Academic writing depends on the research and ideas of others, so it is vital to show which sources you have used in your work, in an acceptable manner. This unit explains the format of in-text citation, the use of quotations and the layout of reference sections.

1 Referring to sources

It is important to refer to the work of other writers that you have used. You may present these sources as either a summary/paraphrase or a quotation. In both cases a citation is included to provide a link to the list of references at the end of your paper.

Underline the citations in the following examples. Which is a summary and which a quotation? What are the advantages of each?

Friedman (1974) pointed out that inflation was effectively a kind of taxation.

As Friedman stated: ‘Inflation is the one form of taxation that can be imposed without legislation’ (1974: 93).
2 Practice exercise: References

There are three principal reasons for providing references:

(a) to show that you have read some of the authorities on the subject, which will give added weight to your writing;

(b) to allow the reader to find the source, if he/she wishes to examine the topic in more detail;

(c) to avoid plagiarism.

► See Unit 1.3 Avoiding plagiarism

 Decide if you need to give a reference in the following cases.

<table>
<thead>
<tr>
<th>Reference</th>
<th>Citation Y/N</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Data you found from your own primary research</td>
<td></td>
</tr>
<tr>
<td>(b) A graph from an internet article</td>
<td></td>
</tr>
<tr>
<td>(c) A quotation from a book</td>
<td></td>
</tr>
<tr>
<td>(d) An item of common knowledge</td>
<td></td>
</tr>
<tr>
<td>(e) A theory from a journal article</td>
<td></td>
</tr>
<tr>
<td>(f) An idea of your own based on reading several sources</td>
<td></td>
</tr>
</tbody>
</table>

3 Reference verbs and systems

Summaries and quotations are usually introduced by a reference verb:

Friedman (1974) **pointed out** that . . .

► See Unit 3.14 Verbs of reference

These verbs can be either in the present or the past tense. Normally the use of the present tense suggests that the source is recent and still valid, while the past indicates that the source is older and may be out of date, but there are no hard-and-fast distinctions; Friedman’s statement still has validity today.
There are several systems of referencing in use in the academic world, but most business schools use the Harvard system, which is explained here. You should ask your teachers if you are not sure which to use. With any system, the most important point is to be consistent.

4 Using quotations

Using a quotation means bringing the original words of a writer into your work. Quotations are effective in some situations, but must not be overused. They can be valuable:

- when the original words express an idea in a distinctive way
- when the original is more concise than your summary could be
- when the original version is well-known (as in the quote from Friedman in §1, p. 58).

All quotations should be introduced by a phrase that shows the source, and also explains how this quotation fits into your argument:

<table>
<thead>
<tr>
<th>Introductory phrase</th>
<th>Author</th>
<th>Reference verb</th>
<th>Quotation</th>
<th>Citation</th>
</tr>
</thead>
<tbody>
<tr>
<td>This view is widely shared;</td>
<td>as Friedman</td>
<td>stated:</td>
<td>‘Inflation is the one form of taxation that can be imposed without legislation’</td>
<td>(1974: 93).</td>
</tr>
</tbody>
</table>

(a) Short quotations (2–3 lines) are shown by single quotation marks. Quotations inside quotations (nested quotations) use double:

As James remarked: ‘Martin’s concept of “internal space” requires close analysis.’

(b) Longer quotations are either indented (given a wider margin) or are printed in smaller type.

(c) Page numbers should be given after the date.

(d) Care must be taken to ensure that quotations are the exact words of the original. If it is necessary to delete some words which are irrelevant, use points . . . to show where the missing section was.
5 Examples

Study the following paragraph from an article called ‘The Mobile Revolution’ in the journal *Development Quarterly* (Issue 34 pages 85–97, 2009) by K. Hoffman.

According to recent estimates there are at least 4 billion mobile phones in the world, and the majority of these are owned by people in the developing world. Ownership in the developed world reached saturation level by 2007, so countries such as China, India and Brazil now account for most of the growth. In the poorest countries, with weak transport networks and unreliable postal services, access to telecommunications is a vital tool for starting or developing a business, since it provides access to wider markets. Studies have shown that when household incomes rise, more money is spent on mobile phones than any other item.

(a) **Summary**

Hoffman (2009) stresses the critical importance of mobile phones in the developing world in the growth of small businesses.

(b) **Quotation**

According to Hoffman, mobile phone ownership compensates for the weaknesses of infrastructure in the developing world: ‘In the poorest countries, with weak transport networks and unreliable postal services, access to telecommunications is a vital tool for starting or developing a business, since it provides access to wider markets’ (2009: 87).
Hoffman points out that most of the growth in mobile phone ownership now takes place in the developing world, where it has become crucial for establishing a business: ‘. . . access to telecommunications is a vital tool for starting or developing a business, since it provides access to wider markets’ (2009: 87).

In such countries the effect of phone ownership on GDP growth is much stronger than in the developed world, because the ability to make calls is being offered for the first time, rather than as an alternative to existing landlines. As a result, mobile phone operators have emerged in Africa, India and other parts of Asia that are larger and more flexible than Western companies, and which have grown by catering for poorer customers, being therefore well-placed to expand downmarket. In addition Chinese phone makers have successfully challenged the established Western companies in terms of quality as well as innovation. A further trend is the provision of services via the mobile network which offer access to information about healthcare or agricultural advice.

(a) Write a summary of the main point, including a citation.
(b) Introduce a quotation to show the key point, referring to the source.

(c) Combine (a) and (b), again acknowledging the source.

6 Abbreviations in citations

In-text citations use the following abbreviations, derived from Latin and printed in italics:

*et al.*: used when three or more authors are given. The full list of names is given in the reference list.

*ibid.*: taken from the same source (i.e. the same page) as the previous citation.

*op. cit.*: taken from the same source as previously, but a different page.
7 Organising the list of references

At the end of an essay or report there must be a list of all the sources cited in the writing.

Note that the list is organised alphabetically by the family name of the author. You should be clear about the difference between first names and family names. On title pages the normal format of first name then family name is used:

Sheila Burford, Juan Gonzalez

But in citations only the family name is usually used:

Burford (2001), Gonzalez (1997)

In reference lists use the family name and the first initial:

Burford S., Gonzalez J.

If you are not sure which name is the family name, ask a classmate from that cultural background.

Study the reference list on the following page and answer these questions.

(a) Find an example of:
   (i) a book by one author
   (ii) a journal article
   (iii) a chapter in an edited book
   (iv) an article from a newspaper website
   (v) an anonymous magazine article (electronic)
   (vi) an official report

(b) What are the main differences in the way these sources are referenced?
   (i) 
   (ii) 
   (iii)
7.1 REFERENCES


(iv) ______________________________________________________________________

(v) ______________________________________________________________________

(vi) ______________________________________________________________________

(c) When are italics used?

(d) How are capital letters used in titles?

(e) How is a source with no given author listed?

(f) Write citations for summaries from each of the sources.

(i) ______________________________________________________________________

(ii) ______________________________________________________________________

(iii) ______________________________________________________________________

(iv) ______________________________________________________________________
For a full guide to the use of the Harvard system see: http://home.ched.coventry.ac.uk/caw/harvard/.