or Facebook note) followed by a full stop, “Retrieved [date of retrieval] from” followed by URL.

See also paragraphs 24-31 in this Appendix. Note that APA style websites are updated periodically.

24. X posts

Author surname followed by a comma and author initial(s), followed by author’s X handle (i.e. user name) in square brackets, followed by a full stop, year and date the post was published in parentheses followed by a full stop, title of post (maximum first 20 words of the post) in italics, “post” in square brackets followed by a full stop, “X” followed by a full stop, “Retrieved [date of retrieval] from” followed by URL.

For further guidance on X posts and X profiles, see [APA Style](#).

25. TikTok profiles and videos

Author surname followed by a comma and author initial(s), followed by author’s TikTok handle (i.e. user name) in square brackets, followed by a full stop, year and date the post was published in parentheses followed by a full stop, title of post (maximum first 20 words of the post) in italics, “TikTok video” or “TikTok profile” in square brackets followed by a full stop, “TikTok” followed by a full stop, “Retrieved [date of retrieval] from” followed by URL.

For further guidance on TikTok videos and TikTok profiles, see [APA Style](#).

26. Instagram

Instagram contains different elements that you may need to reference, such as photos, videos, profiles, and highlights.

For specific guidance on Instagram photos, videos, profiles, highlights, and handles, see [APA Style](#).

27. Facebook post

Name of the account followed by a full stop, year and date the post was published in parentheses followed by a full stop, title of post (maximum first 20 words of the post) in italics, "post" in square brackets followed by a full stop, "Facebook" followed by a full stop, "Retrieved [date of retrieval] from" followed by URL.

For further guidance on Facebook posts and Facebook pages, see [APA Style](#).

28. LinkedIn post

Name of the account followed by a full stop, year and date the post was published (best estimate) in parentheses followed by a full stop, title of post (maximum first 20 words of the post) in italics, "Post" in square brackets followed by a full stop, "LinkedIn" followed by a full stop, "Retrieved [date of retrieval] from" followed by URL.

For further guidance on LinkedIn posts and LinkedIn profiles, see [APA Style](#).

29. ChatGPT

Text may be produced by software based on generative AI such as Generative Pre-trained Transformers (GPTs). Text produced by a client such as ChatGPT is not your own production, but it may be necessary to cite the chatbot and include it in the reference list, provided you are allowed to use generative artificial intelligence (GAI).

For further guidance on ChatGPT, see [APA Style Blog](#).

30. Podcast

A podcast is a digital medium for content that can be downloaded or streamed. Podcasts can be either video podcasts or audio podcasts and they can be isolated podcasts, such as a complete program, or series of podcast episodes.

For further guidance on podcasts and podcast episodes, see [APA Style](#).

31. Online forum post

Author surname followed by a comma and author initial(s), followed by screen name in square brackets, followed by a full stop, year and date the post was published in parentheses followed by a full stop, title of post (the first 20 words of the post) in italics, "Online forum post" in square brackets followed by a full stop, site name (e.g. Reddit) followed by a full stop, "Retrieved [date of retrieval] from" followed by URL.

For further guidance on online forum posts and online forum comments, see [APA Style](#).

32. DVDs, Blu-ray, videos, and films

Surname of director followed by a comma, director initial(s), "Director" in parentheses followed by a full stop, year of release in parentheses followed by a full stop, title of film in italics followed by indication of format (e.g., DVD, Video, Film) in square brackets followed by a full stop, followed by production company:

Burger, N. (Director). (2006). *The illusionist* [Film]. Yari Film Group; 20th Century Fox.

In-text citation: Burger (2006) or (Burger, 2006).

Sometimes a cited source is only a small part of a DVD or film, for example, a dialogue in a film, and in such cases, it is necessary to specify in the in-text citation which part constitutes the source referred to. This can be done by using a so-called **timestamp**, that is, indicating the relevant time or time interval (showing minutes and seconds), for example:

"Text of quotation" (Yari & Burger, 2006, 10:18-10:25).

For further guidance on TV series and episodes, see [APA Style](#).

33. Lecture material online

Good academic practice would generally require students to cite and refer to the original sources referenced by lecturers and teachers. This is generally better than citing or referring to lectures in the form of, for example, online lecture notes and PowerPoint presentations. If necessary, the source referred to needs to be as complete as possible. Surname of lecturer followed by a comma and lecturer initial(s), year and date of lecture in parentheses followed by a full stop, title or topic of lecture in italics, "Lecture notes" or "PowerPoint slides" in square brackets followed by a full stop, "Retrieved [date of retrieval] from" followed by URL:

Heine, C. (2024). *Web-based communication. Introduction* [Lecture slides]. [Retrieved xx.xx.2024]
<https://brightspace.au.dk/d2l/home/141768>

The URL should be the entry page of the course in Brightspace.

In-text citation: Heine (2024) or (Heine, 2024).

Material from a particular lecture slide requires the slide title, for example:

Heine, C. (2024). Navigation design, slide 27 [PowerPoint slide]. *Web-based communication. Lecture 2.* [Lecture slides]. [Retrieved xx.xx.2024] <https://brightspace.au.dk/d2l/home/141769>

In-text citation: Heine (2024, slide 27) or (Heine, 2024, slide 27).

34. Teacher`s notes on virtual learning environments (VLEs)

For references and citations to lecture notes and material on Brightspace, follow the recommendations in paragraph 33 in this Appendix.

For further guidance, see [APA Style](#).

35. Student theses (print)

Author surname followed by a comma and author initial(s), year of publication in parentheses followed by a full stop, title of thesis in italics, "Unpublished ... thesis" with indication of level in square brackets followed by a full stop, official name of university followed by a comma, department:

Christensen, A. B., & Jacobsen, M. S. (2001). *En komparativ analyse af deliktsansvaret i USA og Danmark – med særlig fokus på uagtsomme forhold* [A comparative analysis of tort liability in the USA and Denmark – with special focus on the tort of negligence]. [Unpublished Master's thesis]. Handelshøjskolen i Århus, Engelsk Institut.

In-text citation: Christensen and Jacobsen (2001, p. 35) or (Christensen & Jacobsen, 2001, p. 35).

36. Student theses (online)

Author surname followed by a comma and author initial(s), year of publication in parentheses followed by a full stop, title of thesis in italics followed by a full stop, type of thesis with indication of level in square brackets followed by a full stop, "Retrieved [date of retrieval] from" followed by URL:

Rasmussen, M. R. (2014). *Specialised lexicography: The preparation of a specialised dictionary – translating legal acts on the Single Supervisory Mechanism* [Master's thesis]. Retrieved 6 August 2015 from [http://pure.au.dk/portal-asb-student/da/studentprojects/specialised-lexicography-the-preparation-of-a-specialised-dictionary\(f34350b8-c4e5-4004-a768-f3b6cd257532\).html](http://pure.au.dk/portal-asb-student/da/studentprojects/specialised-lexicography-the-preparation-of-a-specialised-dictionary(f34350b8-c4e5-4004-a768-f3b6cd257532).html)

In-text citation: Rasmussen (2014, p. 24) or (Rasmussen, 2014, p. 24).

37. Student coursework (unpublished)

It may be relevant for students to reuse own texts and other material they have produced as part of a course in another course or the exam. **Such sources must always be cited and referenced to avoid cheating.**

Author (student) surname followed by a comma and author initial(s), year and date of submission in parentheses followed by a full stop, title of work in italics followed by a full stop, "Unpublished coursework" followed by details of course including semester in square brackets followed by a full stop, name of institution followed by a comma, name of department followed by a full stop:

Jensen, H. (2023, 25 October). *What lies behind the success of the recent Tony's Chocolonely campaign?* [Unpublished coursework, Marketing Communications, BA International Business Communication in English, third semester]. Aarhus University, Department of English.

In-text citation: Jensen (2023) or (Jensen, 2023).

38. Texts submitted for exams

It may be relevant for students to reuse own texts and other material they have used and submitted at exams. **Such sources must always be cited and referenced to avoid cheating.**

Author (student) surname followed by a comma and author initial(s), year and date of submission in parentheses followed by a full stop, title of work in italics followed by a full stop, "Reused exam material" followed by details of course/exam including semester in square brackets followed by a full stop, name of institution followed by a comma, name of department followed by a full stop:

Petersen, L. (2023, 18 December). *Which online evaluation metrics are best for measuring the effects of Nestle's sustainability campaign?* [Reused exam material, Marketing Communications, BA International Business Communication in English, third semester]. Aarhus University, Department of English.

In-text citation: Petersen (2023) or (Petersen, 2023).

39. Publications of international organisations

Organisation name followed by a full stop, year of publication in parentheses followed by a full stop, title of publication in italics followed by a full stop, followed by name of publishing company or organisation (if the publisher is also the organisational author write "Author"):

United Nations. (2010). *Millennium development goals report*. Author.

In-text citation: United Nations (2010, p. 34) or (United Nations, 2010, p. 34).

OECD. (2009). *Science, technology and industry scoreboard 2009*. Author.

In-text citation: OECD (2009, 15) or (OECD, 2009, p. 15).

European Commission. (2011). *Pocketbook on the enlargement countries*. Publications Office of the European Union.

In-text citation: European Commission (2011, p. 54) or (European Commission, 2011, p. 54).

If the publication specifies one or more **named authors/editors**, the name(s) replace(s) the organisation name. Follow the recommendations in paragraphs 1-5 in this Appendix.

40. Sources with no author

Some journal articles, often in non-academic journals, have no author indication and in such situations, the name of the journal is used as a substitute for author name.

In printed journals: title of journal article followed by a full stop, year and date of publication in parentheses followed by a full stop, name of journal in italics followed by a comma, page number(s):

Winging it. (2012, 14 April). *The Economist*, 61-62.

In-text citation: "Winging it" (2012) or ("Winging it", 2012).

In online journals: title of journal article followed by a full stop, year and date of publication in parentheses followed by a full stop, name of journal in italics followed by a full stop, "Retrieved [date of retrieval] from" followed by URL:

Winging it. (2012, 14 April). *The Economist*. Retrieved 28 April 2014 from <http://www.economist.com/node/21552591>

In-text citation: "Winging it" (2012) or ("Winging it", 2012).

41. Sources with no date

Some sources may not indicate their date or year of publication and in such cases the **in-text citation** should contain "n.d." (the abbreviation of "no date") in parentheses instead of publication year:

Jones (n.d.) provides a general description of this approach.

The computer is a versatile tool (Jones n.d.).

In the reference list, the related **reference** (to a book) is:

Jones, L. (n.d.). *An introduction to machine translation*. Continuum.

42. Referring to a secondary source

This type of second-hand reference occurs when an available source quotes another, perhaps unavailable, source. The in-text citation contains the original source as well as the available source:

"The unemployment rate has increased steadily" (Hansen, 2020, as cited in Jones, 2022, p. 103).

The reference list will only contain Jones (2022), as Hansen (2020) was not consulted or read.

43. Private interviews and research participant interviews

Interviews conducted by students are not publicly available sources and therefore do not appear in reference lists. Interviews should be transcribed and included in an appendix to which reference is made. The appendix should include at least the initial(s) and surname of the interviewee, the initial(s) and surname of the interviewer, type of medium or format of interview, place, and date of interview.

In cases of confidentiality, names of interviewees must be **anonymised**, for example, by using "Interviewee 1", "Interviewee 2", and so forth. This applies to so-called **research participant interviews**, that is, interviews conducted by researchers (often students) as part of research in connection with coursework, projects, and theses.

44. Interview from newspaper or magazine

Surname of interviewee followed by a comma and interviewee initial(s), year and date of publication in parentheses followed by a full stop, title of interview if indicated followed by a full stop, name or title of printed source and volume number if given in italics followed by a comma, first and last page of interview:

Clegg, N. (2012, 6 June). Nick Clegg Interview: We're not going to do it the way we did in the 80s. *The Observer*, 24.

In-text citation: Clegg (2012) or (Clegg, 2012).

45. Interview from online source

Surname of interviewee followed by a comma and interviewee initial(s), year and date of publication in parentheses followed by a full stop, title of interview if indicated, "Interview" in square brackets followed by a full stop, name or title of online source in italics followed by a full stop, "Retrieved [date of retrieval] from" followed by URL:

Cook, T. (2016, 17 March). *Apple CEO Tim Cook on his fight with the FBI and why he won't back down* [Interview]. *Time*. Retrieved 10 May 2017 from <http://time.com/4261796/tim-cook-transcript/?iid=sr-link1>

In-text citation: Cook (2016) or (Cook, 2016).

Obama, B. (2016, 14 March). *Conversation with president Obama and Misty Copeland* [Interview]. *TIME Video* [Video file]. Retrieved 25 February 2018 from <http://time.com/obama-and-copeland/?iid=sr-link5>

In-text citation: Obama (2016) or (Obama, 2016).

If the quoted source is part of an online medium or broadcast, for example, a small part of a news programme or TV documentary, it is necessary to specify in the in-text citation which part constitutes the source referred to. This can be done by using a so-called **timestamp**, that is, indicating the relevant time or time interval (showing minutes and seconds), for example:

"Text of quotation" (Obama, 2016, 2:45-2:52).

46. Book illustrations, diagrams, tables

Book author surname followed by a comma and author initial(s), year of publication in parentheses followed by a full stop, title of book in italics, indication of second or later edition (using the abbreviation "ed.") in parentheses followed by a full stop, place of publication followed by a colon, name of publisher.

Follow the recommendations in paragraphs 1-5 in this Appendix.

47. Online illustrations, diagrams, tables

Surname of creator followed by a comma and creator initial(s), year of production in parentheses followed by a full stop, title of illustration, diagram or table in italics, "Digital image" in square brackets followed by a full stop, "Retrieved [date of retrieval] from" followed by URL:

Dean, R. (2012). *Tales from topographic oceans* [Digital image]. Retrieved 18 April 2019 from <http://www.rogerdean.com/store/serigraphs/tales-from-t-o.html>

In-text citation: Dean (2012) or (Dean, 2012).

48. Paintings/drawings

Artist surname followed by a comma and artist initial(s), year of creation in parentheses followed by a full stop, title of painting or drawing in italics, "Painting" or "Drawing" in square brackets followed by a full stop, followed by name of institution or collection:

Nielsen, E. (1900). *Georg Jensen* [Painting]. Designmuseum Danmark.

In-text citation: Nielsen (1900) or (Nielsen, 1900).

Sometimes institutions make it possible to view paintings and drawings **on their website** and these should be referenced as follows: Artist surname followed by a comma and artist initial(s), year of creation in parentheses followed by a full stop, title of painting or drawing in italics, "Painting" or "Drawing" in square brackets followed by a full stop, name of institution, "Retrieved [date of retrieval] from" followed by URL:

Krøyer, P. S. (1898). *Skagens jægere* [Painting]. Aros. Retrieved 20 February 2016 from <http://www.aros.dk/besoeg-aros/aros'-kunstsamling/aeldre-samling/naturalismen/skagensmalerne/ps-kroeyer>

In-text citation: Krøyer (1898) or (Krøyer, 1898).

49. Photographs

Surname of photographer followed by a comma and photographer initial(s), year of production in parentheses followed by a full stop, title of photograph in italics followed by a full stop, "Photograph" in square brackets followed by a full stop, collection details as available for example, 'name of library, archive, repository:

Sarony, N. (1891). *Charles Sanders Peirce* [Photograph]. The Peirce Edition Project, School of Liberal Arts, Indiana University.

In-text citation: Sarony (1891) or (Sarony, 1891).

50. Photographs from the Internet

Surname of photographer followed by a comma and photographer initial(s), year and date of publication in parentheses followed by a full stop, title of image in italics, indication of collection if relevant followed by a full stop, "Photograph" or "Digital image" in square brackets followed by a full stop, "Retrieved [date of retrieval] from" followed by URL:

Wirz, R. (2012). *Alsatian vineyards* [Photograph]. Retrieved 10 January 2018 from <http://www.flickr.com/photos/35634552@N03/7232253268>

In-text citation: Wirz (2012) or (Wirz, 2012).

If the photographer **is not known**, the reference should begin with the title of the work in italics.

If the photographer, the title of the work and year of production **are not known**, the reference should begin with a description of the subject of the photograph within square brackets followed by a full stop, "n.d." (the abbreviation of

“no date”) in parentheses followed by a full stop, “Digital image” in square brackets, “Retrieved [date of retrieval] from” followed by URL:

[Doctor placing gauze on patient's arm after administering a shot]. (n.d.). [Digital image]. Retrieved 20 April 2022 from <http://www.inmagine.com/paa589/paa589000083-photo>

Such sources should be alphabetised in the reference list according to the first significant word in the title, that is ignoring articles: “A”, “An”, and “The”.

In-text citation: “Doctor placing gauze” (n.d.) or (“Doctor placing gauze”, n.d.).

51. Printed advertisement

Name of advertisement creator followed by a full stop, year and date of publication of the printed work containing the advertisement in parentheses followed by a full stop, title of advertisement or description of product or service, “Advertisement” in square brackets followed by a full stop, name of publication containing the advertisement in italics followed by a comma, page number(s):

Singapore Airlines. (2016, 7 March). We select the softest leather, to make you feel at home [Advertisement]. *Time*, 3.

In-text citation: Singapore Airlines (2016) or (Singapore Airlines, 2016).

52. SlideShare, PowerPoint

Author surname followed by a comma and author initial(s), year and date of upload in parentheses followed by a full stop, title of slide in italics followed by a comma, slide number if appropriate, “PowerPoint slide(s)” in square brackets followed by a full stop, site host name followed by a full stop, “Retrieved [date of retrieval] from SlideShare” followed by URL:

Mikroyannidis, A. (2012, 23 May). *Build your personal learning environment*, slide 7 [PowerPoint slide] SlideShare. Retrieved 26 March 2018 from <http://www.slideshare.net/alexmikro/build-your-personal-learning-environment>

In-text citation: Mikroyannidis (2012) or (Mikroyannidis, 2012).

53. Online dictionary with author

Author/editor surname followed by a comma and author/editor initial(s), year of publication in parentheses followed by a full stop, title of dictionary followed by a full stop, “Retrieved [date of retrieval] from” followed by URL:

Bergenholtz, H. (Ed.). (n.d.). *Den danske netordbog* [Danish online dictionary]. Retrieved 25 January 2024 from <http://ordbogen.com>

54. Episodes of television series

Writer surname followed by a comma and writer initial(s), “Writer” in parentheses followed by a comma and “&”, director surname followed by a comma and director initial(s), “Director” in parentheses followed by a full stop, year

and date of broadcast in parentheses followed by a full stop, title of episode, season number and episode number in parenthesis "TV series episode" in square brackets followed by a full stop, "In" followed by producer initial(s) and surname, "Producer" in parentheses followed by a comma, title of series in italics followed by a full stop, followed by name of production company:

Lorre, C., (Writer), & Cendrowski, M. (Director). (2019, 10 December). The earworm reverberation (Season 9, Episode 10) [TV series episode]. In C. Lorre (Producer), *The big bang theory*. Chuck Lorre Productions.

In-text citation: Lorre and Cendrowski (2015) or (Lorre & Cendrowski, 2015).

If the programme is **available online** add to the bibliographical reference above: "Retrieved [date of retrieval] from" followed by URL.

Sometimes a cited source is part of a broadcast or podcast, for example, a small part of a news programme or episode of a television series, and in such cases, it is necessary to specify in the in-text citation which part constitutes the source referred to. This can be done by using a so-called **timestamp**, that is, indicating the relevant time or time interval (showing minutes and seconds), for example:

"Text of quotation" (Lorre & Cendrowski, 2019, 3:25-3:35).

For further guidance on episodes of television series, see [APA Style](#).

55. Translated books

Author surname followed by a comma and author initial(s), year of publication in parentheses followed by a full stop, title of book in italics, initial(s) and surname(s) of translator(s) followed by a comma and "Trans." in parentheses followed by a full stop, followed by name of publisher:

Kant, I. (2009). *The critique of pure reason* (J. M. D. Meiklejohn, Trans). The Floating Press. (Original work published 1781)

In-text citations: Kant (1781/2009, p. 48) or (Kant, 1781/2009, p. 48).

56. Translated articles

Article author surname followed by a comma and author initial(s), year of publication of translated article in parentheses followed by a full stop, title of the article, initial(s) and surname(s) of translator(s) followed by a comma and "Trans." in parentheses followed full stop, name of journal in italics followed by a comma, number or volume followed by a comma, first and last page of the translated article:

Ščerba, L. V. (1995). Towards a general theory of lexicography (D. M. Farina, Trans.). *International Journal of Lexicography*, 8(4), 314-350. (Original work published 1940)
<https://doi.org/10.1093/ijl/8.4.314>

In-text citation: Ščerba (1940/1995) or (Ščerba, 1940/1995).

Appendix C: When to cite and common mistakes

This Appendix contains examples from Neville (2010) on when to cite and reference as well as examples of mistakes commonly made by students when referencing internet sources.

“When to reference: six scenarios

You should reference evidence in assignments in the following situations:

1. To inform the reader of the source of tables, statistics, diagrams, photographs and other illustrations included in your assignment
2. When describing or discussing a theory, model, practice or example associated with a particular writer; or using their work to illustrate examples in your text (this links specifically to the next two items)
3. To give weight or credibility to an argument supported by you in your assignment
4. When giving emphasis to a particular theory, model or practice that has found a measure of agreement and support amongst commentators
5. To inform the reader of the sources of direct quotations or definitions in your assignment
6. When paraphrasing another person’s work, which is outside the realm of common knowledge, and that you feel is particularly significant, or likely to be a subject of debate” (Neville, 2010, p. 19).

“Common mistakes

- You should not put a www address as a citation. You always put the name of an author, or the source organisation, but never cite a uniform/universal resource locator (URL) or digital object identifier (DOI) address in the body of an assignment unless there is absolutely no other way of identifying the source.
- You do not need a separate list of www sites in your “References”, “Works cited” or “Bibliography” sections. In all referencing styles, Internet sites are incorporated along with other sources into one list at the end of the assignment.
- Another common mistake is to simply paste in a URL address to a list of references without any other supporting information, such as the title of item, name of hosting organisation, or date the information was viewed” (Neville, 2010, pp. 162-163).

Neville, C. (2010). *The complete guide to referencing and avoiding plagiarism* (2nd ed.). Open University Press.