



## IMM Graduate School Harvard Referencing System Guide

Updated: January 2022

### What is a Reference List?

- A full reference list is a list of all the information sources (references) that have been cited in the text.
- A reference list appears at the end of the assignment or report and before any addendums.
- The reference list contains all the necessary information to help the reader find the original work.
- The reference list items must be arranged alphabetically by the author surnames – but not in bullet or numbered format.
- **Important:** Every reference must link to an in-text citation in the body of the work.
- A reference list is NOT a Bibliography. The IMM Graduate School requires a reference list and not a bibliography.

### Remember:

- Items are listed only once in alphabetical order; the same source may not be mentioned more than once.
- Provide full details of the sources used in the text.
- Use italics as indicated in the examples that follow.
- Use parentheses ( ) or [ ] as indicated in the examples that follow.
- Use inverted commas “ ” as required (refer to the examples that follow).
- Use the correct URL address as indicated in the examples that follow.
- Leave an open space between the items on the reference list.
- The items contained in the reference list, must be left aligned on the reference list page.
- The font used for the reference list must be the same as in the body of the submission.

**Note: Fictitious sources are cited.****EXAMPLE**

***This is what an alphabetical reference list should look like. It should always appear at the END of your assignment/report/thesis:***

Arya, C. (2020). *Design of structural elements*. 2<sup>nd</sup> ed. London: Spoon Press.

Bowlin, W.F., Simpson, H., Renner, C.J., and Rives, J.M. (2018). "A DEA study of gender equity in executive compensation", *Journal of the Operation Research Society*. Vol. 54, no. 7, pp.751-7.

Chartered Institute of Library and Information Professionals (CILIP). (2021). *Information literacy: a definition*. Available from:  
<<http://www.cilip.org.uk/policyadvocay/informationliteracy/definitiondefault.htm>>.  
[Accessed on 7 May 2021].

Department of Health. (2017). *Health inequalities: progress and next steps*. Available from:  
<<http://www.dh.gov.uk/>>. [Accessed on 23 January 2021].

Gerring, J. (2017). *Case study research: principles and practices*. Available from:  
<<http://www.mylibrary.com>>. [Accessed on 14 August 2020].

Lloyd, S. (2019). Capturing the consumer. *Small firms: adding a spark: the 25<sup>th</sup> ISBA national small firms' policy conference*. Robert Gordon University, Aberdeen, 15-17 November. Leeds: Institute for Small Business Affairs, pp.132-138.

Smith, D. (2021). "House price markets", *The Times*, 26 June 2021, p.25.

**In-text citation (referencing in the text)****What is in-text referencing?**

- Each time a reference is made to someone else's work in a document, the author's surname and the publication date of his/her work should be included **within the text** at the point where his/her ideas have been discussed. This is called **citing the author's work**.
- **Remember:** When in-text citation is used and there is more than one author at a time, the author's names should be listed in the order the authors appear on the title page of the book or article!
- **The in-text reference** does not contain the initials of the authors, only the surname.

## Which referencing system has been approved by the IMM Graduate School:

The IMM Graduate School follows the **Harvard Referencing System** in the listing of sources for academic texts, and NOT APA, Chicago, etc. Also note: The IMM Graduate School Harvard Referencing system is NOT similar to any other Harvard Referencing system, including the MS Word version.

As it is not possible to reproduce the complete set of Harvard Referencing System options in this document, only some basic examples are provided as a guideline.

### To recap:

All assignments and dissertations produced by the IMM Graduate School students must include **in-text citations** as well as a **detailed list of references** (the latter appears at the end of an assignment/report but before the Addendums). Each in-text citation needs to link up to a reference at the end of the document where the reference list contains the sources of the citations. These two types of references always go hand in hand. This means that for each in-text reference a corresponding entry should be included in the list of references at the end of the document. The reverse is also true: for each entry in the list of references, an in-text reference should be included in the text.

**Do NOT use a Bibliography.** A bibliography is a list of sources that have been used in preparation of the assignment or dissertation but that you have not necessarily cited in the text.

### Reasons to reference

Giving credit to the original author by referencing sources is the only way to use other people's work without plagiarising. Refer to the document called **Plagiarism Avoidance Guide** which you can find on the IMM Graduate School eLearn system.

### When should sources be referenced?

Whenever words or ideas are borrowed the source needs to be acknowledged. The following situations almost always require referencing:

- Whenever quotes from a third party are used.
- Whenever paraphrasing is used you still need to reference: - you may be using your own words, but you are still using the ideas of another author to whom you need to give credit.
- Whenever an idea that someone else has already expressed is used.
- Whenever specific reference is made to the work of another author.
- Whenever someone else's work has been critical in the development of your own ideas.

### What happens when sources are not referenced?

Students failing to reference or failing to do it properly become guilty of committing plagiarism. Refer to the document called **Plagiarism Avoidance Guide Policy** to familiarise yourself with the sanctions that are applicable when found guilty of plagiarism.

### Deconstructing a book reference

Author      Year      Title

Keller, K. L. (2014). *Strategic marketing: Theory and application for competitive advantage*. 2<sup>nd</sup> ed. Cape Town: Oxford university Press Southern Africa.

Edition      Place of publication      Publisher

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*Strategic marketing: Theory and application for competitive advantage*

Title

Second edition

Edition

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First impression 2014

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## Book examples

Here are examples of what the format of the in-text citation in the reference list should look like. Remember, in-text citation appears IN the document at the section / sentence where the specific book / author is being used, and the reference list appears at the end of your document before any appendices.

In general, the following guideline will apply for any book that needs to be referenced at the end of your document:

### In-text:

Example when reference to the author(s) appears at the end of the sentence:

Research has indicated the following... (Author/s, year of publication).

(**Note** – author and year appear in brackets and the full-stop denoting the end of the sentence is inserted after the citation at the end of the sentence).

If there is more than one author, their names appear in the bracket using the ampersand, i.e. &. Example: Pollution is on the increase (Smith & Jines, 2021).

Example when author is part of the sentence:

Author/s (year) stated that the ... (**Note:** Only the year appears in brackets)

Example: Smith and Jines (2021) states that pollution is on the increase.

### Reference list:

Author, A. (year of publication in brackets). *Title of Book in italics*. Edition. Place of publication: publisher.

## Specific examples pertaining to any books:

### Single author

#### In-text:

Wright (2019) explained the importance of proper referencing techniques...

Or, if at end of the sentence: It is critical that all sources are always properly referenced (Wright, 2019).

#### Reference list:

Wright, H. (2019). *The principles of referencing*. 2<sup>nd</sup> ed. Timbuktu: Inside Publishing.

### 2 or 3 authors

#### In-text:

Rundle, Booyesen and Dube (2018) states...

Or, if at end of the sentence: Online messages can be interpreted in various manners (Rundle, Booyesen & Dube, 2018).

**Note: The use of the ampersand (&) may only occur in bracketed in-text citations, but never in a reference list.**

#### Reference list:

Rundle, D., Booyesen, H. and Dube, P. (2018). *The interpretation of online messages*. Timbuktu: Inside Publishing.

**Book: More than 3 authors**

The first opportunity to cite a source with more than 3 authors requires you to mention all the authors and then, subsequent to that, you may use only the first surname followed by et al.

**In-text:**

Bruwer, Wright, Prince and Victor (2019) states...

Or, at the end of sentence... Study guides should be written in the correct format (Bruwer, Wright, Prince & Victor, 2019).

The first time the information is cited from a source with more than 3 contributors, all author's surnames must be cited in-text. In the subsequent citation the first author's surname will be used and et al. is added to indicate that there are other contributors.

Bruwer et al. (2019) states ...

Or, if at end of the sentence: Study guides should be written in the correct format (Bruwer et al., 2019).

**Reference list:**

Bruwer, A., Wright, P.R., Prince, M.C. and Victor, A. (2019). *The how-to guide to writing a study guide*. Johannesburg: Academic Solutions Group.

**Book: author unknown****In-text:**

Anonymous (2017) states...

Or, if at end of the sentence: the end of the world is full of surprises (Anonymous, 2017).

**Reference list:**

Anonymous. (2017). *A journey to the end of the world*. Timbuktu: Imagination Express.

**Book: editor****In-text:**

Griffiths (2019) explained various humorous situations in the boardroom...

Or, if at end of the sentence: A boardroom situation may create various humorous situations (Griffiths, 2019).

**Note:** The in-text citation does not carry the name of the editor, it must be the name of the author of that particular chapter, if it is given.

In the reference list the chapter author's name is followed by the date, title of the chapter, then the name of the editor and the title of the book, place of publication and publisher.

**Reference list:**

Griffiths, C. (2019). "Humour in the Boardroom". In Bevan, M. ed. *Laughing Matters*, 2nd ed. Timbuktu: Inside Publishing.

**Book: 2 or more editors****In-text:**

Bevan and Hugo (2020) acknowledged the fact that marketing graduates have a bright future ahead of them...

Or, if at end of the sentence: Marketing graduates have a bright future ahead of them (Eds. Bevan & Hugo, 2020).

**Reference list:**

Bevan, M. and Hugo, J. (eds.) (2020). *Towards the academic future*. London: Academic Press Association.

**Book: reprint in a different form****In-text:**

McAlmon (1925) stated that in the three decades since New York City's Stonewall rebellion, gay literature has exploded as a distinctive form of cultural expression. ...

Or, if at end of the sentence: In the three decades since New York City's Stonewall rebellion, gay literature has exploded as a distinctive form of cultural expression (McAlmon, 1925).

**Reference list:**

McAlmon, R. "Miss Knight". (1925). *The Columbia Anthology of Gay Literature: Readings from Western Antiquity to the Present Day*. Ed. Byrne R.S. Fone. New York: Columbia UP, 1998, pp. 629-39. Print.

**Book: organisation as author****In-text:**

The Natal Rugby Association (1980) states that Stefan Terblanche played for the Sharks ...

Or, if at end of the sentence: Stefan Terblanche played for the Sharks (Natal Rugby Association, 1980).

**Reference list:**

Natal Rugby Association. (1980). *80<sup>th</sup> Anniversary Yearbook*. Natal Rugby Association.

**eBook****In-text:**

Lipman (2020) upholds that ....

Or, at the end of the sentence, for example... Businesses aim to make money (Lipman, 2020).

**Reference list:**

Author, A. (year of publication). *Title of book*. Edition. Available from: <url address>. [Accessed on date].

Lipman, F.L. (2020). *Creating capital: money-making as an aim in business*. Available from: <<http://www.gutenberg.org/files/29673/29673-h/29673-h.htm>>. [Accessed on 25 February 2021].

### Book chapters (when different authors have contributed towards a publication, i.e. by writing a specific chapter).

#### In-text:

Bick (2018) maintains that ...

Or, at the end of the sentence, for example .... Branding is essential (Bick, 2018).

#### Reference list:

Bick, G. (2018). "Brand equity and brand valuation", in Klopper, H.B. and North, E. (eds.) (2018). *Brand Management*. Cape Town: Pearson Education SA.

### Dictionary or Encyclopaedia

#### In-text:

The Macquarie Dictionary (2020) defines...

**Reference list: Note:** No entry is needed in the reference list.

### Page numbers are used in-text for direct quotes only (Note, page numbers are thus only required when a direct quote is used).

#### In-text:

Wright (2017, pp.100-101) states that "various standardised systems of referencing exist."

Or, if at end of the sentence: "Various standardised systems of referencing exist" (Wright, 2017).

#### Reference list:

Wright, H. (2017). *The principles of referencing*. Timbuktu: Inside Publishing.

### Deconstructing a journal citation



### Journal article examples - Specific examples pertaining to any journals

#### In general:

**In-text:** Author/s (year of publication) or (Author/s, year of publication)

**Reference list:** Author, A. (year of publication). "Title of article", *Title of Journal*, volume, number, page numbers.



**Journal article:****In-text:**

Meindl (2019) suggested that advanced computing...

Or, if at end of the sentence: Advanced computing has ..... (Meindl, 2019).

**Reference list:**

Meindl, D. (2019). "Chips for advanced computing", *Scientific American*, vol. 257, no. 4, pp. 54-62.

**Journal article with two authors:****In-text:**

Oosthuizen and McDonald (2020) provided evidence on the growth of online marking....

Or, if at end of the sentence: Online marking is the way of the future (Oosthuizen & McDonald, 2020).

**Reference list:**

Oosthuizen, D. and McDonald, G. (2020). "The online marking process: an overview", *The African Journal of Academics*, vol. 10, no. 2, pp. 97-99.

**Journal article with three authors:****In-text:**

Simpson, Thomas and Enslin (2019) explained that mobile technology....

Or, if at end of the sentence: Mobile technology has .... (Simpson, Thomas & Enslin, 2019).

**Reference list:**

Simpson, J.A., Thomas, S.A. and Enslin, D.J. (2019). "The role of mobile technology in the media plan", *Journal of International Marketing*, vol. 17, no. 2, pp. 63-65.

**Journal article with more than three authors**

The first time the information is cited from a source with more than 3 authors, all author's surnames must be cited in-text. In the subsequent citation the first author's surname will be used and et al. is added to indicate that there are other contributors.

**In-text:**

Shapiro, Bethu, Ndlovu and Wilcox (2017) provided an analysis of .....

Or, if at end of the sentence: A new media planning format has been introduced.... (Shapiro, Bethu, Ndlovu & Wilcox, 2017).

In-text subsequent to the first citation: Shapiro et al. (2017) provided an analysis of ...

Or, if at end of the sentence: A new media planning format has been introduced... (Shapiro et al., 2017).

**Reference list:**

Shapiro, D., Bethu, R., Ndlovu, B. and Wilcox, S.R. (2017). "A new media planning format", *Journal of Media planning*, vol. 10, no. 5, pp. 454-65.

**Electronic journal article (no volume and issue numbers available)**

**In-text:**

Bouwer (2020) explained that social media is a great contributor....

Or, if at end of the sentence: Social media has been a great contributor to ..... (Bouwer, 2020).

**Reference list:**

Bouwer, C. (2020). "The role of social media in building brand equity", *Journal of Branding*. Available from: <<http://www.job.int.com/rosm-bbe/fulltext.121544162/PDF>>. [Accessed on 23 May 2021].

**Provide full location details if these are necessary to find the document OR just the main site details.**

**Electronic journal article (Where the volume number and issue numbers of the journal are available)**

**In-text:**

Bouwer, (2020) explained that social media is a great contributor....

Or, if at end of the sentence: Social media has been a great contributor to ... (Bouwer, 2020).

**Reference list:**

Bouwer, C. (2020). "The role of social media in building brand equity", *Journal of Branding*, vol. 3, no. 70. Available from: <<http://www.job.int.com/rosm-bbe/fulltext.121544162/PDF>>. [Accessed on 23 May 2021].

**Provide full location (web location) details if these are necessary to find the document OR just the main site details.**

**Newspaper examples - Specific examples pertaining to any newspaper examples**

**In general**

**In-text:** Author (year of publication) states...

Or, if at end of the sentence: (Author, year of publication).

**Reference list:** Author, A. (year of publication). "Title of the article", *Title of the newspaper*, date, page number.

**Newspaper: Print**

**In-text:**

Roos (2021) urges all human beings....

Or, if at end of the sentence: Mother Earth needs all our love.... (Roos, 2021).

**Reference list:**

Roos, M. (2021). "Don't turn your back on Mother Earth", *The Star*, 8 June 2021, p. 10.

**Newspaper: Electronic database****In-text:**

Meryment (2019) stated that wineries are becoming ....

Or, if at end of the sentence: Wineries are becoming more interested in focusing their marketing tactics on online marketing (Meryment, 2019).

**Reference list:**

Meryment, E. (2019). "Distaff winemakers raise a glass of their own to their own", *The Australian*, 7 October, p. 5. Available from: Factiva. [Accessed on 2 February 2020].

**Newspaper: Website****In-text:**

Hilts (2021) states...

Or, if at end of the sentence: Hilts (2021).

**Reference list:**

Hilts, P.J. (2021). "In forecasting their emotions, most people flunk out", *The New York Times*, 16 February, Available from: < <http://www.nytimes.com>>. [Accessed on 19 February 2021].

**Newspaper: No author**

**In-text:** It was stated in *The Star* (11 June 2021, p. 4) that...

**Reference list:** NO entry required

**Company information examples: Specific examples pertaining any company information / company documents****Company report****In-text:**

Vodacom (2018) stated the importance of growing its footprint into....

Or, if at end of the sentence: Vodacom extended its footprint... (Vodacom, 2018).

**Reference list:**

*Vodacom Annual Report 2018*. (2018). Available from: <<http://www.vodacom.co.za>>. [Accessed on 8 June 2019].

**Company profile****In-text:**

Microelectronics International (2020) identified ..... ,

Or, if at end of the sentence: Growth areas..... (Microelectronics International, 2020).

**Reference list:**

Microelectronics International. (2020). *"Company Profile – IPL, Dorchester, UK"*. Available from: Emerald Group Publishing Limited.

**Datasets****In-text:**

Statistics South Africa (2021) published ....

Or, if at the end of the sentence, for example: Population growth .... (Statistics South Africa, 2021).

**Reference list:**

Statistics South Africa. (2021). *"Mid-year population estimates", 2021*, P0302. Available from: <[http://www.statssa.gov.za/?page\\_id=1854&PPN=P0302&SCH=6334](http://www.statssa.gov.za/?page_id=1854&PPN=P0302&SCH=6334)>. [Accessed on 28 July 2021].

**Conference paper examples:** Specific examples pertaining any Conference papers

**Conference paper: Print**

**In-text:** (Author, year of publication)

for example: McIntee (2018) identified the growth ...

Or, if at end of the sentence: Marketing as an industry .... (McIntee, 2018).

**Reference list:** Author, A. (year of publication). "Title of paper", *Title of Conference*, location, date of conference, place of publication: publisher, page numbers. For example:

McIntee, H. (2018). "The growth of the marketing fraternity in Africa", *The African Marketing Confederation Conference*, Zimbabwe, 15 September 2018, South Africa: African Marketing Confederation, pp. 11-15.

**Conference paper: Electronic****In-text:**

McIntee (2018) identified the growth ...

Or, if at end of the sentence: The Marketing fraternity .... (McIntee, 2018).

**Reference list:**

McIntee, H. (2018). "The growth of the marketing fraternity in Africa", *The African Marketing Confederation Conference*, pp.11-15. Available from: AMC Portal, AMC Digital Library. [Accessed on 20 October 2018].

**Conference paper: Unpublished****In-text:**

Simpson (2019) indicated that the retail sector...

Or, if at end of the sentence: The formal retail sector... (Simpson, 2019).

**Reference list:**

Simpson, M. (2019). "Is formalised retailing a positive sign?" paper presented at the *African Marketing Confederation Conference*, Zimbabwe.

**Internet/Website examples: Specific examples pertaining to any Internet / Website examples****In general**

**In-text:** (Institution/Author, year of publication)

**Reference list:**

Institution/Author, A. (year of publication / last updated). *Title of the Website*. Available from: <online URL address>. [Accessed on date].

Note that the URL must direct the reader to the exact article that was accessed online.

**Website**

**In-text:** Johannesburg Stock Exchange (2021) provided forecasts and ratios ...., or, if at end of the sentence... The following are a list of financial ratios .... (Johannesburg Stock Exchange, 2021).

**Reference list:**

Johannesburg Stock Exchange. (2021). *Forecasts and Dividends*. Available from: <<https://www.jse.co.za/investor-relations/forecasts-and-dividends>>. [Accessed on 27 July 2021].

**Web page: with an identified author****In-text:**

Solomon (2018) asserts that we don't buy products ....,

Or, if used at the end of the sentence: We buy what something means ... (Solomon, 2018).

**Reference list:**

Solomon, M. (2018). *Reaching the Pinnacle of Brand Resonance*. Available from: <[https://www.brandingstrategyinsider.com/reaching-the-pinnacle-of-brand-resonance/#.YP\\_ZWNQzaM8](https://www.brandingstrategyinsider.com/reaching-the-pinnacle-of-brand-resonance/#.YP_ZWNQzaM8)>. [Accessed on 27 July 2021].

**Web page: no author****In-text:**

Mayo Health (2021) outlines a comprehensive list of symptoms....,

Or, if used at the end of the sentence: Early warning signs to look out for ... (Mayo Health, 2021).

**Reference list:**

Mayo Health (2021). *Treating COVID-19 at home: Care tips for you and others*. Available from: <<https://www.mayoclinic.org/diseases-conditions/coronavirus/in-depth/treating-covid-19-at-home/art-20483273>>. [Accessed on 27 July 2021].

### Web page: no date

#### In-text:

Bevan (n.d.) stated that students perform better when...

Or, if used at the end of the sentence: Students' performance improves when ... (Bevan, n.d.).

#### Reference list:

Bevan, M.R. (n.d.). *Is Caffeine Affecting Your Study Habits?* Available from: <<https://www.independence.edu/is-caffeine-affecting-your-study>>. [Accessed on 27 July 2021].

### Web based image / table / figure

#### In-text:

Immediate Marketing and Business Consulting (2021)

Or, if used at the end of the sentence: (Immediate Marketing and Business Consulting, 2021)

#### Reference list:

*Immediate Marketing and Business Consulting*. (2021). Available from: <[http://www.immediatemarketing.com/images/business\\_8.jpg](http://www.immediatemarketing.com/images/business_8.jpg)>. [Accessed on 8 June 2021].

### Computer software

#### In-text:

OpenOffice.org (2021) provides computer software ...

Or, if at end of the sentence: A list of computer software is available... (OpenOffice.org, 2021).

#### Reference list:

OpenOffice.org, computer software. (2021). Available from: <<http://www.openoffice.org>>. [Accessed on 12 January 2021].

### Multimedia examples: Specific examples pertaining any Multimedia examples

#### DVD

#### In-text:

Marketing 101B (2021) or (Marketing 101B, 2021)

#### Reference list:

Marketing 101B. (2021) (DVD), Institute of Marketing Management Graduate School, South Africa.

#### Podcast

#### In-text:

Duct Tape Marketing (2021) or (Duct Tape Marketing, 2021)

#### Reference list:

*How to differentiate your business*. (June 2021). Duct Tape Marketing weekly podcast, (podcast) June 2021. Available from: <<http://www.ducttapemarketing.com/blog/category/podcast>>. [Accessed on 8 June 2021].

## Television

### In-text:

Oliver (2020) or (Oliver, 2020)

### Reference list:

Oliver, J. (2020). *Last week tonight, The mittens of disapproval are on*, (television broadcast show) 8 June 2020, Trinidad Television.

## YouTube

### In-text:

Coca-Cola vs Pepsi - The new battle (2019) or (Coca-Cola vs Pepsi - The new battle, 2019)

### Reference list:

*Coca-Cola vs Pepsi – The new battle*. (2019). (YouTube video file), added by Sirelatan. Available from: <<https://www.youtube.com/watch?v=muH-zcOYnFc>>. [Accessed on 8 June 2021].

## MOOCs video

### In-text:

Kaul (2021) or (Kaul, 2021)

### Reference list:

Kaul, G. (2021). *Introduction to Finance*, video file in Introduction to Finance course, University of Michigan. Available from: <<https://www.coursera.org/course/introfinance>>. [Accessed on 7 June 2021].

## Facebook, Twitter, etc.

### In-text:

Buckingham (2021) or (Buckingham, 2021)

### Reference list:

Buckingham, I. (2021). *Brand engagement group*, (Facebook), 29 May 2021. Available from: <<http://www.facebook.com>>. [Accessed on 9 June 2021].

## Music track from an album

### In-text:

Omi (2020) or (Omi, 2020)

### Reference list:

Omi. (2020). *“Cheerleader”*, on iTunes. Available from: <[https://www.youtube.com/watch?v=I\\_NVUZnSh2E](https://www.youtube.com/watch?v=I_NVUZnSh2E)>. [Accessed on 9 June 2021].

## Lecture note examples: Specific examples pertaining any Lecture note examples

### Lecture notes

#### In-text:

Bruwer (2022) or (Bruwer, 2022)

#### Reference list:

Bruwer, A. (2022). *Brand equity*, lecture notes distributed in Brand Management 101B at the IMM Graduate School, Johannesburg on 14 February 2022.

### Study Guide

#### In-text:

IMM Graduate School (2022) posits that good branding is essential.

Or, if at end of the sentence: Good branding is essential (IMM Graduate School, 2022).

#### Reference list:

IMM Graduate School. (2022). *FM101B, Financial Management 101B Study Guide*. South Africa: IMM Graduate School.

**Note:** If you are using the study guide from ELearn, the reference in the reference list will be similar to that of an ebook.

IMM Graduate School. (2022). *FM101B, Financial Management 101B*. Available from: <<https://learn2021-02.imm.ac.za/mod/book/view.php?id=6395.....>>. [Accessed on 18 February 2022].

## Thesis examples: Specific examples pertaining any thesis examples

### Thesis: Unpublished

#### In-text:

Potgieter (2019) presented evidence on the interrelationship .....

Or, if at end of the sentence: Evidence are available to indicate the ..... (Potgieter, 2019).

#### Reference list:

Potgieter, H. (2019). *The interrelationship between social context and the cultural landscape of the commercial film industry*, Ph.D thesis, University of Timbuktu.

### Thesis: Published

#### In-text:

Terblanche (2018) covered the work of Quentin .....

Or, if at end of the sentence: The work of Quentin Tarrantino ... (Terblanche, 2018).

#### Reference list:

Terblanche, C. (2018). *Dismemberment and dispossession in the work of Quentin Tarantino and Nathalie Djurberg*. South Africa: UNISA.



## Personal communication examples: Specific examples pertaining any personal communication examples

### Telephone call, interview, etc.

*If the information you are referencing was obtained by personal communication, i.e. telephone call, or a personal interview you need to document it in the text, however you are **not required to add it to the reference list** at the end. You may also add the abbreviation pers.comm to the reference.*

When interviewed on 8 June 2021, Ms. McIntee confirmed....

(Mr. D. Thomas, 2021, pers. comm., 8 June)

### E-mail

#### In-text:

Mr. L. Bekker confirmed this by email on 30 May 2021 or Bekker (2021) confirmed this... or It was confirmed that ... (Bekker, 2021).

**Reference list:** Author, A. (date of message). "Subject of message", email to recipient's name, for example:

Bekker, L. (30 May 2021). "Policy decisions", email to Rehana Prinsloo.

## Table and figure examples: Specific examples pertaining any tables and figures examples

Add in-text citation to the text of the illustration's caption.

### All or part of a table, figure, or data used in text: from a print journal

#### In-text:

The data in column # are from "*Evaluating the effectiveness of media dynamics*" (Steyn, 2019, p.600)

#### Reference list:

Steyn, P. (2019). "Evaluating the effectiveness of media dynamics", *Journal of Marketing*, vol. 133, no. 8, pp. 600-602.

### All or part of a table, figure, or data used in text: from a textbook

#### In-text:

The data in column # are from *Numeracy levels of first-year students* (Potgieter, 2020, p.100).

#### Reference list:

Potgieter, H. (2020). *Numeracy levels of first-year students*. Timbuktu: Timbuktu Publishing Press.

### All or part of a table, figure, or data used in text: from the web

#### In-text:

The data in column # are from *Export data to China, January 2021* (SAEX, 2021).

#### Reference list:

South African Department of Export. (2021). *Export data to China, December 2021* (No.5439). Available from [http://www.exportsa.gov.za/exports/china\\_2014?url.document](http://www.exportsa.gov.za/exports/china_2014?url.document)>. [Accessed on 1 June 2021].

### Cases and legislation examples: Specific examples pertaining any cases and legislation examples

#### Cases

**In-text:** (*R v Willey* (2013) 237 CLR 1).

**Reference list:** *R v Willey* (2013). 237 CLR 1.

#### Delegated Legislation

**In-text:** (*Social Welfare Regulations* 2001 (SA) reg.7).

**Reference list:** *Social Welfare Regulations* 2001 (SA) reg. 7

#### Acts of Parliament

**In-text:** (*Communications Act 2001* (Cth) s 4)

**Reference list:** *Communications Act 2001* (Cth).

#### Bills

**In-text:** (*Protection of Information Bill* (No. 1) 2010 (Sag)).

**Reference list:** *Protection of Information Bill* (No. 1) 2010 (Sag).

### Standard and patent examples:

Specific examples pertaining any standards and patents examples.

#### Patent

**In-text:** Walker (2019) or (Walker, 2019).

#### Reference list:

Walker, N. (2019). Fastener for a briefcase system, *US Patent 45555X1*.

#### Standard: retrieved form a database

**In-text:** Bureau of Standards SA (2018) or (Bureau of Standards SA, 2018).

#### Reference list:

Bureau of Standards, SA. (2018). Child seat regulations – general requirements, SA 4455.1-2018. Available from: South African Bureau of Standards. [Accessed on 1 December 2020].

### Standard: Published

**In-text:** Bureau of Standards SA (2018) or (Bureau of Standards SA, 2018).

**Reference list:** Bureau of Standards, SA. (2018). Child seat regulations – general requirements, SA 4455.I-2018. 2018. SA: Bureau of Standards.

### Secondary sources examples: Specific examples pertaining any secondary sources examples

When you cite an author who refers to or quotes another author, this must be clearly indicated in the text (even though this practice should be kept to a minimum as the preferred option is for you to have read the original source itself).

Chambers (2019, p. 25) gives Whiteley's (2015) definition of emotion as "a response to situations of one specific type ..."

In this example, the reference actually used was Chambers (2019), not Whiteley (2015).

A reference list entry must be made for Chambers but can be made for both items if it is useful to your reader.

**Reference list:** Chambers, P.K. (2019). *Your emotions revealed*. New York: Lacrima and Ductule.

This is optional at your discretion to include in the reference list: Whiteley, B.C. (2015). 'Emotional response', *Brain Talk*, vol. 2, no. 12, pp. 234-5.

### The use of brackets/parenthesis to cite multiple sources to validate a point

When referring to more than one source to validate a point, list them together at the relevant point in the sentence by putting them all together in the same brackets using the author/s surname name/s, followed by the date of publication and separate each (source) surname using a semi-colon. The sources should be listed in alphabetical order.

Example: Effective digital marketing contributes to increased consumption (Binky et al., 2016; Numaan, 2021; Vestner & Jacobs, 2019).

### How to use quotations

Use inverted commas to enclose the direct text. For short quotations (of less than 40 words), use a brief phrase to introduce the quotation. For example:

As Neville (2020, pp.100-101) emphasises, " ... you should cite all sources and present full details of these in your list of references."

For longer quotations (of 40 words or more) a **block quotation** is required, without quotation marks, but clearly indented to indicate these words are not your own. For example:

Neville (2020, pp.100-101) comments that: It can sometimes be difficult, if not impossible, to avoid using some of the author's original words, particularly those that describe or label phenomena. However, you need to avoid copying out what the author said, word for word. Choose words that you feel give a true impression of the author's original ideas or action and use these in your writing.

Therefore, treat the direct quote as follows: Slightly **smaller font** and **indented** from the left margin to distinguish it from the rest of the text. Also **add the page number**.

**Reference list:**

University of Wolverhampton. (2014). *Ref: LS067, Harvard Referencing*. Produced by the Department of Learning & Information Services, University of Wolverhampton.