

# Principles of Professional Communication

## Week 2

### Worksheet on Academic Writing & Referencing

#### 1. Quoting and citation

The following quote illustrates the developing historical recognition of the importance and influence of mass media:

A belief in the power of mass media was initially based on the observation of their great reach and apparent impact, especially in relation to the new popular newspaper press. ... The First World War saw the mobilization of press and film in Europe and the United States for the nationalist war aims of the contending states. The results seemed to leave little doubt of the potency of media influence on the 'masses', when effectively managed and directed (McQuail, 2006, 50-51).

Look at the quote above which could be used in a student's essay. This information in brackets is called an in-text citation.

**Can you say what the information in the brackets means?**

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#### 2. Paraphrasing and Citation

The three lines below are from a sample essay written by a student:

Early media theorists, according to McQuail (2006) were concerned with many negative impacts of the proliferation and influence of early forms of mass media, in particular its impact on social mores and crime and the erosion of community cohesion (p. 52).

**Looking at the citation above tell us whose idea and words the student is citing?**

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#### 3. Citation of a secondary source

Sometimes you may want to include a quote, or paraphrase a quote, or cite an idea presented within an indirect or secondary source – eg. source (A) that is cited within another source (B). You should not cite source A as though you read this work because you read source B. You should cite source A through the secondary source (B).

For example a student writes in their report,

De Fleur and Ball-Rokeach (as cited in McQuail, 2006) noted that while the peak of newspaper circulation occurred around 1910 in the United States the phenomenon was slower in other parts of the world such as Europe.

Here De Fleur and Ball-Rokeach is source A and McQuail is source B.

**Tell us whose ideas the student is citing here and whose book the student read?**

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**4. Exercise: Paraphrase and cite the following quotation**

According to Rogers (1986, p. 7) the transmission model “was the single most important turning point in the history of communication science” and “it led communication scientists into a linear, effects-oriented approach to human communication in the decades following 1949.” Rogers also notes that the result was to head communication scientists into “the intellectual cul-de-sac of focusing mainly upon the *effects* of communication, especially mass communication” (1986, p.88 cited in McQuail, 2006, p. 64).

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**5. Reference List: Works Cited List or Bibliography**

a. Using the bibliographic information below found in the UWS Library catalogue, format the details in APA for the following reference as if you were to include it in a bibliography for an essay. Refer to APA style guide. Remember to start with the author’s surname.

**Title:** A first look at communication theory / Em Griffin.  
**Author:** [Griffin, Emory A.](#)  
**Publication Details:** Boston : McGraw-Hill Higher Education, 2009.  
**Edition:** 7th ed.

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b. Using the bibliographic information below found in the UWS Library catalogue, format the details in APA for the following reference which has more than three authors. What does ‘et al’ mean?

**Title:** Business communication for the global age  
**Authors:** Joanna Crossman, Sarbari Bordia and Colleen Mills  
**Publication Details:** Sydney: McGraw Hill, 2011

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c. Using the bibliographic information below format the details in APA for the following journal reference

**Article Title:** Beyond the transmission model: Shannon, Weaver, and the critique of sender/message/receiver  
**Author:** Steven Maras  
**Journal:** Australian Journal of Communication  
**Edition:** Volume 27, No. 3, 2000  
**Pages:** 123-172

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d. Using the bibliographic information below, format the details in APA for the following chapter in an edited book

**Chapter Title:** On Borrowed Time and Borrowed Carbon  
**Author:** Guy Pearse  
**Book title:** Goodbye to all that? On the Failure of Neo-Liberalism and the Urgency of Change  
**Book editors:** Robert Manne and David McKnight  
**Year:** 2010  
**Publishers:** Black Inc, Melbourne, Vic.  
**Pages:** 230-265

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e. Using the bibliographic information below, format the details in APA for the following newspaper reference

**Article Title:** Julia Gillard's carbon price promise  
**Authors:** Paul Kelly and Dennis Shanahan  
**Newspaper:** The Australian  
**Date:** 20 August, 2010  
**Online reference:** <http://www.theaustralian.com.au/national-affairs/julia-gillards-carbon-price-promise/story-fn59niix-1225907522983>

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## **Discussion Points**

1. What constitutes (a) 'plagiarism' (b) 'collusion' in academic work?
2. What do you think are some of the circumstances in which confusion might arise about whether work is original or not?
3. What can you do to make sure that your work is original while still drawing on the work of other authors?
4. What happens if staff suspect plagiarism in a student's work?