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Acknowledgement is gratefully given to Reference techniques, compiled by David Wigston, © 2002, Department of Communication Science, UNISA, and Reference techniques by Marlene Burger, © 1992, UNISA, which were consulted for this reference technique manual. Additional material with regard to the writing of captions for screen shots from film and video used with permission of Prof Jeanne van Eeden, UP. The on-line citation guide for Leeds University Library, © 2014, the Modern Language Association (MLA) website © 2014, as well as the MLA handbook for writers of research papers by Joseph Gibaldi, © 2003, MLA, were helpful starting points for the formatting of citation guidelines for on-line and digital sources. Feedback and suggestions from colleagues in FADA were invaluable.

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1 FORMAT OF WRITTEN WORK

1.1 General information

1.1.1 Introduction
There are certain academic conventions that must be followed when you submit written work in a university context. Your study leader provides you with specific information regarding a particular assignment and it is critical that you respond to all instructions in an assignment brief. The following points are general rules applicable to written work submitted to the UJ Faculty of Art Design & Architecture. Unless your brief stipulates otherwise, or your study leader indicates otherwise, you should adhere to the guidelines as set out in this document.¹ For alternative citation functions, see Section 6.7 and 6.8.

1.1.2 Submission format
As emphasised in 1.1.1, submissions must be presented in the format prescribed in the assignment brief given by your study leader. If your brief does not include any formatting guidelines, adhere to the following:

- Submissions must be neatly typed, collated and stapled/bound in a specific order (see 1.1.2). Individual pages should not be inserted into plastic sheets.
- Submissions must be typed on one side of the page only, unless specified otherwise.
- Use a standard font such as 11pt Verdana, 12pt Arial or 12pt Times New Roman. Use the same font throughout the submission.
- Your text should be neither too big nor too small. Leave margins of at least 25 mm on all sides of the page. Do not leave large sections of pages blank.
- Insert a space between paragraphs.
- Type the text with 1½ line spacing (in MS Word™, look under Home, Paragraph, Spacing, Line Spacing, 1.5 lines.). This makes it easier to read and mark your written work. The example below shows what 1½ line spacing looks like and also shows the correct spacing between paragraphs:

Tourism imagery is therefore ideological because it naturalises and legitimates the values of the dominant system and both constructs and reflects a specific mode of envisioning racialised and gendered identities.

The mutually beneficial relationship between colonialism and tourism in the nineteenth century was aided by the invention of photography, which captured and retained images of the exotic and spectacularised Other. Postcards originated in the 1870s, and although pictures were only added in 1889, they were immediately taken up by colonialists (Enloe 1989:42).

¹ Many of the references/sources used in this guide are purely fictional and have only been used to illustrate a rule.
However, you must type the entries in the Table of Contents, footnotes, long indented quotes, and entries in List of Sources Consulted in **single spacing**. Here is an example of single spacing:


Due to its length, and depending on your margins, the URL usually moves automatically to the next line after the Available indicator; this does not mean that should actually type it on the second line. However, you should separate the Accessed date from the URL: hold down the SHIFT key when pressing ENTER after inserting the URL.

Do not number the title/cover page. All the preliminary pages before the start of the text (such as the Table of Contents and List of Figures) are numbered in Roman numerals (i, ii, iii).

Use Arabic numerals (1, 2, 3) for the page numbers from the introduction onwards straight through until the end of the study. In order to insert a new number formatting, click on PAGE LAYOUT > Breaks > Section breaks > Next page. You can then reformat the page numbers in the new section.

Each of the following starts on a new page: Title page, Table of Contents, List of Figures, List of Tables, List of Appendices, Introduction, Sources Consulted, and Appendices. In a short undergraduate assignment do **not** start each section on a new page; however, if you are compiling a Masters dissertation with chapters, start each chapter on a new page.

Use the following heading styles in your study to indicate the hierarchy of content or to indicate how topics are related to each other:

- First level, for example: **1. INTRODUCTION**
- Second level, for example: **1.1 Background and aims of study**
- Third level, for example: **1.2.1 Analysis of designs**
- Fourth level, for example: ● Use of colour

Since it becomes rather awkward to number beyond a third level, use bullets for subsequent lists.

### 1.1.3 Contents of the study / report

A study should consist of the following, in the following order:

- Signed and dated UJ anti-plagiarism declaration (attached as a cover page)
- Title page
- Summary / Abstract (if any)
- Table of Contents
- List of Figures (if any)

---

2 Only the entries are typed in single spacing; you should insert a blank space after each individual entry in the List of Sources (see example of source list on p.39).
1.1.4 Title page
The title page of the study / report must have the following information (NOTE: individual briefs may require less or more information):
- Specific title of the assignment in bold (e.g., The influence of the Werkbund on South African design: 1930-1950)
- Module name (e.g., Design Theory 3)
- Module code (e.g., TDH33-1)
- Student’s name and student number
- UJ Faculty of Art, Design & Architecture
- Name of Department (e.g., Department Architecture)
- Assessor / study leader / supervisor name (e.g., Assessor: Lee Kennedy)
- Date submitted
- Word count

Use the same font and type size used for the rest of submission. See p. 43 for an example of a title page.

1.1.5 Table of Contents
The Table of Contents lists all the section headings and sub-headings into which your study / report is divided, and the pages on which the sections start. Ensure that all headings used in the text are the same as in the Table of Contents (and vice versa). Even in short assignments you must use numbered section headings and sub-headings. Never write one long piece of text, unless this is specified in the brief. Please note that the List of Sources Consulted is not numbered.

For short assignments, you can use the Insert Table function in MS Word™ to organise your Table of Contents — see overleaf (NOTE: HIDE THE GRIDLINES OF THE TABLE IN YOUR FINAL SUBMISSION).³ When formatting longer assignments, MS Word™ enables you to automatically generate a Table of Contents, but you need to set up your document using MS Word Styles. Ask your study leader to assist you in this regard.

³ In MS Word™ select the table. Click on Design tab in toolbar > Borders > drop down menu > Select No border.
Note that section headings (e.g., THE WERKBUND) are not given a page number if the heading is followed by subsections. The example below is what the table must look like in your final submission.

<table>
<thead>
<tr>
<th>TABLE OF CONTENTS</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIST OF FIGURES ..................................................................................................</td>
<td>ii</td>
</tr>
<tr>
<td>1 INTRODUCTION ......................................................................................................</td>
<td>1</td>
</tr>
<tr>
<td>2 THE WERKBUND ......................................................................................................</td>
<td></td>
</tr>
<tr>
<td>2.1 The founding years ...........................................................................................</td>
<td>3</td>
</tr>
<tr>
<td>2.2 Major figures at the Werkbund ..........................................................................</td>
<td>3</td>
</tr>
<tr>
<td>2.3 The influence of the Werkbund ...........................................................................</td>
<td>5</td>
</tr>
<tr>
<td>3 CONCLUSION ...........................................................................................................</td>
<td>7</td>
</tr>
<tr>
<td>SOURCES CONSULTED ..................................................................................................</td>
<td>8</td>
</tr>
</tbody>
</table>
The example below is a Table of Contents for a longer assignment:

<table>
<thead>
<tr>
<th>TABLE OF CONTENTS</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIST OF FIGURES ..........................................................</td>
<td>ii</td>
</tr>
<tr>
<td>LIST OF APPENDICES .......................... ................................</td>
<td>iii</td>
</tr>
<tr>
<td>1 INTRODUCTION ..........................................................</td>
<td>1</td>
</tr>
<tr>
<td>2 IDEOLOGY: A BACKGROUND ..................</td>
<td></td>
</tr>
<tr>
<td>2.1 Definitions of ideology ...............</td>
<td>5</td>
</tr>
<tr>
<td>2.2 Theorists of ideology ..................</td>
<td>7</td>
</tr>
<tr>
<td>2.3 Critique of ideology ....................</td>
<td>7</td>
</tr>
<tr>
<td>3 IDEOLOGY IN VISUAL CULTURE ..............</td>
<td></td>
</tr>
<tr>
<td>3.1 Introduction to visual culture ........</td>
<td>8</td>
</tr>
<tr>
<td>3.2 The role of ideology in visual culture</td>
<td>8</td>
</tr>
<tr>
<td>3.3 Decoding ideology ........................</td>
<td></td>
</tr>
<tr>
<td>3.3.1 Ideology in television ...............</td>
<td>9</td>
</tr>
<tr>
<td>3.3.2 Ideology in advertising .............</td>
<td>9</td>
</tr>
<tr>
<td>3.4 The post-colonial perspective ..........</td>
<td>10</td>
</tr>
<tr>
<td>4 CONCLUSION ............................................................</td>
<td>12</td>
</tr>
<tr>
<td>SOURCES CONSULTED .............................. ................................</td>
<td>13</td>
</tr>
</tbody>
</table>
For post-graduate written work (e.g., Masters and PhD), you must divide your work into numbered chapters and sub-sections, as shown in the following example:

**TABLE OF CONTENTS**

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| LIST OF FIGURES                                                                                  | iii |
| LIST OF APPENDICES                                                                               | iv  |

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3.3 Decoding ideology
   3.3.1 Ideology in television .................................................................................... 96
   3.3.2 Ideology in advertising ................................................................................. 107
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4.4 Suggestions for further research................................................................................ 113

**SOURCES CONSULTED** ............................................................................................... 116
Strictly speaking, the headings in your Table of Contents and the headings in your text should be *identical*; however, an entire page of bold text is not always appealing to the eye. Most professional publications insert bold sub-headings in the text, but un-bold sub-headings in the Table of Contents. Both approaches are shown in this guide; follow the directives of your study leader in this regard.

Lastly, do not insert ‘floating’ paragraphs without numbered headings, for example after a main heading that contains three sub-headings. If you need to introduce a section, do this in a *numbered* section.

### 1.1.6 Lists of Figures / Tables / Appendices (see also Section 6).

The Lists of Figures / Appendices / Tables (if any) come directly after the Table of Contents and each list starts on a new page. Do **not** insert the actual Figures (images) or Appendices here. The description of a Figure in the List of Figures must be identical to the caption accompanying the Figure in the text; however, the List of Figures does NOT indicate the source of the image – this is provided in the caption in the text (see Section 6). Include the name of the artist / designer / photographer / artist, or (designer unknown) if the work is anonymous, and date of the work, or ‘undated’ if there is no date. Titles of artworks are given in italics; dimensions of artworks should be given. Here is an example of a List of Figures for an undergraduate report:

<table>
<thead>
<tr>
<th><strong>Figure</strong></th>
<th><strong>Description</strong></th>
<th><strong>Page</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Figure 1</td>
<td>Sign Café (designers), home page MTN website, 2011</td>
<td>3</td>
</tr>
<tr>
<td>Figure 2</td>
<td>Mervin Pike (designer), Supplied and Gunther Grater (photographers), courtyard terrace of Cape homestead, 2011</td>
<td>7</td>
</tr>
<tr>
<td>Figure 3</td>
<td>Max Ernst, <em>The Virgin Mary spanking the Christ Child before three witnesses: André Breton, Paul Eluard, and the painter</em>, 1926. Oil on</td>
<td>10</td>
</tr>
<tr>
<td>Figure 4</td>
<td>Lesego Dlamini, <em>Sophiatown</em>, undated. Digital print, 55 x 92cm</td>
<td>14</td>
</tr>
<tr>
<td>Figure 5</td>
<td>Façade of Voortrekker monument, Pretoria, 2010</td>
<td>15</td>
</tr>
<tr>
<td>Figure 6</td>
<td>Ogilvy Johannesburg (advertising agency), Alexa Craner &amp; Jonathan Beggs (art directors), Natalie Shau (illustrator), print advertisement for Cadburys South Africa, 2010</td>
<td>19</td>
</tr>
<tr>
<td>Figure 7</td>
<td>Miles Robinson (photographer), Second plane crash at World Trade Center, New York, 2001</td>
<td>21</td>
</tr>
<tr>
<td>Figure 8</td>
<td>Designer unknown, trademark for Inovar, undated</td>
<td>22</td>
</tr>
<tr>
<td>Figure 9</td>
<td>Photographer and designer unknown, City Parks sign at Westdene Dam, 2011</td>
<td>25</td>
</tr>
<tr>
<td>Figure 10</td>
<td>Azaria Mbatha, <em>David and Goliath</em>, 1963. Linocut on paper, 25 x 30cm</td>
<td>26</td>
</tr>
</tbody>
</table>
In a dissertation (Masters), or thesis (PhD), where the submission is likely to consist of several chapters, number the Figures and Tables to indicate in which chapter they appear, for example:

**LIST OF FIGURES**

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figure 1.1</td>
<td>Sign Café (designers), home page MTN website, 2011 ..........................</td>
<td>3</td>
</tr>
<tr>
<td>Figure 1.2</td>
<td>Mervin Pike (designer), Supplied and Gunther Grater (photographers), courtyard terrace of Cape homestead, 2011 ..........................</td>
<td>7</td>
</tr>
<tr>
<td>Figure 2.1</td>
<td>Max Ernst, <em>The Virgin Mary spanking the Christ Child before three</em> witnesses: André Breton, Paul Eluard, and the painter, 1926. Oil on canvas, 196 x 130 cm</td>
<td>21</td>
</tr>
<tr>
<td>Figure 2.2</td>
<td>Palesa Mokubung (designer), ruched silk dress over gingham pants, 2010 22</td>
<td></td>
</tr>
</tbody>
</table>

A List of Appendices does not contain page numbers. The Appendices are separate documents attached to the back of, and in addition to, your report. Each document should be clearly labelled Appendix A, Appendix B, and so on.

**LIST OF APPENDICES**

- **Appendix A**: Letter of Informed Consent
- **Appendix B**: Completed questionnaires
- **Appendix C**: Volkskas Bank Annual Report 1978

**1.1.7 Main body of the study / report**

The main body of your study / report starts on a new page after the lists of Figures / Tables / Appendices. In an undergraduate report, do **NOT** start each section on a new page. However, if you are compiling a Masters dissertation, start each chapter on a new page. Your brief and the assessment criteria for the assignment determine the structure and contents of your submission.

No matter what your topic, you are required to read around your theme and reflect your knowledge by referring to scholarly texts, which you have studied. In addition to referring to textual sources, you should use visual examples to enrich and support your argument. Visual material (called **Figures**, or **Tables**) must be integrated into the body of the text – in other words, do **not** attach the Figures/Tables at the beginning or the end of the assignment but in the text close to where they are discussed. Refer to the Figures/Tables in the following way in your text: Montecasino (Fig. 3) was

---

4 You may use popular and/or social media to obtain primary data (for example, opinions about vampires on an internet blog, or attitudes to marriage from *Huisgenoot*), but not to obtain historical facts/statistics, or define key concepts. Opinions vary on the use of Wikipedia™; follow instructions in your brief, and/or consult with your study leader. See also 2.5.3.
opened in 2000, or, Picasso’s *Les demoiselles d’Avignon* (Fig. 4) is a seminal work in the history of art, or, As is evident in Figure 5, Garth Walker draws on vernacular art-making, or, The results of the survey are presented in Table 1.

**Never** include an image without a caption, or a Figure that you do not refer to directly in your argument.

Do not refer to an image as “the poster above”, or the “example below”; write, “The poster depicted in Figure 1 …”, or “Baker’s architectural style (see Fig.2) is easily identified”. The caption next to the Figure (in the text) must be the same as the caption in the List of Figures, but **the in-text caption must also acknowledge the source of the image**. Captions of Figures depicting artworks should include medium, measurements and collection (where relevant/required). For more examples of the citation and captions of Figures, see Section 6.

### 1.1.8 Sources consulted

The study / report ends with the **Sources Consulted** list (or List of Sources). It is advisable not to call this list a bibliography because the latter refers to a comprehensive list of everything that has been written about a topic (see Section 3 for more information on how to structure a list of sources).

### 1.1.9 Appendices

The study is followed by appendices (if any), provided as separate document(s) attached to the main report. An appendix may be a letter of informed consent, a transcribed interview, a voice/video recording, a brochure or questionnaire referred to in your study. Do not attach an appendix if you do not refer to its contents in your main text (see also 1.1.6).

### 1.2 Quotations

#### 1.2.1 When to paraphrase

When you use information from another source in your assignment, you may not simply cut and paste long sections of texts exactly from this source into your own text; this is plagiarism (see Section 1.4). You are required to **paraphrase** the original author’s text, that is, acknowledge the source but re-construct the sentences so that the text becomes your own. However, paraphrasing does not mean that you should replace each and every word with a synonym; excessive paraphrasing can change the meaning of the original. Paraphrasing also does not exclude the use of short, direct quotations, where appropriate (see Section 1.2.2). When paraphrasing texts that engage with ideas, you should make use of some direct quotations to emphasise an author’s key thoughts. Use of a thesaurus is recommended, but avoid using alternative words if you are not confident of their meaning — the results can be disastrous.
1.2.2 When to use direct quotations

- Direct quotations are important because they support and strengthen your study, but they should be used purposively. In other words, you MUST use some direct quotations to indicate your knowledge of particular texts, but not as a substitute for your own descriptions, interpretations and arguments.

Direct quotations are used to emphasise an important point, important idea or theory, for example: Benedict Anderson (2006: ix) argues that nations are “imagined communities”. OR In Johanna Drucker’s (1995:1) seminal book, The century of artists’ books, she states that a “single definition of the term ‘an artist’s book’ continues to be highly elusive”. OR According to a spokesperson for Nando’s, the company “enriches the lives of their fellow man by acting as a guiding light in ensuring that all Africans can live together as one” (Gibb 2008:11). OR Postmodernism remains a “difficult, slippery and … infuriating topic” (Poynor 2003:8).

- Although you have to acknowledge the source of general information — such as the biographical details of an artist or designer — do NOT use direct quotations if you are conveying ordinary facts. The following use of a direct quote is INCORRECT: “Johann Gutenberg apprenticed as a goldsmith” (Meggs & Purvis 2006:69); OR “The museum is situated in Braamfontein” (About us 2016). Simply write, The museum is situated in Braamfontein (About us 2016). Only use a direct quote if a fact is disputed or remarkable in some way.

- Do not decorate your submission with impressive but unrelated direct quotations. Always integrate a quotation with your text so that it follows logically from your argument and it is clear that you understand the meaning and relevance of the quotation itself. NEVER start a sentence with a quotation, or present a direct quotation as a complete sentence: construct a context or introduction for the quotation (see 1.2.3).

- Although you should use some direct quotations, never use long quotations to do your work for you as this may be regarded as plagiarism (see 1.2.1, 1.4.1 and 1.4.2). There is no academic merit in merely copying what someone else has created, even if you have cited your sources and placed the copied text in quotation marks. You should always give a context for a quote and/or explain its relevance to your study. If your assignment consists of too many long quotations it is likely that it will be awarded a fail mark. Where it is critical to include a very long quotation (more than three lines), explain why this is necessary (and format it appropriately– see 1.2.3).

1.2.3 Format of quotations

- Direct quotations are enclosed in double quotation marks/inverted commas: " ... ". When a sentence/phrase ends with a direct quote, the full stop or comma falls outside of the quotation marks. Example: Maguire (1999:5) claims that his aim is to “stress the impact that sports have on the identities of people”. OR In her book, Ntsepe (2010:3) asks, “What is African art?”. All direct quotations from a source should be in double quotation marks, even if it is just a few words.

Example: For Michael Heim (1990:42), cyberspace is essentially an "electronic net". Always check
your quotations with the original source to make sure they are correctly cited, and follow the author’s spelling and punctuation exactly.

- **Always place the citation immediately after the author’s name** (see above, and below). Never separate the date and page of a source from the name/title of the source; a date on its own is meaningless, for example (2016:34).

- Sometimes the quote that you need to use **already contains a word or phrase in quotation marks.** Change the *double* quotation marks of this earlier quote to *single* quotation marks (note the use of quotation marks at the end of the following quote): Example: Steiner Kvale (1995:18) asserts that there is “a growing public acknowledgement that ‘reality isn’t what it used to be’”.

- **Never start a sentence or paragraph directly with a quotation;** always introduce, explain or contextualise it, for example: According to Fredric Jameson (1991:13) “every position on postmodernism is at one and the same time a political stance on the nature of multinational capitalism”. **OR** To clarify his statement, Fredric Jameson (1991:13) notes that “the contemporary position on postmodernism is at one and the same time a political stance on the nature of multinational capitalism”.

- If you leave a word or phrase out of a direct quote, insert three dots (an ellipsis) like this: Cynthia Enloe (1989:42) argues that “[c]olonial administrators … and tourists were looking for ways to send home images of the societies they were ruling … that … made it clear that these societies needed … civilizing government”.

- If you change, or add, a word to a direct quote to clarify its meaning, insert the change in square brackets [ ] like this: The authors state that they “seek to construct [a theory] by analysing the methods used in the human sciences” (Brown & Van Zyl 1991:10). The word ‘it’ has been replaced by ‘a theory’ to make the meaning clear. However, you should not add a string of words that change or influence the meaning of the quote.

- If you add emphasis to a quotation by means of italics, indicate the emphasis like this: The author claims that “consumers *deliberately* seek out shopping experiences that evoke sensual pleasure” (Mdakane 2009:562, emphasis added). If the emphasis is in the original quote, indicate like this: Wood (1993:86, emphasis in original) argues that “it is only because it doesn’t show everything that the map has any claim on our attention”.

- If you use a quote that contains an error or questionable usage in the original, indicate the error as follows: The editor argues that the journal “develops the rethinking of pervious [sic] years” (Whiteley 1997:3). **OR** Brown (1978:45) claims that “man [sic] invented writing 5000 years ago”. *Sic* = “thus” in Latin. Alternatively, you can paraphrase the quote (see 1.2.1).
A short quote is placed directly in the sentence, but longer quotes (three lines or more) are **indented** from both the left and right hand margins and start on a new line, without quotation marks, and is typed in **single spacing**, for example:

Lambourne (1980:2) makes a more balanced assessment of Morris’s legacy, indicating that interest has now been reawakened in the Arts and Crafts Movement. This reappraisal is in part related to our current concern with the ecological and environmental problems of the twentieth century, which makes us view the nineteenth-century preoccupations with the effects of industrialism with a new sympathy (Lambourne 1980:3).

### 1.2.4 Quoting an author who has been quoted by someone else

Refrain, wherever possible, from quoting a source if you have not read the original text. If used, indicate that you did not consult the original text by referencing the source where you found the quote, for example, Žižek (in Sugden & Tomlinson 2003:195) states that, “FIFA has kept footballing power in the hands of an elite”. Žižek does not appear in the source list, only Sugden & Tomlinson. See also 2.1.

You should also use this convention when quoting a person who has been interviewed, for example in a newspaper article: Tiger Woods (cited by Bradley 2006:13) says he expects to win every time, because “I[t’s just a belief you have to have”. Tiger Woods is not referenced because Bradley wrote up the interview. If, however, you yourself are the interviewer, the transcribed interview is a primary source of information and the person you interviewed should be referenced. See 2.9.

Never quote a quote within a quote **within a quote**.

### 1.2.5 Quotes from a source other than an English one

Direct quotations from a language other than English should be translated into English. If you have translated the quote yourself you should indicate this after the quote, for example: In his poem, the artist declares: “We are together in spirit” (Majola 2008:3, translation from Zulu by the author). You may put the original quote in a footnote, if you wish. If several pieces of text throughout the assignment have all been translated by yourself, you could state this in a footnote to the first translation and leave it at that.

### 1.2.6 Single quotation marks

You may use single quotation marks (sometimes called ‘scare quotes’) if you want to draw attention to something, for example: The idea of the ‘exotic’ is important in contemporary advertising. (You can also use italics for this purpose.) Single quotation marks are often used to indicate scepticism of a ‘so-called’ concept, for example: Advertising offers ‘love’ as a consumer benefit; or, The idea of the ‘primitive’ is contested in contemporary discourse. Do not use double quotation marks for this purpose — it will appear as if you are quoting someone, which you are not. See also 1.2.3.
1.3 Footnotes
You may not need to use footnotes in a short study, but they are useful if you want to add information that interrupts the flow of your text, such as explaining or defining something, giving factual background information, or giving a translation of a foreign phrase. In MS Word™ go to REFERENCES > Insert footnote.

Footnotes are numbered with superscript numbers after punctuation,⁵ and appear at the bottom of the page. The footnote font should be at least one size smaller than the font of the main text. Usually the font is the same as your main text. The source of information provided in a footnote must be referenced. Where appropriate, write complete sentences in footnotes; use single spacing. MS Word™ automatically inserts a horizontal line between the text and footnote.

If you are required to start footnote numbering from scratch in each new section or chapter, use the PAGE LAYOUT > Breaks > Section Break function in MS Word™ to separate sections/chapters, and then the footnote drop down menu to change the footnote numbering from Continuous to Restart each section.⁶

1.4 Plagiarism & academic dishonesty

1.4.1 What is plagiarism?
Plagiarism is a serious offence and you should familiarise yourself with the University of Johannesburg and FADA’s plagiarism policies and procedures. According to the UJ Plagiarism Policy (2013:06) “Plagiarism is the act of representing the ideas, writings, works or inventions of others as the fruits of one’s own original intellectual endeavours without adequately acknowledging the author or source”. The UJ Student guide to avoiding plagiarism (2014) expands upon this definition; you can obtain a copy from your study leader, or find it online. If you are unsure whether you are committing plagiarism, consult a lecturer before handing in your assignment.

1.4.2 How do I avoid plagiarism?

- Start working on your assignment in good time and consult regularly. The most common reasons why students commit plagiarism is bad time management and lack of confidence with regard to academic writing skills.
- Even if you are desperate, do not give in to the temptation to download an assignment (or part of it) from the internet and try and pass it off as your own work. If you battle with academic writing, ask for help.

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⁵ Like this. Note that some publications specify endnotes instead of footnotes.
⁶ For help, see https://blogs.msdn.microsoft.com/chaun/2014/02/26/footnote-numbering-trick-for-word-2013/
Don’t even consider copying another student’s assignment or part thereof. If you make your work available to be copied, you are equally guilty of academic dishonesty.

Do not copy large sections of any text verbatim (i.e., word for word) and submit this as your ‘own’ writing. No matter how relevant this information may be, unless you paraphrase the original text, contextualise the information and acknowledge your source, you may be guilty of plagiarism because you have not constructed your own sentences and developed your own argument.7

It is not enough just to have a source list; you should indicate sources throughout your text. You may not have the intention to deceive, but if you do not regularly refer to your sources it may appear as if you are committing plagiarism. If you use the exact words of an author, these words must be put in quotation marks. Even if you paraphrase a text, you are using someone else’s intellectual property and the source of your information must be clear at all times.

Acknowledging your source immediately, as you start using it, so that the reader is aware of the source and the context of the information. Do not cite a source for the first time at the end of a long paragraph; this is like telling someone to turn right at an intersection five kilometres after they have passed the intersection. See Section 2 for correct citation techniques.

Keep track of where you found your information. Inventing a source is academic dishonesty.

Do not disguise your use of Wikipedia™ (or class notes) by inserting fictitious citations.

Do not insert an image into an assignment without acknowledging its source
Where appropriate, use Turnitin™ to monitor your use of sources.

1.4.3 Anti-plagiarism declaration
You must submit an original, signed and dated anti-plagiarism declaration (see Section 4) with every written assignment (unless instructed otherwise by your study leader). Masters and Doctoral candidates must have the declaration authenticated by a Commissioner of Oaths.

1.5 Style, language and academic writing conventions

1.5.1 Referencing
Make sure that each source you used in your text appears in your list of sources consulted, and vice versa (see Section 2).

1.5.2 Spelling and grammar

- Use South African spelling (e.g., colour, specialise), not American (e.g., color, specialize). Do NOT use upper case for ordinary words, for example: The identity of the Male figure has become important in film, OR: Marketers rely on Graphic Designers to design persuasive packaging. For a word to start with an upper case letter it must be a person’s name (Thabo Mbeki; Madonna) or the name of a place, a branded product, a publication, artwork, movement, film, company or service (Gauteng; Omo; Men’s Health; Malevich’s Black Square; Cubism; The Lord of the Rings; University

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7 Retyping the content of an internet article exactly is NOT ‘constructing’ your own sentences.
of Johannesburg; Lever Brothers; Nike; Telkom). Members of a profession (e.g., architects, engineers) do not qualify for upper case initials, neither does the profession itself (unless it appears in the title of a professional body, for example, Engineering Council of South Africa). If you are referring to universities in general, use a lower case ‘u’.

- You must write in complete sentences; a sentence has a subject and a main verb and must convey a complete and coherent thought. Avoid fragment, for example, As seen in her earlier paintings.

- Having completed the designs, which were all influenced by Morris.

- Challenge yourself never to place a preposition (for example: in, on, under, with, to) at the end of a sentence. Instead of “Baskerville manufactured the paper that his publications were printed on”, rather write “Baskerville manufactured the paper on which his publications were printed”.

- Read your work through carefully before submitting it to avoid grammatical and spelling errors: you are expected to demonstrate competence in English language skills.

1.5.3 Punctuation

- A common error is the incorrect use of a comma to end a sentence. **DO NOT USE COMMAS TO END A SENTENCE.** Commas should be used to separate the main part of a sentence from its adjectival or adverbal clauses/phrases, for example: The chair, which was designed in the 1920s, is a good example of Breuer’s early style. The following is **INCORRECT**: The chair was designed in the 1920s, it is a good example of Breuer’s early style.

- The use of the semi-colon is subtle; it is not the same as a comma, but rather a ‘softer’ version of a full stop, where the second part of the sentence follows from the first part, for example, The chair was designed in the 1920s; it is a good example of Breuer’s early style.

- Do not use the hyphen key for a dash, unless you are actually hyphenating a word (for example, project-related). In MS Word™ use INSERT > Symbol to select the ‘em dash’. Type a space on either side of the dash, for example: Postmodernism — a vague concept at best — has been appropriated by various movements. **NOTE:** No space is inserted between page numbers and the dash when referencing a source, for example: *Graphis* 20(1):78—92.

- If you pose a question, end the sentence with a question mark.

- See 1.2.3 for use of quotation marks.

1.5.4 Abbreviations

- Do not use contractions/abbreviations such as 20th, e.g., can’t, won’t, hasn’t, ads, photos – write these words out in full (twentieth century, for example, cannot, has not, advertisements, photographs). Abbreviations such as e.g., i.e., Fig., or cf. may be used in brackets (e.g., this is the correct use of the abbreviation).

- Note that the abbreviation cf. (from the Latin confer = bring together) means ‘compare’, NOT ‘see’. Use cf. to refer the reader to a contrasting situation, for example: Hohlwein’s 1930s posters use realistic illustration (cf. Tschichold’s stylised designs of the same period).

- Avoid the term etcetera in academic writing, whether abbreviated or not: it suggests that you could not be bothered to think of additional examples (or there actually aren’t any). Either name
all the options, or place “for example” before the items that form part of the list. Never use both ‘for example’ AND ‘etc.’ in same sentence.

- Names of countries (USA; UK) or institutions (SABC; ANC; SAB) or things (AMPS; HIV/AIDS) must be written out in full when mentioned for the first time and the abbreviation indicated in rounded brackets afterwards: The African National Congress (ANC) was founded in 1912. In subsequent references use the abbreviation only.

1.5.5 Apostrophes
- An apostrophe indicates possession, not the plural form; for example: “The dog’s collar broke”. This is the shortened version of “The collar of the dog broke”. More than one dog = dogs, not dog’s. Similarly, the plural of DVD is not DVD’s, but DVDs. If you are referring to a decade you should not use an apostrophe, for example: The Bauhaus closed down in the 1930s (NOT 1930’s).
- There is a confusing exception to this rule: the contraction it’s = it is, so the possessive form of it loses the apostrophe, for example, The dog lost its collar.
- Note the following as well: the theory of Roland Barthes = Roland Barthes’s theory; the collars of twenty dogs = twenty dogs’ collars.

1.5.6 A matter of time
- It is good practice to use the present tense throughout in an academic study. Do not, therefore, make statements like the following: This study will examine the influence of the Bauhaus — rather, This study examines the influence of the Bauhaus. (The examination of the Bauhaus is complete when you submit your study). Also avoid predictions and prophecies when writing up a conclusion: express your expectation of future conditions in the present, for example: Advertisers and marketers need to apply stricter moral codes (as opposed to, Advertisers and marketers will have to apply stricter moral codes).
- Although Karl Marx is dead, his beliefs are alive, so refer to his (and other well-known authors’) writings in the present tense: Marx (1993 [1855]:211) states that all property is theft.
- Avoid words and phrases such as “now” or “today”, “in our time”, and “in today’s world”; these expressions are problematic because today becomes yesterday every 24 hours. Consider the following example: Today advertising functions as an instrument of late capitalist objectification (Jameson 1991:115). Contextualise quotes that use the word “today” and preferably use exact dates in your own writing (e.g., in South Africa in 2017, or, at the time of writing).

1.5.7 Style and meaning
- Write clearly and concisely. Use plain English, but do not write in an informal or chatty style: you must use a register that adheres to accepted academic conventions. Your language must be precise and you must use correct grammar. Do not use popular expressions such as amazing, cool, movies, kids, way back in, kicks in, yeah right, or a lot of. Distance yourself emotionally from your writing, even if you are writing about your own emotions. You should deal with issues in an objective manner, and not just give your own opinion. Refer to sources to substantiate and explain
your arguments, or (if in dire straits, but certainly not throughout your study) use terms like "arguably", "indicates" and "suggests" to imply your point of view rather than stating it as a fact. Always avoid unsupported value judgments or generalisations such as the following:

- Everyone knows the Love Life campaign was a failure.
- Phillemon Hlungwani is an amazing artist.
- Advertising agencies lie to the public.
- The planet is dying.
- It is easy for anyone to turn on a computer.

Do not use words such as 'successful', 'significant' or 'effective' to describe an object or an action unless you have defined what you mean by these terms, or they are in a quote. The fact that an artefact appeals to you or your friends, does not make it 'successful', and an action cannot be judged 'effective' unless it has been methodically assessed according to specific criteria.

Remember that 'unique' means that something is one of a kind (not merely unusual).

Avoid reference to 'the truth' (unless it's in a quote); what is ‘true’ for one person is not necessarily ‘true’ for another. The same applies to the use of the word 'real/reality'.

Avoid references to 'progress' or 'development'; rather refer to 'change'. Do not use outdated terms such as 'mankind', or 'the origins of man'. Ensure that you use the word 'modern' or 'modernist' correctly, and not merely as a synonym for 'trendy' or 'up to date'.

Avoid claiming that your study / report enables anyone to 'understand' anything: consider more thoroughly what it is that your study sets out to do (for example, provide information about something).

Be sceptical of, and do not always take as fact, the content of your source if the source is also a promotional site for a person, brand, or corporation, for example: According to a spokesperson for Nando's, the company "enriches the lives of their fellow man by acting as a guiding light in ensuring that all Africans can live together as one" (Gibb 2008:11). Place this type of marketing-speak in quotation marks and never present it as fact: Nando’s cannot ensure that all Africans live together as one. Engage critically with your sources and ask yourself who is speaking, and for what purpose.

In academic writing it is important to define certain terms, even if you yourself take the meaning for granted. It’s not always easy to decide when this is necessary, or to work the definition into the text, so you might have to use a footnote. Consult your study leader in this regard.

Don’t claim that something is “more masculine / more shocking / more colourful” without stating to what you are comparing the thing. For example: In recent years, Tag Heuer has been opting for more masculine figures ... than what, or whom?

1.5.8 The person in question

The aim of most scholarly writing is to present a neutral argument, free from personal bias. Consequently, the rule is to use indirect speech and avoid the use of “I”. For example, This study explores product design in the 1960s (instead of, I explore product design in the 1960s), OR The aim of the research is to identify an alternative model (instead of, My aim is to identify an
alternative model), **OR** One can conclude that ... (instead of, I can conclude that ....), **OR** It was found to be a problem (instead of, I found it to be a problem). However, more recently it has become acceptable, in certain types of scholarly writing, for the researcher’s voice to be heard, and if one is writing about one’s own creative output, it is, in fact, necessary to use direct speech.

- However, there are some good reasons to avoid the first person singular. For example, writing “I think Picasso’s painting is bad”, is unlikely to persuade your reader that this is the case. You can certainly offer your own thoughts on Picasso, but, unless you are a famous expert on modern art, you need to find a quote from a previous source that supports your view, for example: Although Picasso enjoys legendary status as “one of the greatest artists of the twentieth century” (Samuels 2010), art writer Russell Smith (2012) disagrees, stating that Picasso was an “unslick and undynamic Cubist”. You now have a professional journalist on your side.

- **In everyday speech the words “you” and “we” are often used to indicate general truisms, for example, You never know when the next hi-jacking will take place; In South Africa, human rights are important to us; As we all know, cartoons are humorous drawings. In a scholarly text, the use of “you” is problematic and should be replaced with “one”, for example: One never knows when the next hi-jacking will take place. Never use **“we” and “us”** (not everyone in South Africa values human rights or understands what a cartoon is), unless it is in a direct quote.

- **If you are an industrial/fashion/graphic/jewellery designer, do not assume that your reader is as well.**

- **Many words act as neutral signifiers in everyday speech, but become loaded in an academic text. Do not, for example, use “society”, “people”, “viewers”, “the man in the street”, “housewife” or “children” without considering very carefully to whom or what you are referring and making sure that your reader knows what your frame of reference is.**

- **Do not address the reader directly, for example: “To convey a positive identity for your company, you need to build a strong brand” (the reader does not necessarily own a company). Restructure the sentence: In order to convey a positive identity, a company needs to build a strong brand.**

- **In order to avoid having to make a choice between ‘he’ or ‘she’ in your text (or refer to both genders), it is advisable to use the plural form wherever possible; instead of writing “a person must decide what he/she wants”, try writing “individuals must decide what they want”. Take care, however, not to switch in mid-sentence, for example: “The artist can set up games with the audience because they are literate”. The sentence should read “… because it is literate” (there is only one audience).**

- **Similarly, an organisation is ONE entity and requires a singular pronoun, e.g., ABSA updated its logo (NOT ‘their’ logo); The ANC convened in Cape Town where it is reviewing new ANC policies. However, Members of the ANC are discussing the party’s new policies.**

- **Avoid the use of “this” and “it”, “he” “she” and “they” to link sentences or paragraphs, since it may be unclear to whom or what you are referring, for example: “Buchanan (2000:78) argues against Pevsner’s’ theory. He demonstrates that history can shape the way humans make decisions”. (It is not clear whether ‘he’ refers to Buchanan or Pevsner.)**
1.5.9 Numbers in the text
Numbers from one to ten should be typed out (e.g., one poster, ten artists); thereafter numerals (e.g., 11 posters, 12 artists) may be used, although it is more elegant to type all numbers in the text.

1.5.10 Pagination
Make sure your pages are numbered (see 1.1.2 for guidance on numbering different sections) and that the numbers are the same as in the Table of Contents.

1.5.11 Use of proper names
Always provide the full names of people you refer to in your text (but not in brackets — see below) the first time that you refer to them, for example, Neville Brody (1995:10), the best-known designer of his generation, states that, “Communication exists on many levels”. Thereafter use the surname only. Never refer to anyone by his/her first name only (e.g., it is incorrect to state, Neville graduated from art college in 1979).

If the first mention of a source is in brackets, you do NOT add the person’s first name, for example, Communication exists on many levels (Brody 1995:10). Never place an author’s first name in a bracketed citation, unless it’s part of a title (see 2.2.1 and 2.5.2).

1.5.12 Paragraphs
Do not write paragraphs that consist of only one sentence OR that are a page long – a paragraph should consist of about four or five related sentences and is a unit of thought. Sentences should vary between 12 and 20 words in length. Paragraphs are separated by one blank line (see example on page 1 of this guide).

1.5.13 Captions
Remember to add captions to all your Figures / Tables, and refer to your Figures / Tables in the text itself, otherwise the images are meaningless. Your caption must contain an acknowledgement of the source of the Figure. See 1.1.6, and Section 6.

1.5.14 Language
Your assignments must be written in English. Foreign words should be typed in italics (e.g., et al, oeuvre, per se, vice versa, a priori, sic, émigré). If you are quoting from an Afrikaans / Sotho / French source, you must use an English translation in your text (see 1.2.5)
2 REFERENCE TECHNIQUES

2.1 General guidelines

- When writing for academic purposes, you must give credit to or acknowledge the sources you have used in your text; not only does this indicate where you found your ideas, it also shows lecturers how reliable your sources are and how thorough your research is. It is generally unacceptable to just use sources from the internet (depending on the assignment). Most of the sources you use in your first three years are secondary sources that interpret, evaluate or explain primary sources (for example, a secondary source is a book that explains Sigmund Freud’s theories, or describes examples of twentieth century furniture design). As you progress with your studies, you are encouraged to deal directly with primary sources (for example, Freud’s original texts or the personal correspondence of a furniture designer) in addition to secondary sources.

- If you refer in your text to an author who is quoted by or referred to by someone else, indicate this as follows: Roland Barthes (quoted in Jameson 1991:18) OR Roland Barthes (cited by Jameson 1991:18) OR Roland Barthes (in Jameson 1991:18). In the source list, this source must be entered under Jameson and not Barthes (because you did not actually consult Barthes, you consulted the secondary source, namely Jameson). See also 1.2.4.

- Lecturers usually indicate approximately how many sources they expect you to consult for an assignment. Do not rely too much on one source (source dependence), and be sure to vary the sources to which you refer. Never just sum up a source in your assignment (unless this is called for); you must contextualise the content.

- You may not use lecture notes as a source for a written assignment, unless specified by your lecturer. However, a class test may require you to memorise and repeat information in class notes, without citation.

- You must indicate which sources you consulted in two places: in the text itself in brackets after each idea/fact/opinion you have taken from a source. Make sure that all the sources you used in your assignment are cited in the list of sources, and vice versa.

- Use the Harvard reference system (i.e., Brown 2008:34 = author date: page number) in your text; note that you must not use unnecessary initials, commas, spaces or full stops in this system (see 2.2 to 2.16 below for details).

- If you cite more than one source, separate the citations with a semicolon: Postmodernism draws heavily on nostalgia (Mirzoeff 1998:16; Jameson 1991:15), and, Many authors deny the existence of postmodernism (Malanghu 2009; Franken 2002; Smith 1991). Place the most recent date first.

- If you refer to two or more pages in one citation, separate the page numbers with a comma: (Jameson 1991:15,34), or a dash to indicate a continuous passage (Jameson 1991:15-18).

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8 You can use lecture notes as a starting point for your research, and find and use the original sources cited in these notes, but you may not cite the notes themselves since this is lazy and poor scholarly practice. If you want to refer to a personal belief held by a lecturer, you should cite an article or book that the person has written, or interview the person and cite the interview as a primary source.
The following are examples of referencing conventions:

2.2 Books (including comics & graphic novels)

2.2.1 One author

IN THE TEXT:
Note the position of the full stop after the bracket – the citation is part of the sentence:

Johann Gutenberg apprenticed as a goldsmith (Meggs 1998:69).

OR
Cynthia Enloe (1989:42) maintains that colonial postcards adopted conventionalised subject matter.

OR
Individuals “feel and believe in the primordiality of nations — their naturalness, longevity and power” (Smith 2003:54).

OR
The impulse for utopia often springs from history (Knight 1997:13).

OR
William J Thomas Mitchell (1998:15-19) argues that “dinosaurs are ’deep’ cultural symbols, with complex meanings”.

OR
In his graphic novel, Maus (2011), Art Spiegelman (2011:13) establishes that the main character’s mother has committed suicide.

PLEASE NOTE:

- The first time you refer to an author in the text provide both her/his first name and surname; thereafter use the surname only. NOTE: NOT FIRST USE IN BRACKETS, or in a footnote.
- First names of authors are NEVER inserted in brackets unless they happen to form part of the title of an un-authored web article (see 2.5.2).
- An editor is NOT an author; see 2.2.4 and 2.2.5.

IN THE SOURCE LIST:
Titles of books are typed in italics. Do not use capital letters for all the words in the title, only proper nouns. Note that the place of publication is the city, not the country, state or province.9


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9 Not everyone is an expert geographer, but it is easy to check on internet whether ‘Berkeley’ is a city, or not. Clearly, England, Canada and Switzerland are NOT cities. See 2.2.7 if no name of city is provided.


2.2.2 Two authors

IN THE TEXT:
Note the use of ‘and’ in the text but ‘&’ in a bracketed citation, as well as in the list of sources:

Cumming and Kaplan (1991:19) maintain that William Morris was seminal in founding the Arts and Crafts movement.

BUT ...
William Morris was seminal in founding the Arts and Crafts movement (Cumming & Kaplan 1991:19).

IN THE SOURCE LIST:

2.2.3 Three or more authors

IN THE TEXT:
Mention all the authors by full name the first time you refer to them in the text, thereafter you may use the abbreviation et al (meaning ‘and the rest’). Note that ‘first time’ refers to use in the text, not first use in brackets (or in a footnote).

Bill Ashcroft, Gareth Griffiths and Helen Tiffin (1989:14) believe that the critique of colonialism informs most academic discourses; Ashcroft et al (1989:15) therefore argue that colonialism influenced the contemporary world in a profound manner.

IN THE SOURCE LIST:

2.2.4 One or more editors

Do NOT cite the name(s) of editor(s) in your text if you are referencing a chapter from an edited volume of collected articles by different authors. If the editor(s) have written an Introduction, or a chapter, in the book, they must be cited separately as authors (see 2.2.5). The following are examples where you may need to cite editor(s) in the text:


**IN THE TEXT:**

Cite editor(s) in the text if a) no author’s name is indicated for a contribution to an edited volume, or b) you are referring to an edited publication as a whole. See also 6.4.

Where no authors, only a general editor, is indicated for a source, for example a dictionary or encyclopaedia (see also 2.15):
The sublime is defined as that which is astoundingly beautiful, extreme or exalted (Allen 2000:1402).

Where an edited volume is referred to as a whole:
Bale and Cronin’s Sport and postcolonialism (2003) demonstrates a direct link between the body, sport and post-colonial enquiry.

**IN THE SOURCE LIST:**


2.2.5  **Collected works (chapters in a book by different authors)**

**IN THE TEXT:**

If you cite from an Introduction or chapter in a volume of collected works, you must cite the author(s) — NOT the editor(s) — of the specific chapter in your text and in the source list. However, the editor(s) of the collected volume must also be cited in the source list. In some instances — see Bale and Cronin below — the authors and editors are the same, but they must still be cited separately in the source list. An edited volume is therefore usually cited more than once in the list of sources:

Where the author of the chapter and the editor are not the same:
The critique of shopping malls is important (Crawford 1992:23).

Where the author(s) of the chapter and the editor(s) are identical:
Joan Bale and Mike Cronin (2003:4) argue that sport has been seen as a form of resistance by colonies.

**IN THE SOURCE LIST:**

In the source list you must refer to the contributing author(s) (Crawford; Bale and Cronin), AND the editor(s) of the book (Sorkin; Bale & Cronin ). The title of the chapter is not typed in italics but the title of the book is. **You must also indicate the page numbers of the chapter when citing the author’s contribution.** Ensure that you capture all this information correctly when consulting the source:


Note that there is **no full stop** after the abbreviation in brackets: (ed) or (eds).

### 2.2.6 Multiple works by the same author

**IN THE TEXT:**

When the same author has published more than one text but in different years, arrange these chronologically starting with **the most recent publication** (2008; 1996; 1994) in your list of sources. When the same author has more than one text in the same year, you must use the letters a, b, c to distinguish between them and arrange the titles alphabetically:

The archaeologist Martin Hall (1995; 1994a; 1994b) has repeatedly argued for more funding.

**IN THE SOURCE LIST:**


### 2.2.7 Missing information regarding author, date, page, place of publication or publisher

If you have checked and are sure no author, or editor, is indicated, refer to the book by its title (which is **not** italicised):

**IN THE TEXT:**

The Arts and Crafts movement was instigated by William Morris (Design history 2001:142).

If the title of the book is very long, provide only the first three words of the title, followed by three dots (ellipsis), thereafter the date and page:

William Morris was inspired by the writings of John Ruskin (Treasures of the ... 1988:28).
**IN THE SOURCE LIST:**


Sometimes dates, pages, places and publishers are omitted from a publication. Acknowledge these omissions in the text but do not use the abbreviations just because you are too lazy to look for the information. If in doubt, you can consult the online UJ library catalogue, or online book dealers. Note that the case changes from the text [sa] to the list of sources [Sa].

**IN THE TEXT:**

No date = sa (*sine anno* = without year): According to Smith ([sa]:16) ...

NOTE: Do not use [sa] in the List of Figures – write ‘undated’ (see 1.1.5).

No page number= sp (*sino pagina* = without page): According to Smith (2002:[sp]) ...

**IN THE SOURCE LIST:**


Smith, J. [Sa]. *How to write a very short assignment*. *Journal of Assignment Writing* 23(5):[Sp].

No city of publication = sl (*sine loco* = without place): Smith, A. [Sa]. *How to write an excellent assignment*. [Sl]: Credo.

No publisher = sn (*sine nominee* = without a name): Smith, EJ. [Sa]. *How to write an even better assignment*. Brakpan: [Sn].

2.3 **Journal and popular magazine articles** (see also 2.8 Print advertisements)

2.3.1 **One or more authors**

**IN THE TEXT:**

The same guidelines are used to refer to authors of books or chapters and articles in journals and magazines:

The Disney Company needs to be investigated critically (Willis 1993:1).

**OR** Sharon Willis (1993:1) maintains that "the Disney Company deserves to be investigated“.

**OR** In the sub-culture of biking, a link is often made between motorcycle insignia and encounters with God (e.g., Coetzee 2010:20).
IN THE SOURCE LIST:
The title of a journal/magazine article is not typed in italics, but the name of the journal is and each important word uses a capital letter. You must add the volume and issue of the journal (where available) and the page numbers of the article. In the Willis example below, 92 indicates the volume number, 1 indicates the issue and 1-6 refers to the page numbers. Not all journals/ magazines have volume and issue numbers and some may use a month or season. Note the use of punctuation in these versions:


2.3.2 No author of a journal article
IN THE TEXT:
If no author’s name is mentioned, you must refer to the title of the article. You do not need to give the full title in the text, only the first two or three words, followed by three dots (ellipsis), thereafter the date and page:

The free flow of information in important (Developing media ... 1978:8).

IN THE SOURCE LIST:

2.4 Newspaper articles
2.4.1 One or more authors
IN THE TEXT:
The same guidelines that are used to refer to authors of books, chapters and articles in journals are used to indicate author/s of newspaper articles.

Kerzner has been questioned by casino chiefs in the USA (Crotty 1997:13).
IN THE SOURCE LIST:
Specific dates must be given for newspapers, as well as the page number/s of the article:


2.4.2 No author of a newspaper article
IN THE TEXT:
If no author, you must refer to the title of the newspaper article. You do not need to give the full title in the text, only the first two or three words, followed by three dots (ellipsis), thereafter the date and page:

Sun International has had to retrench many workers (900 workers … 2010:4).

IN THE SOURCE LIST:

2.5 Internet sources
It is recommended that, where possible, material sourced from the internet (with the exception of texts available on UJ Library electronic databases) is archived.

2.5.1 One or more authors
IN THE TEXT:
For one or more author/s of internet sources, follow the guidelines set out under points 2.1.1 and 2.1.2 above. Never place the URL in your text; the URL is inserted in the list of sources.

There is a difference in how simulacra manifest in various media (Baudrillard 1999:1).

IN THE SOURCE LIST:
You must indicate that the source is available online by means of [O], as well as when you accessed the website. Start a new line for the URL (use MS Word™ Shift/Enter). Do not underline the URL (right click on URL to remove the hyperlink) and do not add a full stop after html:


Note that the title of an authored internet article is in italics.
2.5.2 No author and/or page numbers of an internet article

IN THE TEXT:
If no author’s name is mentioned, you must refer to the title of the internet article. Many internet articles do not have page numbers (you may add [sp] to your citation, if you wish):

Kerzner’s latest project continues the theme of ruins (Atlantis Paradise Island 1999).

OR

Kerzner’s latest project continues the theme of ruins (Atlantis Paradise Island 1999:[sp]).

Jacques Derrida was born on July 15, 1930 in El-Biar, Algeria (Jacques Derrida 2014).

IN THE SOURCE LIST:
If there is no author for an internet article, do not type the title of the article in italics:

Atlantis Paradise Island. 1999. [O]. Available:  
http://www.absolutely-travel.com/atlantis.html  

http://www.imdb.com/name/nm1104986/  

2.5.3 Citing an article from Wikipedia™

There is a growing acceptance of Wikipedia™ as a creditable source of information; however, adhere to your lecturer’s and/or Departmental, rules in this regard. Remember that Wikipedia is the publisher, not the author, of the text you are citing. Follow the rule for un-authored articles on the internet (see 2.5.2). Do NOT write, According to Wikipedia, or, Wikipedia says .... Always keep the citation in brackets, as follows:

IN THE TEXT:
The Victorian era lasted from 1837 to 1901 and saw numerous changes in fashion (Victorian fashion 2012); after 1905, a new “columnar silhouette” (Edwardian fashion 2012) signaled the end of the corset.

IN THE SOURCE LIST:
Edwardian fashion. 2012. [O]. Available:  
Accessed 3 December 2012.

Victorian fashion. 2012. [O]. Available:  
2.5.4 No author OR title of an internet article

IN THE TEXT:
If no author's name or title appears, you must refer to the first few words of the article:

Kerzner’s latest project continues the theme of ruins (Ruins have always been ... 1999).

IN THE SOURCE LIST:

2.5.5 Citing a source that is available both as hard copy and on internet

If you have consulted a digital version of a hard copy book or journal article, reference the hard copy version only (if you have all the necessary publication details). If you wish, or are required to, you can reference the internet source as well, for example:


2.5.6 Internet article without date

IN THE TEXT:
If no date is given for an internet article, you must add the letters [sa] (without year) in your text. Note the use of capital 'S' in source list:

Postmodernism is a reaction to scientific efforts to explain reality (Postmodernism [sa]).

IN THE SOURCE LIST:

2.5.7 ebooks on-line (e.g., ebrary on UJ library electronic database)

These are ebooks available to UJ students and staff on the UJ electronic database (or from other databases); these texts are downloadable for a limited period of time onto an ordinary computer and do not require an ebook reader such as Kindle.10 Follow the general guidelines for internet sources, but indicate place of publication and publisher:

10 Ask your librarian to assist you with this function.
IN THE TEXT:
Designers need to take cognisance of global trends (Hollensen 2004:3).

IN THE SOURCE LIST:

For ebook reader format see 2.6.2.

2.5.8 twitter™, blogs and facebook™
Follow the general guidelines for internet sources. The title of the page/blog is inserted and italicised, and the date of the tweet /post is inserted in the source list. Where there is no ‘author’, follow the guidelines for un-authored internet articles.

IN THE TEXT:
Typographer Erik Spiekermann (2012) tweeted that ”some guy in Romania ... is using my photo as his avatar on Facebook”, to which Tina Bernstein (2012) replied, ”Never trust the Romanians; they love stealing”.

Janet Kinghorn (2011) of The Brand Union points out that there were very few South African entries at the 2011 Cannes Lions Awards.

Louw (2013) stated that it was the first time she used white wire writing against a black background.

Jones (2013) regards Louw’s artwork as “awesome”.

The FNB eBucks Rewards Program is free (ebucks costs you Zero ... 2014).

On 16 January Len Bukoz (2014) posted about his FNB experience: ”Luvn th bank it does me gud”.

IN THE SOURCE LIST:


2.5.9 Streaming, on-line conferencing & YouTube™

To cite a synchronous communication posted on a platform such as livestream™ or Ustream™ give the name of the speaker, and/or a description of the event, and date of the event. Whenever feasible, cite an archival version of the live communication (e.g., on YouTube™), so that readers can more readily consult your source.

IN THE TEXT:

Fritz Wenger (2013) warned conference delegates about environmental collapse.

Television advertisements such as Land Rover’s ‘gay’ commercial (Land Rover 2013) may cause offense.

A critical element of film narration is the use of the grotesque (Van den Oever 2014).

IN THE SOURCE LIST:


2.6  **Electronic sources (other than the internet)**

2.6.1 **Email sources**

An email is categorised as a personal communication (also see Section 2.9).\(^{11}\) If the email is an official response from an organisation, the email address exists in the public domain and the information provided is purely factual, it is probably not necessary to obtain permission to cite the contents; however, discuss the context with your study leader. If the sender is responding in a personal capacity and/or expressing an opinion, or if you are using images attached to the email, it is important to obtain permission. If emails are used to conduct interviews, the researcher is required to obtain a letter of informed consent from the respondent before the email interview gets underway.

Recommended citation formats for emails vary in their complexity. Although some guidelines indicate that the email address of the sender should be included, written permission to do so must be obtained (unless the address is in the public domain). If you are referencing a printed copy of an email correspondence, you should indicate this format. In the source list, the subject line is written in italics. The following are options that can be followed to suit specific research contexts and levels of study, but be consistent throughout the study:

**IN THE TEXT:**

In 2015, the Post Office Museum was closed for renovations (Fourie 2015/07/23).

Naidoo (2016/03/10) expressed the opinion that the target audience of the magazine was "a bunch of rich, bored housewives".

**OR**

In 2015, the Post Office Museum was closed for renovations (Fourie 2015).

Naidoo (2016) expressed the opinion that the target audience of the magazine was "a bunch rich, bored housewives".

**AND**

Warren Clark (2017) recalls that he worked with Jordaan on the collateral for the inauguration of the Taalmonument in Paarl.

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\(^{11}\) Many citation guides do not regard personal communications (including interviews) as verifiable sources and omit them from the List of Sources. However, this approach seems shortsighted since it is possible to provide hard copy evidence of these 'conversations'. Email correspondence and text messages (see 2.6.2) can be archived in a variety of formats; citations should be adjusted accordingly.
IN THE SOURCE LIST:


OR


OR


OR


AND


Naidoo, M, freelance editor. 2016. *Questions about design*. Email to the author, 10 March.

2.6.2 WhatsApp or SMS

Follow the guidelines for email citations. Provide as much detail you feel is useful or necessary, but be consistent in your formatting throughout the study (mobile numbers should not be cited without permission):

IN THE TEXT:

The designer confirmed that he had designed the logo for the 2016 Architecture Africa conference (Mohape 2017/01/09/08:34).

OR

The designer confirmed that he had designed the logo for the 2016 Architecture Africa conference (Mohape 2017/01/09).

OR

The designer confirmed that he had designed the logo for the 2016 Architecture Africa conference (Mohape 2017).

IN THE SOURCE LIST:


OR


OR
According to Theo Wunan (2010: [sp] ch.2) consumers no longer put any faith in corporations.

OR ... if the chapters are further divided into clearly defined sections:
According to Theo Wunan (2010: [sp] ch.2 sect.4) consumers no longer put any faith in corporations.

OR
According to Theo Wunan (2010: [sp] Introduction) consumers no longer put any faith in corporations.

If you wish, or are required to, you may add the paragraph number to the citation:
Theo Wunan (2010: [sp] Introduction, para.5) interrogates the collapse of information empires.

IN THE SOURCE LIST:

For ebooks on-line see 2.5.7.

2.6.4 CD-ROM and DVD-ROM source with author

IN THE TEXT:
The entertainment economy become prevalent in the 1990s (Wolf 1999).

IN THE SOURCE LIST:
2.6.5 **CD-ROM and DVD source without author**

**IN THE TEXT:**
When referring to an electronic encyclopaedia, use the letters ‘sv’ (*sub verbo* = under the word) to indicate where an entry is located.

The entertainment economy became prevalent in the 1990s (Microsoft Encarta 2008 ... sv 'theme parks').

**IN THE SOURCE LIST:**
Microsoft Encarta 2008 for Windows; the complete interactive multimedia encyclopaedia. 2008. [DVD]. Available: Microsoft Corporation, USA. Sv 'theme parks'.

2.7 **Non-print media**

2.7.1 **Cinema**

**IN THE TEXT:**
Films are referred to by the director (and producer, if known) and the title of the film is typed in italics:

In *Gladiator* (Scott 1999), special effects were used to convey the idea of ancient Rome. OR *Psycho* (Hitchcock & Smith 1960) has become a classic film.

**IN THE SOURCE LIST:**
The abbreviation ‘dir’ refers to the director and ‘prod’ refers to the producer:


2.7.2 **Video/DVD**

**IN THE TEXT:**
Videos and DVDs are also referred to by the director, if known. If the name of the director is not known, refer to the video by its title. Depending on the context of the citation, you may add a reference to an archived version of the video (if available) so that your readers can more readily consult your source. In certain instances, the only source of the video may be a video platform such as YouTube™.


The Maldives is presented as a paradise where the diversity of fish is "formidable" (Maldives ... 2013).
IN THE SOURCE LIST:

OR ... 


2.7.3 Television programmes

IN THE TEXT:
Television programmes are usually referred to by their titles, in italics, or the name of the producer. The name of a specific episode may also be mentioned. The name of the producer, production company and copyright date, as well as the time, date and television channel on which it was broadcast, must be given.

*Ally McBeal* (2001) has elicited varying responses from critics. OR: *Ally McBeal* (Kelley 2001) has elicited varying responses from critics.

IN THE SOURCE LIST:

OR

2.7.4 Television commercials

IN THE TEXT:
Television commercials should be referred to by the name of the product or service advertised. The date and specific name of the commercial should be given where possible, as well as the name of the agency that created it (if known). Ideally, the date, and television channel on which it was broadcast, must be given. Depending on the context of the citation, you may also reference an archived version of the commercial so that your readers can more readily consult your source, for example on YouTube™.[12]

In the *Venda* commercial for Liberty Life (Liberty Life 2000), social concerns are important.

The Nando’s *Diversity* campaign (Nando’s 2012) treats xenophobia with humorous irony.

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[12] There may be more than one version of a television advertisement, film or video clip available. If you are discussing or analysing an artefact, the citation (and relevant Figure, if provided) must correspond to the artefact under discussion in your study.
IN THE SOURCE LIST:
OR


2.8 Print advertisements

IN THE TEXT:
Print advertisements in magazines, journals and newspapers are referred to by the name of the product or service advertised and the magazine, journal or newspaper in which they are located.

The Land Rover advertisement (Land Rover 2002:12) romanticises the notion of nature. OR ...
In advertising, celebrities are often presented as the ideal citizen (see TAGHeuer 2011:10).

IN THE SOURCE LIST:

See also 2.3, 2.4 and 6.3.3.

2.9 Personal interviews

There are ethical issues surrounding the use of humans as a research resource. You should obtain a letter of informed consent from the person(s) before they are interviewed; this permission is compulsory at postgraduate level, but may be required at undergraduate levels as well. Consult with your study leader with regard to UJ ethics policies (see also 2.6.1, 2.6.2, 6.1 & 6.5).

IN THE TEXT:
The person with whom an interview was held must be mentioned, as well as their position (if known), the date and place of the interview, and whether the interview was recorded electronically [Recorded] or in written format [Transcript]:

Martin Hall (1999) believes that the Legend of The Lost City influences visitor behaviour.
2.10 Conference papers
The title of the conference paper and the conference where it was delivered must be mentioned. Papers are often unpublished, so there may not be a publisher or an editor. The title of an unpublished conference paper is not italicised; if the paper is published in conference proceedings, the title of the conference proceedings (not the paper) is italicised:

IN THE TEXT:
Jillian Carman (1995:15) discusses the history of seventeenth-century Dutch painting and how many of these paintings have been acquired by South African museums.

OR
Brenden Gray (2009:15) argues that exemplars of good practice provide opportunities to reflect critically on the social functions of design disciplines.

IN THE SOURCE LIST:


2.11 Dissertations and theses
IN THE TEXT:
Dissertations and theses follow the same conventions as for the author/s of books with the exception that the title of the dissertation or thesis, if unpublished, is not typed in italics.

Maggie Laubser produced a large number of works in her juvenile years that need to be examined more closely (Botha 1964:123).

IN THE SOURCE LIST:

2.12 Class or competition brief
If you are compiling a report about your response to a brief, it is useful to reference the document in your report. Briefs come in a variety of forms; follow the general rules for citation
use your discretion, and be consistent. For greater clarity, you can also attach the brief as an Appendix. The following provide some guidelines:

**IN THE TEXT:**

The brief required that the packaging “clearly communicate[s] the nutritional attributes of the cheese” (Drakes 2014:2).

The aim of the FADA Green Week 2014 project was for students to “to innovatively solve an economic, environmental or social community-based problem” (Bolton, Cook, Els, Prinsloo, Mntambo, De Wet, Netshia, Hayes, Janse van Rensburg, Wright, Sidwala, Meyer-Adams 2014:1).

**OR**

The aim of the FADA Green Week 2014 project was for students to “to innovatively solve an economic, environmental or social community-based problem” (Green Week student brief 2014:1).

The International Society of Typographic Designers (ISTD) brief emphasises that entries need to use typography as the essential vehicle (Dowling 2015).

In line with the requirements from the advertising agency, the look and feel of my Metro FM campaign is “modern and contemporary” (Creative Brief Metro FM 2014: 1).

**IN THE SOURCE LIST:**


Creative Brief Metro FM. 2014. King James II, advertising agency.


Green Week student brief. 2014. UJ Faculty of Art, Design & Architecture.

**2.13 Exhibition catalogues**

**IN THE TEXT:**

If the catalogue has an author, deal with it in the same way as books. If there is no author, use the title of the catalogue. Titles of catalogues are italicised like titles of journals. Note that the editor of the catalogue (Enwezor, below) must also be cited separately.
The effect of globalisation on cities in Africa deserves further investigation (Sassen 1997:17).

Irma Stern’s works have gathered a large international following (Irma Stern and ... 2006:3).

**IN THE SOURCE LIST:**


2.14 **Archival material**

**IN THE TEXT:**

Archival material generally comprises unpublished sources that are housed in an official place such as the National Archives of South Africa and may include all manner of documents, letters, wills, and government documents. Most archival documents have been allocated a folder and/or document number. Not all the possibilities can be mentioned here but always think logically what information you need to give in order for someone else to be able to locate the same source. If the reference is very long, you may prefer to use a footnote. Consult the following website for some useful information:

http://www.archives.gov.on.ca/english/guides/csg_107_citing.htm

In his will, Martin du Toit left a number of paintings by Maggie Laubser to his brother, AE du Toit, then the Rector of the University of Pretoria (National Archives of South Africa Vol 3537/38).

The correspondence between Jack Simons and Mishake Muyongo, Acting Vice-President of SWAPO, has important information that academics are now starting to uncover.\(^{13}\)

**IN THE SOURCE LIST:**

It is important to mention the following in the source list: the name of the archive (e.g., National Archives of South Africa), the reference number of the folder or file (e.g., Vol. 3537/38), and any other information that can be used to identify the specific source used.


\(^{13}\) See University of Cape Town Manuscripts and Archives Department. 1972. BC 1081 X. The Jack and Ray Simons collection—Namibia Box #1. Correspondence between Jack Simons and Mishake Muyongo, Acting Vice-President of SWAPO.
2.15 Government publications

**IN THE TEXT:**

Government publications are government gazettes, Acts and Laws and Green or White Papers and the authors are usually anonymous. As a rule, if there are no authors, follow the convention for books, journals and web articles and cite the title of the section /paper / publication rather than the government department itself. If documents do not have page numbers you may refer to the relevant section of the Act or Paper.

There is consensus that “climate change represents the most urgent and far-reaching challenge of our time” (National climate change response white paper 2011:49).

According to the Broadcasting Act (South Africa 1999: sec 36.10), the national broadcaster must offer unbiased television news programmes.

Censorship of printed material has a long history in South Africa with milestone legislation such as the Publications Act, no 42 of 1974 (Film and Publication Board [sa:sp]).

The South African Constitution determines that the upper horizontal band of the South African flag is “chilli red” (Schedule 1 – national flag 2009).

**IN THE SOURCE LIST:**


2.16 Dictionaries and encyclopaedias

Although they may appear to be objective repositories of knowledge, dictionaries and encyclopaedias are often a reflection of the context in which they are published; they should be used with caution. Avoid writing, ‘According the Encyclopaedia Britannica ..’ , unless you want
to *emphasise* that a particular definition is from this Encyclopaedia. If you are referencing a mundane fact that is not a matter of controversy, always place the citation in brackets.

**IN THE TEXT:**

**Where there is an author and editor** (cite author and editor separately in list of sources)

For the Egyptians, art was associated with the creative process of the universe (Taylor 1997:22).

**Where there is an editor only** (if the list of editors is long, cite the chief editor)

Asbestos fibre did not achieve commercial importance until the nineteenth century (Goetz 1990: 613).

The *Standard Encyclopaedia of South Africa* (1970) reinforced the idea that an ‘Afrikaner’ was a “White inhabitant of South Africa” (Potgieter 1970:184).

**Where there is no author or editor** (reference the section heading)

Absolute time is the length of time that an audio disc has been playing (absolute time 2006:1).

**IN THE SOURCE LIST:**


If you are citing the same editor in the same edition but in different volumes, use the letters a, b, c to distinguish between volumes and arrange the titles alphabetically, according to the section headings. This is a guideline – be logical, and consistent:

**IN THE TEXT:**

According to the *Encyclopaedia Britannica* (1990), ‘art’ is the use of “skill and imagination” (Goetz 1990a:594), whereas ‘design’ is the process of “developing plans of action” (Goetz 1990b:33).

**IN THE SOURCE LIST:**


2.17 The Bible

**IN THE TEXT:**

If the edition of the Bible that you are referencing has been edited, or translated, cite the editor(s) or translator(s). If there is no editor or translator, refer to the chapter heading:

This theme has its origins in the Biblical Eden where the first humans attempt to hide their disobedience from God (The Bible Society, translators 1972:3).

Popular visual representations of the Biblical Garden of Eden suppress the element of rivalry inherent in the original text where Adam is instructed by God to “fill the earth and subdue it” (Genesis 1972:2).

**IN THE SOURCE LIST:**


3 FORMAT OF THE LIST OF SOURCES CONSULTED

- **All sources cited in your assignment are referenced in ONE list; do not make separate lists for books, Figures, Tables and internet articles unless instructed to do so.**
- You must be precise in your list of sources – there are stylistic conventions that have to be followed that enable your lecturer or another reader to verify your usage.
- You must give an alphabetical list of all the sources you consulted, arranged according to the author (or sometimes the name of the article or title of a publication if there is no author).
- The source list is not numbered or bulleted.
- Use single line spacing (MS Word™ Shift/Enter) for individual entries with one blank space between references; if the source continues on a next line, this is usually indented (use Control T in MS Word™).
- Note very carefully the use of italics for the titles of books, journals and newspapers. Titles of dissertations and theses are not italicised (see Botha below). The titles of articles in journals and newspaper articles are not written in italics. Do not use quotation marks for titles of articles or chapters. Titles of internet articles where the author is cited are italicised.

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14 Follow the instructions in your Departmental brief; in some disciplines, students may be required to construct a separate source list for images used in the study.
Note the use of the colon with one space after it between city and publisher (e.g., London: Routledge), but there is no space after the colon between the date or volume and page numbers of a journal or newspaper article (e.g., *Art History* 93(2):45-59).

Do not use 'p' to indicate page.

Use the minimum number of words to indicate the publisher, for example Penguin (not Penguin Books Ltd); Phaidon (not Phaidon Press), Routledge (not Routledge & Kegan Paul); Van Schaik (not Van Schaik & Sons Ltd). The exceptions are University Presses (e.g., Oxford University Press). Always use the ampersand (&) in names of publishers: Thames & Hudson.

If you use a contribution from a book edited by someone other than the author of the contribution, both the author and the editor(s) must be referenced (see 2.2.6 and Crawford/Sorkin below).

Do not use capital letters for the titles of books (only the first word and proper nouns).

Do not write the author’s name in capital letters; if an author has two initials, do not put full stops or spaces between them (Barnes, TJ.). NOTE: Although you should not write out authors’ first names in full in the source list, ensure that you record these names somewhere else.

If you use a book that has been translated, you must indicate who translated it (see Barthes below).

If you use a book that has several editions, you may be required to indicate which edition you used (see Williams & Chrisman below).

You may add the date in which a source was published for the first time in your list of sources in the following way: Freud, S. 2000 [1901]. *The interpretation of dreams.* Oxford: Routledge. (Some publications require the original publication dates, so record these dates as a matter of course.)

If you are citing an author who has published more than one text in a particular year, and you are using these texts, you must differentiate between the publications as follows, both in the text and in the list of sources: Crotty 1997a; Crotty 1997b.

Finally, make sure that you have indicated all the sources that you used in your text in the source list (and *vice versa*).

Below is an example of a List of Sources Consulted.

**LIST OF SOURCES CONSULTED**


Hall, M, archaeologist, University of Cape Town. 1999. Interview by author. 15 February.
Cape Town.


Accessed 10 June 2013.


Smith, A. [Sa]. How to write an excellent assignment. [Sl]: Credo.


Smith, EJ. [Sa]. How to write an even better assignment. Brakpan: [sn].


YOU (178), 6 May 2010.
This serves to confirm that I (Full Name(s) and Surname):

Student number:

enrolled for the qualification Bachelor of Arts Honours in Design in the Department selected below at the Faculty of Art Design and Architecture

- [ ] Fashion Design
- [ ] Communication Design
- [ ] Jewellery Design & Manufacture
- [ ] Multimedia Design

Hereewith declare that my academic work is in line with the UJ Policy: Student plagiarism and the UJ Student Guide to Avoiding Plagiarism with which I am familiar

I further declare that the work presented in the module:

for the unit: [ ] and assessment: [ ]

is authentic and original unless clearly indicated otherwise and in such instances full reference to the source is acknowledged and I do not pretend to receive any credit for such acknowledged quotations, and that there is no copyright infringement in my work. I declare that no unethical research practices were used or material gained through dishonesty. I understand that plagiarism is a serious offence and that should I contravene the Plagiarism Policy notwithstanding signing this affidavit, I may be found guilty of a serious criminal offence (perjury) that would amongst other consequences compel the UJ to inform all other tertiary institutions of the offence and to issue a corresponding certificate of reprehensible academic conduct to whomever request such a certificate from the institution.

Signed at: [ ] on this day [ ] of 2015

Signature

STAMP COMMISSIONER OF OATHS (Masters and Doctoral candidates)
Affidavit certified by a Commissioner of Oaths

This affidavit conforms to the requirements of the JUSTICES OF THE PEACE AND COMMISSIONERS OF OATHS ACT 16 OF 1963 and the applicable Regulations published in the GG GNR 1259 of 21 July 1972; GN 903 of 10 July 1998; GN 109 of 2 February 2001 as amended.

The format of this declaration is adapted from the University of Johannesburg’s Policy: Plagiarism, Appendix D (2013:19) to accommodate undergraduate and Honours submissions.
Academic superheroes: constructing post-colonial identities for the University of Johannesburg and the University of the Witwatersrand

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Module code: THD331
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6. EXAMPLES OF CAPTIONS & CITATIONS FOR FIGURES

6.1 Responsible use of images
There are ethical and legal issues that pertain to the taking of photographs of people and things, as well as the usage of existing images. Clarify appropriate usage with your study leader to ensure that you adhere to ethical procedures (see 6.6).

The following examples are not exhaustive, nor carved in stone, but they provide an indication of the general rules for acknowledging the source of, and writing captions for, images used in Figures. Captions are typed in single line spacing. See 6.7 for tips on formatting captions in MS Word™.

Note that the sources of ALL images must be acknowledged in the captions of Figures. If you do not acknowledge the source of an image in the caption, you are committing plagiarism.15

The date of the source of a photograph (or any other image) is not necessarily the same as the date when the original image was created; it may not be necessary to indicate the original date – this depends on the context of the image, and the requirements of your lecturer / supervisor.

6.2 Images sourced on web pages

6.2.1 General guidelines for citing images sourced on-line
Do NOT insert the URL in the caption; the URL is inserted in the List of Sources. If there is an author of the contents featured on a web page, the image is cited under the author’s name (e.g. Natalie Boruvka, or Johanna Leggat – see below). If no author, the image must be cited under the main heading of the page displayed in the Figure (e.g., Let your Ayoba shine, or Nelson Mandela – see below); if no heading, then the first few lines of the text on the page. The on-line [O] symbol must be inserted in the source list. Contributors (if they are known) are identified, for example artist, designer, stylist, architect, photographer, art director, and illustrator.

Note that ALL images captured from internet, whether they are photographs of furniture or polar bears, or reproductions of paintings, posters or architect’s drawings, are cited following this guideline (which is also the guideline for citing internet sources in general). The examples overleaf offer a general method, but captions and citations should be adjusted to address the context of the image as it is used in your study.

15 At postgraduate levels, where your work could be published in the public domain, in addition to acknowledging the source of an image, you may also have to obtain permission to reproduce this image in your own text: most images in books, magazines and on the internet are copyrighted so take note of your ethical and legal responsibility in this regard.
6.2.2 Images sourced from web pages where designer/artists(s) are known

Figure 1 Sign Café (designers), MTN home page, 2011 (Let your Ayoba shine 2011).

In the source list:

In the List of Figures:
Figure 1 Sign Café (designers), MTN home page MTN, 2011.

Figure 42 Stanley Spencer, Sarah Tub and the Heavenly Visitors, 1933. Oil on canvas, 94 x 104.1 cm. Stanley Spencer Gallery, Cookham, Berkshire, United Kingdom (Sarah Tubb and ... 2013).

In the source list:

In the List of Figures:
Figure 42 Stanley Spencer, Sarah Tubb and the Heavenly Visitors, 1933. Oil on canvas, 94 x104.1cm. Stanley Spencer Gallery, Cookham, Berkshire, United Kingdom.
If you are required by a brief to cite your Figures in a separate List of Figures that includes the source of the Figure, add the citation to the entry, for example:

**Figure 42**  
Stanley Spencer, *Sarah Tubb and the Heavenly Visitors*, 1933. Oil on canvas, 94 x104.1cm. Stanley Spencer Gallery, Cookham, Berkshire, United Kingdom.  
Source: Sarah Tubb and the Heavenly Visitors, 1933 (oil on canvas). 2013. [O]. Available:  

6.2.3 Images sourced from web pages where designer/ artist(s) are NOT known

**Figure 3** Designer unknown, MTN home page, 2011  
(Let your Ayoba shine 2011).

In the source list:

Let your Ayoba shine. MTN home page. 2011. [O]. Available:  
http://www.mtn.co.za/mtnq1/Pages/mtnq1.aspx  
Accessed 06 December 2011.

In the List of Figures:

**Figure 2** Designer unknown, MTN home page, 2011.

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**Figure 42**  
The Venus of Willendorf, 30000-25000 BCE.  
Discovered in 1908 by archaeologist Josef Szombathy at a paleolithic site near Willendorf, Austria, this is one of the earliest known depictions of the human figure (The Venus of Willendorf … 2014).

In the source list:

The Venus of Willendorf, Fertility Symbol, Pre-historic sculpture, 30000-25000 BC (front view). 2014. [O]. Available:  

In the List of Figures:

**Figure 42** The Venus of Willendorf, 30000-25000 BCE.
6.2.4 Images sourced from an authored article on a web page

**Figure 5** Mervin Pike (designer), Supplied and Gunther Grater (photographers), courtyard terrace of Cape homestead, 2011 (Boruvka 2011).

**In the source list:**

**In the List of Figures:**
**Figure 3** Mervin Pike (designer), Supplied and Gunther Grater (photographers), courtyard terrace of Cape homestead, 2011.

---

**Figure 33** A Tate Modern staff member inspects Damien Hirst's controversial artwork of a cow preserved in formaldehyde (Leggat 2008).

**In the source list:**

**In the List of Figures:**
**Figure 33** A Tate Modern staff member inspects Damien Hirst's controversial artwork of a cow preserved in formaldehyde.
6.2.5 Images sourced through an internet search engine (e.g., Google™)

Search engines such as Google™ are not sources of images in themselves; the engine redirects the user to the source. This original source, not Google™, should be cited.

**Figure 6** Photographer unknown, Nelson Mandela leaving Victor Verster prison in 1990 (Nelson Mandela 2010).

In the source list:
Accessed 06 December 2011.

In the List of Figures:
**Figure 4** Photographer unknown, Nelson Mandela leaving Victor Verster prison in 1990.

6.3 Images sourced from popular magazines and academic journals

6.3.1 Images sourced from magazine/journal articles where there is an author

If you are linking the image to the article in which it appears you should include the author of the article in your citation.

**Figure 7** Mervin Pike (designer), Supplied and Gunther Grater (photographers), courtyard terrace of Cape homestead, 2011 (Boruvka 2011:32).

In the source list:

In the List of Figures:
**Figure 5** Mervin Pike (designer), Supplied and Gunther Grater (photographers), courtyard terrace of Cape homestead, 2011.
If you are only using the image, and there is no link to the article or author from which you are sourcing the image, or if contributor details are irrelevant, your citation may only refer to the magazine or journal itself:

**Figure 15** Cape homestead (*Top Billing* December 2011:32).

In the source list:

In the List of Figures:
**Figure 5** Cape homestead.

**Figure 6** Photographer unknown, man in typical leather biker’s jacket, undated (*YOU* (178), 6 May:21).

In the source list:
*YOU* (178), 6 May 2010.

In the List of Figures:
**Figure 6** Photographer unknown, man in typical leather biker’s jacket, undated.

If the issue number of the magazine is provided, you do not necessarily have to provide the year of publication as well.
OR … if you are commenting on the content of the article itself:

**Figure 6** Photographer unknown, Jannie Mostert as he appears in *You* magazine (Coetzee 2010:21).

In the source list:

In the List of Figures:
Figure 6 Photographer unknown, Jannie Mostert as he appears in *You* magazine.

---

Figure 7 Johann Schmit (architect), entrance to Haus Garze, 1965 (*Journal for Cultural Studies* (56)6:66).

In the source list:
*Journal for Cultural Studies* (56)6.

In the List of Figures:
Figure 7 Johann Schmit (architect), entrance to Haus Garze, 1965.

OR …

**Figure 7** Johann Schmit (architect), entrance to Haus Garze, 1965 (Raubenheimer 2008:67).

In the source list:

In the List of Figures:
Figure 7 Johann Schmit (architect), entrance to Haus Garze, 1965.
6.3.2 Images sourced from magazine/journal articles where the contributors are unknown.

**Figure 8** Photographer and designer unknown, courtyard terrace of Cape homestead, 2011 (Embracing eternal 2011:32).

In the source list:

In the List of Figures:
Figure 8 Photographer and designer unknown, courtyard terrace of Cape homestead, 2011.

OR ...

**Figure 8** Photographer and designer unknown, courtyard terrace of Cape homestead, 2011 (*Top Billing* December 2011:32).

In the source list:
*Top Billing* December 2011.

In the List of Figures:
Figure 8 Photographer and designer unknown, courtyard terrace of Cape homestead, 2011.
6.3.3 Advertisements sourced in magazines and newspapers

Figure 10  Y&R (agency), Graham Lang and Rui Alves (creative directors), Justin Joshua, Rowan Foxcroft and Gareth Owen (art directors), Black Ginger (digital artist), Nkanyezi Masango (copywriter), More than meets the eye Land Rover print advertisement, 2013 (Land Rover 2013:7).

In the source list:

In the List of Figures:
Figure 10  Y&R (agency), Graham Lang and Rui Alves (creative directors), Justin Joshua, Rowan Foxcroft and Gareth Owen (art directors), Black Ginger (digital artist), Nkanyezi Masango (copywriter), Land Rover print advertisement *More than meets the eye*, 2013

If you have no information about the designer(s) of an advertisement, your caption may simply read:

Figure 10  *More than meets the eye* Land Rover print advertisement, 2013 (Land Rover 2013:7).

6.4 Images sourced from books

Figure 9  Max Ernst, *The Virgin Mary spanking the Christ Child before three witnesses: André Breton, Paul Eluard, and the painter*, 1926. Oil on canvas, 196 x 130cm. Museum Ludwig, Cologne, Germany (Muir 2009: 236).
In the source list:

In the List of Figures:
Figure 8  Max Ernst, *The Virgin Mary spanking the Christ Child before three witnesses: André Breton, Paul Eluard, and the painter*, 1926. Oil on canvas, 196 x 130cm. Museum Ludwig, Cologne, Germany.

NOTE: If you have sourced an image from an edited volume, cite the editor(s) of the publication, not the author(s) of the chapter from which you have sourced the image. However, if you are citing the chapter author as well, you must cite both the author and the editor (see 2.2.5).

6.5 Screen shots from film or video
If you take a film still from a hard copy article or book, follow the guidelines in 6.3 and 6.4; if you copy a film still from an internet article on the film, follow guidelines for 6.2.

If you have taken your own screen shots, cite the source as follows. Note that screen shots are not referenced separately in the list of sources, but fall under the entry for the film (see 2.7.1 & 2.7.2).

In the source list:

In the List of Figures:
Figure 1  Deckard is detained by Gaff. Ridley Scott (director), *Blade Runner*, 1982 (screen shot by author)(Scott 1982).
6.6 Author’s own photographs

State in caption that photograph has been taken by author. If there is more than one author, the caption should indicate which author(s) took the photographs. Photographs taken by author are NOT referenced in the list of sources.

**Figure 5** Façade of Voortrekker monument, Pretoria, 2010 (photograph by author).

In the List of Figures:
**Figure 5** Façade of Voortrekker monument, Pretoria, 2010.

If the author is has photographed her/his own work:

**Figure 13** Lee de Wet (designer), woollen jacket with silver embroidery, 2012 (photograph by author).

In the List of Figures:
**Figure 13** Lee de Wet (designer), woollen jacket with silver embroidery, 2012.

If the author is has photographed someone else’s work:

**Figure 2.2** Palesa Mokubung (designer), ruched silk dress over gingham pants, 2010 (photograph by author, used with permission).

In the List of Figures:
**Figure 2.2** Palesa Mokubung (designer), ruched silk dress over gingham pants, 2010.
NOTE: taking a photograph of an object does not automatically give the photographer the right to reproduce the image of the object – even if the object is in the possession of the photographer. If the object itself is subject to copyright, or displays elements that are copyrighted, written permission must be obtained to reproduce the images if the text is published in the public domain.

If the author has photographed people:
NOTE: you should obtain a letter of informed consent from the person(s) being photographed; this permission may be compulsory at postgraduate level, but could be required at undergraduate levels as well.

**Figure 22** Man with leopard tattoo, Benoni Northern Sports Grounds, November 2012 (photograph by author, used with permission).

**In the List of Figures:**
**Figure 22** Man with leopard tattoo, Benoni Northern Sports Grounds, November 2012.

If a photograph by the author is the creative output of the author:

**Figure 10** Brenden Gray (photographer), *Scion*, 2012.

**In the List of Figures:**
**Figure 10** Brenden Gray (photographer), *Scion*, 2012.
6.7 Using MS Word™ to format Figures and organise text

MS Word™ enables you to control the placement of an image on a page – use the In line with text, and/or Wrap text functions. To automatically insert a caption under or above an image, right click on the image and select Insert caption (you then add to or edit the caption as necessary).\textsuperscript{16}

To automatically generate a List of Figures from the captions: go to the Reference tab, and select Insert table of figures. All captions are captured and automatically grouped in a list. If you change the number of the caption, the number automatically changes in the list. However, remember that you must delete your citations from the final List of Figures.

MS Word™ also enables you to automatically generate a Table of Contents. In order to do this, you need to set up your document using Styles. This is useful when writing up a long assignment with many sections and sub-sections: ask a lecturer to assist you with this task.

7 ALTERNATIVE CITATION FORMATTING

7.1 Using MS Word™ REFERENCES to format citations

No universally accepted citation method exists; however, it is practical for an institution or publisher to standardise the conventions of citation used within a specific community of authors. This makes uniform editing and assessment possible, and establishes a brand identity for the institution.

MS WORD™ offers a very useful citation function. Although it differs from The FADA Guide, you may be able to use it as the default citation format in your Department, or in agreement with your study leader. Even if you are required to adhere to the formatting in The FADA Guide, you can still utilise the functions of this application (and then adapt the formatting when finalising your submission).

When you need to insert a citation in your text, click on REFERENCES on the MS WORD™ toolbar. A drop down menu appears that allows you to choose a citation Style (see screen shot overleaf). The Chicago style is probably closest to the formatting in The FADA Guide, but you can experiment with the various options.

\textsuperscript{16} Although this function is handy, it will not allow you to move the image with the caption; if you move the image, the caption stays behind. One way to have greater control over images is to create a table, and insert the image into the table. Then insert caption.
Once you have identified a particular Style, select Insert citation, then select Add new source. A window opens in which you have to manually insert all the details of your source (see below).

Click OK, and WORD automatically inserts the citation in your text and, at the same time, starts constructing (or adds to) a master list of sources. This latter function is the most useful aspect of this tool; it stores a record of all your sources so that if you are working on another assignment, you can access this master list by clicking on Manage sources under the
REFERENCES tab. If you use the Chicago REFERENCES style in WORD, your citation looks like this:

**IN THE TEXT:**
Universities need to revaluate their teaching styles (Zimane 2016).

**IN THE SOURCE LIST:**

Although this may appear as if citation nirvana has arrived, it is not necessarily as uncomplicated as it seems. You still have to insert information manually, the format for journal articles differs, the type of sources are limited and sometimes the function simply does not cooperate. It is nevertheless worth your while to explore this tool.

### 7.2 Creating on-line citations and reference lists for electronic sources

There are several ways that you can generate citations and reference lists using on-line resources.

If you have identified an electronic journal article on UJoogle, click on the **Cite** button which brings up a citation for the source in a variety of formats (see below). None of these formats conform exactly to the format in the FADA Guide, so choose the most appropriate format – for example ‘Harvard: Australian’ – and edit the citation to conform to the FADA style. All the information you need will be captured. You can then **manually** cut and paste the citation into your draft list of sources.

**Step 1**
For complex assignments that require extensive reading you can make use of RefWorks™ to electronically capture citations of electronic texts. This is a useful tool that allows you to construct a digital list of titles (with all the necessary citation details) from which you can then select specific titles to include in your final List of Sources Consulted.

Open an account with RefWorks on-line; it’s easy and free (if you are a registered student at UJ): www.refworks.com. The digital texts on UJoogle are linked to RefWorks. You upload the citation for a text by either clicking on the quotation marks icon (for electronic books) or the Export icon (for electronic journal articles). Refworks organises the citations alphabetically (see overleaf); you can then upload citations into a separate List of Sources Consulted for a particular assignment.
See example of list of Refworks citations (overleaf). Note that Refworks does not store the article, only the citation.
For more detailed guidance on using Refworks™ please make an appointment with your Information Librarian.