



HARVARD REFERENCING SYSTEM GUIDE

Updated: November 2019

Contents

1.	What is a Reference List?	3
2.	In-text citation (referencing in the text)	5
3.	Which referencing system has been approved by the IMM Graduate School:.....	5
4.	Reasons to reference	6
5.	When should sources be referenced?	6
6.	What happens when sources are not referenced?	7
7.	Deconstructing a book reference.....	7
8.	Book examples	8
9.	Deconstructing a journal citation.....	11
10.	Journal article examples.....	12
11.	Newspaper examples	13
12.	Company information examples.....	14
13.	Conference paper examples	15
14.	Internet/Website examples	16
15.	Multimedia examples.....	18
16.	Lecture note examples.....	19
17.	Theses examples	19
18.	Personal communication examples	20
19.	Table and figure examples	20
20.	Cases and legislation examples.....	21
21.	Standard and patent examples	21
22.	Secondary sources examples	22
23.	How to use quotations.....	22

1. 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.
- Reference list items are not clumped together according to source type or according to the question in which the reference had been used:- all reference list items are integrated into one list.

Remember:

- Items are listed only once in alphabetical order.
- There are open spaces between reference list items.
- 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.

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. (2003) *Design of structural elements*. 2nd ed. London: Spoon Press.

Bowlin, W.F., Simpson, H., Renner, C.J., and Rives, J.M. (2003). "A DEA study of gender equity in executive compensation", *Journal of the Operation Research Society*, 54(7), pp. 751-7.

Chartered Institute of Library and Information Professionals (CILIP) (2008). "*Information literacy: a definition*." Available from:

<<http://www.cilip.org.uk/policyadvocay/informationliteracy/definitiondefault.htm>>.

[Accessed 7 August 2008]

Department of Health. (2007). "*Health inequalities: progress and next steps*." Available from: <<http://www.dh.gov.uk/>>. [Accessed 23 January 2009]

Gerring, J. (2007). "*Case study research: principles and practices*." Available from:

<<http://www.myilibrary.com>>. [Accessed 14 August 2008].

Lloyd, S. (2002) Capturing the consumer. *Small firms: adding a spark: the 25th ISBA national small firms' policy conference*. Robert Gordon University, Aberdeen, 15-17 November. Leeds: Institute for Small Business Affairs, pp.132-138.

Smith, D. (2008). House price markets, *The Times*, 26 June, p.25.

2. In-text citation (referencing in the text)

What is in-text citation?

- Each time a reference is made to someone else's work in a document, the author's name and the 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!
- **When a citation appears at the end of a sentence**, the full-stop for the sentence appears after the citation.
- **When multiple authors are cited**, the ampersand (&) is only used in the citation brackets while "and" is used when the citation is part of the sentence.

3. 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 total Harvard Referencing System in this document, only some basic examples are provided as a guideline.

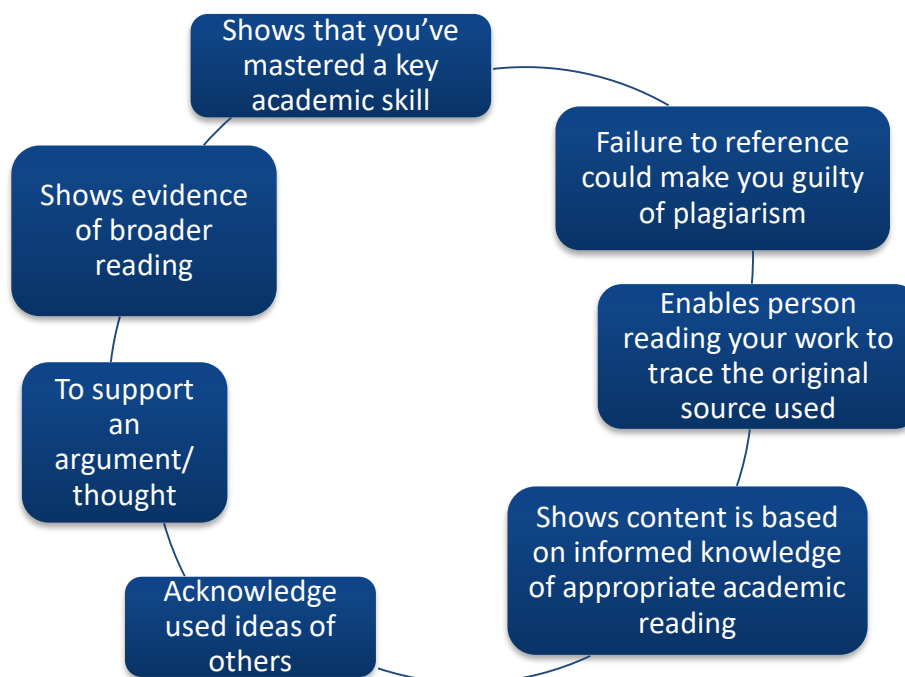
To recap:

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). 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.

4. 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.



5. 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 3rd 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
- Whenever someone else's work has been critical in the development of your own ideas.

6. 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** on eLearn to familiarise yourself with the sanctions that are applicable when found guilty of plagiarism.

7. Deconstructing a book reference



OXFORD
UNIVERSITY PRESS

Oxford University Press is a department of the University of Oxford. It furthers the University's objective of excellence in research, scholarship, and education by publishing worldwide. Oxford is a registered trade mark of Oxford University Press in the UK and in certain other countries.

Published in South Africa by Oxford University Press Southern Africa (Pty) Limited
Vasco Boulevard, Goodwood, N1 City, Cape Town, South Africa, 7460, PO Box 12119, N1 City, Cape Town, South Africa, 7463

© Oxford University Press Southern Africa (Pty) Ltd 2014

The moral rights of the author have been asserted.

First published 2014

Date

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, without the prior permission in writing of Oxford University Press Southern Africa (Pty) Ltd, or as expressly permitted by law, by licence, or under terms agreed with the appropriate reprographic rights organisation, DALRO, The Dramatic, Artistic and Literary Rights Organisation at dalro@dalro.co.za. Enquiries concerning reproduction outside the scope of the above should be sent to the Rights Department, Oxford University Press Southern Africa (Pty) Ltd, at the above address.

You must not circulate this work in any other form and you must impose this same condition on any acquirer.

Strategic marketing: Theory and application for competitive advantage

Second edition

Title

Edition

ISBN 978 0 19 904493 1

First impression 2014

Typeset in Palatino LT Std Light 9.5 pt on 12 pt
Printed on 70 gsm woodfree paper

Acknowledgements

Project manager: Nicola van Rhyn

Publisher: Janine Loedolff

Editor: Allison Lamb

Cover designer: Gisela Strydom

Indexer: Language Mechanics

Typesetter: Orchard Publishing

Printed and bound by ABC Press, Cape Town

122421

The authors and publisher gratefully acknowledge permission to reproduce copyright material in this book. Every effort has been made to trace copyright holders, but if any copyright infringements have been made, the publisher would be grateful for information that would enable any omissions or errors to be corrected in subsequent impressions.

8. 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, year of publication). (**Note** – author and year appear in brackets).

Example when author is part of the sentence:

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

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:

a) Single author

In-text:

It is critical that all sources are always properly referenced (Wright, 1997). or “Wright (1997) explained the importance of proper referencing techniques.”

Reference list:

Wright, H. (1997). *The principles of referencing*. 2nd ed. Timbuktu: Inside Publishing.

b) **2 or 3 authors****In-text:**

Online messages can be interpreted in various manners (Rundle, Booyesen & Dube, 1990), or Rundle, Booyesen and Dube (1990) states...

Reference list: Rundle, D., Booyesen, H. and Dube, P. (1990). *The interpretation of online messages*. Timbuktu: Inside Publishing.

c) **Book: More than 3 authors**

In-text: Study guides should be written in the correct format (Bruwer et al., 2010). or Bruwer, et al. (2010) states...

Reference list: Bruwer, A., Wright, P.R., Prince, M.C. and Victor, A. (2010). *The how-to guide to writing a study guide*. Johannesburg: Academic Solutions Group.

d) **Book: author unknown**

In-text: The end of the world is full of surprises (Anonymous, 2010), or Anonymous (2010) states...

Reference list: Anonymous. (2010). *A journey to the end of the world*. Timbuktu: Imagination Express.

e) **Book: editor**

In-text: A boardroom situation may create various humorous situations (Griffiths, 2013), or Griffiths (2013) explained various humorous situations in the boardroom...

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 followed by the publication date.

In the reference list the reference item should start with the author of the chapter, followed by the title of the chapter, followed by the name of the editor and the title of the book.

Reference list: Griffiths, C. (2013). "Humour in the boardroom". In Bevan, M. ed. *Laughing Matters*, 2nd ed. Timbuktu: Inside Publishing.

f) **Book: 2 or more editors**

In-text:

Marketing graduates have a bright future ahead of them (Eds Bevan & Hugo, 2014) or Bevan and Hugo (2014) acknowledged the fact that marketing graduates have a bright future ahead of them.

Reference list:

Bevan, M. and Hugo, J. (eds.) (2000). *Towards the academic future*. London: Academic Press Association.

g) **Book: reprint in a different form**

In-text:

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

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.

h) **Book: organisation as author**

In-text:

Stefan Terblanche played for the Sharks (Natal Rugby Association, 1980) or According to the Natal Rugby Association (1980), Stefan Terblanche

Reference list:

Natal Rugby Association. (1980). *80th Anniversary Yearbook*. Natal Rugby Association.

i) **eBook**

In-text:

(Lipman, 1918)

Reference list:

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

For example, the above mentioned in-text citation source will be handled as follows in the Reference list:

Lipman, F.L. (1918). *“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 2012].

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

In-text: (Bick, 2011)

Reference list: Bick, G. (2011). “Brand equity and brand valuation”, in Klopper, H.B., and North, E. (ed.) (2011) *Brand Management*. Cape Town: Pearson Education SA.

k) Dictionary or Encyclopedia

In-text: The Macquarie Dictionary (1997) defines...

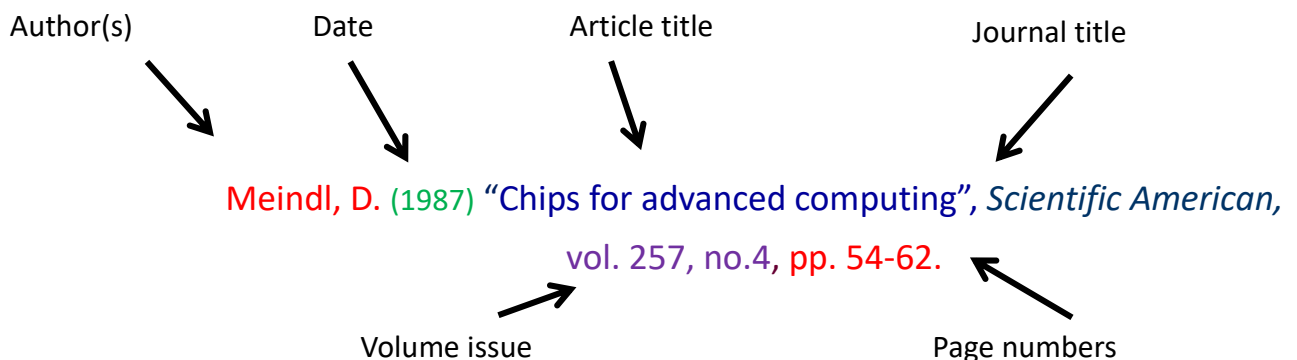
Reference list: **Note:** No entry is needed in the reference list

l) Book with chapter/page numbers used for *direct quotes* only (Note, page numbers and chapters are thus only required when a direct quote is used).

In-text: (Wright, 1997, Chapter 1, pp.100-101) or Wright (1997, Chapter 1, pp.100-101)

Reference list: Wright, H. (1997). *The principles of referencing*. Timbuktu: Inside Publishing, Chapter 1, pp. 100-101.

9. Deconstructing a journal citation



10. Journal article examples

Specific examples pertaining any journals

a) In general:

In-text: (Author, year of publication)

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

b) Journal article:

In-text: Advanced computing has (Meindl, 1987) or Meindl (1987) suggested that advanced computing...

Reference list: Meindl, D. (1987). "Chips for advanced computing", *Scientific American*, vol. 257, no. 4, pp. 54-62.

c) Journal article with two authors:

In-text: Online marking is the way of the future (Oosthuizen & McDonald, 2009) or Oosthuizen and McDonald (2009) provided evidence on the growth of online marking....

Reference list: Oosthuizen, D. and McDonald, G. (2009). "The online marking process: an overview", *The African Journal of Academics*, vol. 10, no. 2, pp. 97-99.

d) Journal article with three authors:

In-text: Mobile technology has (Simpson, Thomas & Enslin, 2014) or Simpson, Thomas and Enslin (2014) explained that mobile technology....

Reference list: Simpson, J.A., Thomas, S.A. and Enslin, D.J. (2014). "The role of mobile technology in the media plan", *Journal of International Marketing*, vol.17, no. 2, pp. 63-65.

e) Journal article with more than three authors

In-text: A new media planning format has been introduced.... (Shapiro et al. 2000). Or Shapiro, et al. (2000) provided an analysis of

Reference list: Shapiro, D., Bethu, R., Ndlovu, B. and Wilcox, S.R. (2000). "A new media planning format", *Journal of Media planning*, vol. 10, no. 5, pp. 454-65.

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

In-text: Social media has been a great contributor to (Bouwer, 2014) or Bouwer (2014) explained that social media is a great contributor....

Reference list: Bouwer, C. (2014). "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 2015].

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

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

In-text: Social media has been a great contributor to or (Bouwer, 2014, para 6.13) explained that social media is a great contributor....

Reference list: Bouwer, C. (2014). "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 2015].

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

11. Newspaper examples

Specific examples pertaining any newspaper examples

a) In general

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

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

b) Newspaper: Print

In-text: Mother Earth needs all our love.... (Roos, 2015). Or Roos (2015) urges all human beings....

Reference list: Roos, M. (2015). "Don't turn your back on Mother Earth", *The Star*, 8 June 2015, p. 10.

c) Newspaper: Electronic database

In-text: Wineries are becoming more interested in focusing their marketing tactics (Meryment, 2006). Or Meryment (2006) stated that Wineries are becoming

Reference list: Meryment, E. (2006). "Distaff winemakers raise a glass of their own to their own", *The Australian*, 7 October, p. 5. Available from: Factiva. [Accessed on 2 February 2007].

d) Newspaper: Website

In-text: (Hilts, 1999) or Hilts (1999) states...

Reference list: Hilts, P.J. (1999). "In forecasting their emotions, most people flunk out", *The New York Times*, 16 February, Available from < <http://www.nytimes.com>>. [Accessed on 19 February 2000].

e) Newspaper: No author

In-text: It was stated in *The Star* (11 July 2010, p. 4) that...

Reference list: NO entry required

12. Company information examples**Specific examples pertaining any company information / company documents****a) Company report**

In-text: Vodacom extended its footprint... (Vodacom, 2010). Or Vodacom (2010) stated the importance of growing its footprint into....

Reference list: *Vodacom Annual report 2010*. (2010). Available from: <<http://www.vodacom.co.za>>. [Accessed on 8 June 2015].

b) Company profile

In-text: Growth areas..... (Microelectronics International, 2002). Or Microelectronics International (2002) identified

Reference list: Microelectronics International. (2002). "*Company Profile – IPL, Dorchester, UK*". Available from: Emerald Group Publishing Limited.

c) Datasets

In-text: Population growth (Statistics South Africa, 2015). Or Statistics South Africa (2015) published

Reference list:

Statistics South Africa. (2015). *Mid-year population estimates, 2015*, P0302. Available from: < http://www.statssa.gov.za/?page_id=1854&PPN=P0302&SCH=6334>. [Accessed on 28 July 2015].

13. Conference paper examples

Specific examples pertaining any Conference papers

a) Conference paper: Print

In-text: (Author, year of publication), for example: Marketing as an industry (McIntee, 2014). Or McIntee (2014) identified the growth

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. (2014). "The growth of the marketing fraternity in Africa", *The African Marketing Confederation Conference*, Zimbabwe, 15 September 2014, South Africa: African Marketing Confederation, pp. 11-15.

b) Conference paper: Electronic

In-text: The Marketing fraternity (McIntee, 2014). Or McIntee (2014) identified the growth

Reference list: McIntee, H. (2014). "The growth of the marketing fraternity in Africa", *The African Marketing Confederation Conference*, pp.11-15. Available from: AMC Portal, AMC Digital Library. [Accessed 20 October 2014].

c) Conference paper: Unpublished

In-text: The formal retail sector... (Simpson, 2015). Or Simpson (2015) indicated that the retail sector...

Reference list: Simpson, M. (2015). "Is formalised retailing a positive sign?" paper presented at the *African Marketing Confederation Conference*, Zimbabwe.

14. Internet/Website examples

Specific examples pertaining any Internet / Website examples

a) In general

In-text: (Author, year of publication)

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

b) Website

In-text: The following are a list of companies (Johannesburg Stock Exchange, 2015). Or Johannesburg Stock Exchange (2015) provided a comprehensive

Reference list: Johannesburg Stock Exchange. (2015). "*Listed Companies*". Available from: <<http://www.jse.co.za/current-companies/companies-and-financial-instruments>>. [Accessed on 8 June 2015].

c) Web page: no author

In-text: ... Early warning signs to look out for ... (Mayo Health, 2014). Or Mayo Health (2014) provided a comprehensive list

Reference list: Mayo Health (2014). "*Surviving a heart attack: your early warning signs*". Available from: <<http://www.mayohealth.com/i-cms?page=10221>>. [Accessed on 8 May 2015].

d) Web page: no date

In-text: Bevan (n.d.) stated that staff morale is much higher when..... Or Staff morale is much higher when(Bevan, n.d.).

Reference list: Bevan, M.R. (n.d.). "*The impact of a coffee machine on staff morale*". Available from: <<http://www.coffeebeans.com>>. [Accessed on 6 June 2015].

e) Blog

In-text: Sykes (2015) shared insights..... Or \The reasons why you are not a millionaire... (Sykes, 2015)

Reference list: Sykes, T. (2015). "*4 Reasons you're not a millionaire*". *Timothy Sykes Blog*. 30 May 2015. Available from: <<http://www.timothysykes.com/2015/05/4-reasons-youre-not-millionaire>>. [Accessed on 8 June 2015].

Note: Some blog authors may choose to blog anonymously (thus using an alias). Use this alias instead of surname and initials if that is all that is available.

f) **Web based image / table / figure**

In-text: (Immediate Marketing and Business Consulting, 2015)

Reference list:

Immediate Marketing and Business Consulting. (2015) Available from:
<http://www.immediatemarketing.com/images/business_8.jpg>. [Accessed on 8 June 2015].

g) **Web document**

In-text: The Department of Trade and Industry (2014) published an article.... Or A study done to determine the correlation between ... (Department of Trade & Industry, 2014)

Reference list: Department of Trade and Industry. (2014). "*Productivity and caffeine: Is there a connection?*" South African Government. Available from:
<<http://www.coffeebeands.com>>. [Accessed on 8 June 2015].

h) **Website**

In-text: SARS (2015) issued a document Or Follow the following procedure to report ... (SARS, 2015)

Reference list: South African Revenue Services. (2015). "*How to report suspected non-compliance to SARS*". Available from:
<<http://www.sars.gov.za/TargTaxCrime/ReportCrime/Pages/default.aspx>>. [Accessed on 8 June 2015].

i) **Computer software**

In-text: OpenOffice.org (2005) provides computer software ... Or A list of computer software is available... (OpenOffice.org, 2005)

Reference list: OpenOffice.org, computer software. (2005). Available from:
<<http://www.openoffice.org>>. [Accessed on 12 January 2005].

15. Multimedia examples

Specific examples pertaining any Multimedia examples

a) DVD

In-text: (Marketing 101, 2015)

Reference list: Marketing 101. (2015). (DVD), IMM Graduate School, South Africa.

b) Podcast

In-text: (Duct tape marketing, 2015)

Reference list: *How to differentiate your business.* (June 2015) Duct tape marketing weekly podcast, (podcast) June 2015. Available from: <<http://www.ducttapemarketing.com/blog/category/podcast>>. [Accessed on 8 June 2015].

c) Television

In-text: (Oliver, 2015)

Reference list: Oliver, J. (2015) *Last week tonight, The mittens of disapproval are on,* (television broadcast show) 8 June 2015, Trinidad Television.

d) YouTube

In-text: (Coca-Cola VS Pepsi - The new battle, 2007)

Reference list: *Coca-Cola VS Pepsi – The new battle.* (2013) (YouTube video file), added by sirelatan. Available from: <<https://www.youtube.com/watch?v=muH-zcOYnFc>>. [Accessed on 8 June 2015]

e) MOOCs video

In-text: (Kaul, 2015)

Reference list: Kaul, G. (2015). *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 2015]

f) Facebook, Twitter, etc.

In-text: (Buckingham, 2015)

Reference list: Buckingham, I. (2015). *Brand engagement group*, (Facebook), 29 May 2015. Available from: <<http://www.facebook.com>>. [Accessed on 9 June 2015]

g) Music track from an album

In-text: (Omi, 2015)

Reference list: Omi. (2015). "*Cheerleader*", on iTunes. Available from: <https://www.youtube.com/watch?v=l_NVUZNsh2E>. [Accessed on 9 June 2015]

16. Lecture note examples

Specific examples pertaining any Lecture note examples

a) Lecture notes

In-text: (Bruwer, 2014)

Reference list: Bruwer, A. (2014). *Brand equity*, lecture notes distributed in Brand Management 101 at the IMM Graduate School, Johannesburg on 14 April 2014.

b) Study Guide

In-text: (IMM Graduate School, 2014)

Reference list: IMM Graduate School. (2014). *FM101, Financial Management 101 Study Guide*. South Africa: IMM Graduate School.

17. Thesis examples

Specific examples pertaining any thesis examples

a) Thesis: Unpublished

In-text: Potgieter (2010) presented evidence on the interrelationship or Evidence are available to indicate the (Potgieter, 2010).

Reference list: Potgieter, H. (2010). *The interrelationship between social context and the cultural landscape of the commercial film industry*, Ph.D thesis, University of Timbuktu.

b) Thesis: Published

In-text: Terblanche (2014) covered the work of Quentin or The work of Quentin Tarrantino ... (Terblanche, 2014)

Reference list: Terblanche, C. (2014). *Dismemberment and dispossession in the work of Quentin Tarantino and Nathalie Djurberg*. South Africa: UNISA.

18. Personal communication examples

Specific examples pertaining any personal communication examples

a) 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 2015, Ms. McIntee confirmed....

(Mr. D. Thomas, 2013, pers. comm., 8 June)

b) E-mail

In-text: Mr. L. Bekker confirmed this by email on 30 May 2014 or Bekker (2014) confirmed this... or It was confirmed that ... (Bekker, 2014).

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

Bekker, L. (30 May 2014). "Formalising budgets for 2020" email to Rehana Prinsloo.

19. Table and figure examples

Specific examples pertaining any tables and figures examples

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

a) 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, 2010, p.600)

Reference list: Steyn, P. (2010). "Evaluating the effectiveness of media dynamics", *Journal of Marketing*, vol. 133, no. 8, pp. 600-602.

b) 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, 2014, p.100)

Reference list: Potgieter, H. (2014) *Numeracy levels of first-year students*. Timbuktu: Timbuktu Publishing Press.

c) **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 2014* (SAEX, 2014)

Reference list: South African Department of Export. (2014) *Export data to China, December 2014* (No.5439). Available from <http://www.exportsa.gov.za/exports/china_2014?url.document>. [Accessed on 1 February 2015].

20. Cases and legislation examples

Specific examples pertaining any cases and legislation examples

a) **Cases**

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

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

b) **Delegated Legislation**

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

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

c) **Acts of Parliament**

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

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

d) **Bills**

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

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

21. Standard and patent examples

Specific examples pertaining any standards and patents examples

a) **Patent**

In-text: (Walker, 2000)

Reference list: Walker, N. (2005) Fastener for a briefcase system, *US Patent 45555X1*.

b) Standard: retrieved form a database

In-text: (Bureau of Standards, SA 2012)

Reference list: Bureau of Standards, SA. (2012). Child seat regulations – general requirements, SA 4455.I-2008. Available from: South African Bureau of Standards. [Accessed on 1 December 2010].

c) Standard: Published

In-text: (Bureau of Standards, SA 2012)

Reference list: Bureau of Standards, SA. (2012). Child seat regulations – general requirements, SA 4455.I-2008. 2008. SA: Bureau of Standards.

22. 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.

Chambers (1983, p. 25) gives Whiteley's (1979) definition of emotion as "a response to situations of one specific type ..."

In this example, the reference actually used was Chambers (1983), not Whiteley (1979).

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

Reference: Chambers, P.K. (1983) *Your emotions revealed*. New York: Lacrima and Ductule.

Reference: Whiteley, B.C. (1979) 'Emotional response', *Brain Talk*, vol. 2, no. 12, pp. 234-5. (optional - at your discretion)

23. 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 (2007, Chapter 1, 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 (2007, Chapter 1, 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 Chapter and page number**.

Reference list:

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