UNIVERSITY OF VAASA

School of Marketing and Communication

Guidelines for Written Work in the Humanities

Vaasa 2018
## TABLE OF CONTENTS

**FIGURES AND TABLES** 3

**ABSTRACT** 4

### 1 USING THESE GUIDELINES 6

1.1 The Process of Writing Your Candidate (BA) thesis 6

1.2 The Process of Writing Your MA Thesis 7

### 2 EXTERNAL REQUIREMENTS 9

2.1 Cover 9

2.2 Page Numbers, Table of Contents and Other Lists 10

2.3 Abstract 11

2.4 Font, Type Size and Style 12

2.5 Page Layout and Line Spacing 12

2.6 Chapters, Headings and Paragraphs 13

2.7 Figures, Pictures, Tables, Examples and Quotations 14

2.8 Appendices 18

### 3 REFERENCING SOURCES 19

3.1 General Information about Referencing 19

3.2 Extent of Reference 21

3.3 Reference Content 22

3.3.1 Referencing an entire publication 23

3.3.2 Publication by multiple authors 23

3.3.3 Several sources in the same reference 24

3.3.4 Reference to the author's name in a sentence 24

3.3.5 Making an indirect reference to a source 25

3.3.6 Same author, different publications 25

3.3.7 Referencing newspapers and periodicals 26

3.3.8 The publication does not have an author 27
3.3.9 Use of ibid. 27
3.3.10 Use of cf. and see 28
3.4 Other References 28
  3.4.1 Electronic Sources 29
  3.4.2 Interviews and Social Media Sources 29
  3.4.3 Statistical Sources 29
  3.4.4 Statutes 30

4 COMPILING THE LIST OF WORKS CITED 31
  4.1 Monograph (Printed Source) 32
  4.2 Monograph (Electronic Source) 34
  4.3 Series and Multi-Volume Works 35
  4.4 An Article in a Compilation 36
  4.5 An Article in a Printed Periodical, Journal or Newspaper 36
  4.6 An Article in an Electronic Publication 38
  4.7 Films, Music, TV and Radio Programmes 39
  4.8 Unpublished Works: Theses and Interviews 40
  4.9 Corporative Authors 42
    4.9.1 Statistics 42
    4.9.2 Laws and Decrees 43
    4.9.3 Minutes 43
    4.9.4 Report Series 43
    4.9.5 Committee Reports 43

5 FINAL REVISION OF MASTER'S THESES 44

WORKS CITED 45

APPENDICES
Appendix 1. Model Cover for Master’s Thesis (ICS-programme) 51
Appendix 2. Model Cover for Master’s Thesis (IMCo-programme) 52
Appendix 3. Model Abstract (ICS-programme) 53
Appendix 4. Model Abstract (IMCo-programme) 54
FIGURES
Figure 1. Composition of grammar 15

DIAGRAMS
Diagram 1. Comparison of the amount and origin of Nadsat in ST and TT 15

TABLES
Table 1. Translations of different academic abbreviations and phrases 16
ABSTRACT

The abstract of a Master’s thesis contains information about the background of the research, the research subject or problem, theory, central concepts, methods and material, important findings, results, and conclusions and interpretations. No referencing appears in the abstract. The abstract is written with the font Times New Roman, type size 12 and line spacing 1. About 5-6 keywords should be given at the end written in the same language as the thesis. Keywords may be discussed with the thesis supervisor.

When the thesis is written in English, the abstract should be written in either Finnish or Swedish. If your mother tongue is other than either of the two national languages, the abstract can be written in English or in another language as agreed with the supervisor. The language of the abstract should correspond to the language in which you have written or will write your thesis exam (kypsyysnäyte/mognadsprov). In the Discipline of English Studies, the frame text of the abstract is always in English.

The abstract is bound into the thesis as a one-sided page after the table of contents and before the introduction, and is numbered in sequence. The abstract is a one-sided copy and its length is limited to one page only. Thus the abstract’s page number is always odd. One empty page should be left between the abstract and chapter 1. Note that right hand pages always have odd page numbers and left hand pages have even numbers.

KEYWORDS:
1 USING THESE GUIDELINES

The purpose of these guidelines is to unify the layout and structure of research papers written by students in the Faculty of Philosophy at the University of Vaasa. The guidelines apply to the Humanities fields of study. The guidelines exist in a Finnish and an English version and other versions are translations of either of these two. Disciplines may have supplementary instructions for their specific fields and these are available from the departments.

Guidelines for external requirements, referencing and final revision of the thesis are explained in the chapters to follow. The examples in these guidelines are intended to be applicable to all written work. They are indicated by smaller print and a red line above and below for additional clarity.

It is recommended that you follow these guidelines in all written work, starting from the first assignments. This training makes following the guidelines easier when writing the actual thesis. **You should, however, take into account that these guidelines do not cover all situations. When in doubt, you should always consult your supervisor. You should be consistent when following the guidelines independently.**

1.1 The Process of Writing Your Candidate (BA) thesis

The BA thesis writing process starts in the Candidate (Bachelor) thesis seminars. In the seminars, you will be introduced to academic research, argumentation, information acquisition and academic writing. In writing the thesis, you will be advised to use these guidelines. Please consult your supervisor to find out if your discipline has specific writing requirements, in addition to these guidelines.
The layout of the BA thesis should follow these guidelines. The thesis should be submitted to the supervisor as one single sided copy printed on regular white paper. No abstract is required. When the BA thesis has been submitted in its final form, you should take the thesis exam (kypsyysnäyte/mognadsprov). Instructions regarding the thesis exam are found in the Faculty study guide. The purpose of the thesis exam is to show that you can present and discuss your research also in your mother tongue, or in a language other than that of the thesis itself. The thesis exam is an essay of about four hand-written pages or about 500 words, and a choice of two topics is given by the thesis supervisor. The language of the thesis exam is Finnish or Swedish, regardless of the language in which your thesis is written. If you are not a native speaker of either of the two national languages, you can write your thesis exam in English.

1.2 The Process of Writing Your Master’s Thesis

The MA thesis writing process starts in the Master’s thesis seminars. The purpose of the seminars is to develop your ability to do research work, find information and critically assess it, while at the same time following the conventions of academic writing. A Master’s thesis is expected to show understanding of one’s field of research and make some small contribution to it.

The layout of the Master’s thesis should follow these guidelines. The requirements concerning the layout of the cover and the paper used for the cover are given in Chapter 2.1. The Master’s thesis differs from the BA thesis in that an abstract is required. Instructions about the abstract are given in Chapter 2.3. Practical information concerning the submission procedures is available in the Faculty study guide (see also Chapter 5). If you have already taken a thesis exam at BA level, you do not need to do it again. If not, the languages and the procedure are as stated for the BA thesis exam (see previous subchapter).
When a Master’s thesis has been approved by the Dean, students are responsible for submitting their thesis to the Tritonia database where it will be electronically available for other readers and researchers. Detailed instructions for electronic submission are also available in the Faculty study guide.
2 EXTERNAL REQUIREMENTS

This chapter will deal with the external requirements placed on the layout of the cover and the thesis itself. In a Master’s thesis, English Studies require an abstract and attention needs to be paid to the length of the abstract and the choice of language for the abstract. The instructions below concern the font and style to be used, page layout and line spacing, and how to structure chapters, headings and paragraphs. Finally, advice is given on the use of figures, pictures and tables, and how to insert examples and quotations into the text.

2.1 Cover

The cover of the Master’s thesis is regulated as to layout, the colour of the paper used and the binding (the BA thesis as to layout only). The title of the work is written on the cover page. It should be concise and correspond to the content of the work. The title may be in two parts, in which case it is divided into main title and subheading. In principle these should not, for technical reasons, be separated by punctuation signs like colons and semicolons. A subheading may be needed to define the research subject more exactly. The thesis cover page is white and the paper weight is 160 gr. The cover page is laid out according to the major subject model (see Appendices 1–2). The back cover is white cardboard which with a white back is bound to a transparent plastic sheet covering the cover page. A sticker with the student’s last name and the year of completion of the thesis is attached to the back. For other written works the cover page may be printed on white paper.

The margins of the cover page of written work are the same as in the rest of the work (see Chapter 2.5 and Appendices 1–2). The font Times New Roman, type size 14, is used on the cover page. The line spacing on the cover page is 1. The name of the university is on line 1 at the top of the page and the name of the faculty is on line 3. The author’s name (given
name[s] first, family name last) is written on line 19 and the main title on line 21. The text on the cover page begins at the top of the page and is centred. The text Vaasa 20XX is written on the last line at the bottom of the page. For works other than a thesis (e.g. works produced for a course) you are advised to follow the praxis of that course and the advice of the lecturer giving the course.

2.2 Page Numbers, Table of Contents, and Other Lists

All pages subsequent to the cover page are numbered in sequence, so that the table of contents begins on page 1. Page numbering continues to the last page of the appendices. The page number is written in the middle of the page, 2.5 cm from the top edge of the page. The font and type size of page numbers are the same as in the rest of the text.

In all written work, the table of contents is compiled and placed as in these guidelines (see pp. 1–2). The line spacing is 1.5 and headings of subsections are indented (with the tabulator set at 1 cm from the margin for first level subheadings and at 2 cm for second level subheadings etc). In the table of contents, the research content is specified with headings and page numbers in the order of appearance. All the main chapters and subsections are then specified word by word. Sources and possible appendices which appear after the sources are mentioned at the end of the table of contents. Lists of tables and figures appear after the table of contents. Main chapters are capitalized in the table of contents. In the table of contents the heading WORKS CITED is not preceded by a number and neither is the heading APPENDICES preceded by a number in the table of contents.

Other lists are lists of pictures, figures, tables and abbreviations. The existence of a list of figures or tables is indicated first in the Table of Content, before the Abstract (see p. 3). The lists are then placed after the table of contents, before the actual text. Lists of pictures, figures and tables are given headings and page numbers like other items in the Table of
Contents. If the number of figures and tables is insignificant, no separate lists need to be included. Established abbreviations, which appear in the research, are included in the list of abbreviations. They include abbreviations that have become established in the press and dictionaries. If only a few established abbreviations appear in the work, they may be clarified in the text, thus omitting the need for a separate list. Examples of established abbreviations include:

DUW = Deutsches Universalwörterbuch  
NS = Nykysuomen sanakirja  
OED = The Oxford English Dictionary  
PS = Suomen kielen perussanakirja  
SAOL = Svenska Akademiens ordlista över svenska språket

2.3 Abstract

In English Studies, no abstract is required for the BA thesis. The abstract of a Master’s thesis is bound to the thesis as a one-sided page after the table of contents and before the introduction, and it is numbered in sequence. The abstract is a one-sided copy and its length is limited to one page. Thus the abstract’s page number is always odd. Chapter 1 also begins with an odd page number leaving an empty page between the abstract and Chapter 1. Note that the right hand pages always have odd page numbers and the left hand pages have even numbers.

As with the thesis exam, the abstract should be written in Finnish or Swedish. If your mother tongue is other than either of the two national languages, the abstract and the thesis exam can be written in English or in another language as agreed with the supervisor. Within English Studies, the frame text of the abstract is always in English.
The abstract contains information about the background of the research, the research subject or problem, theory, central concepts, methods and material, important findings, results, and conclusions and interpretations. No referencing appears in the abstract. The abstract is written with the font Times New Roman, type size 12 and line spacing 1. Keywords in the thesis are also mentioned in the abstract. Keywords are written in the same language as the thesis. Keywords may be discussed with the thesis supervisor. (See Appendices 3–4.)

2.4 Font, Type Size and Style

The entire thesis is written in Times New Roman type size 12. The font and/or type size may be changed, such as in figures. Italic and bold type are used when applicable and according to the supervisor’s instructions. Underlining of text is not recommended. Font styles should be used consistently and only one at a time. They must not be used too much, because the text should be easy to read.

2.5 Page Layout and Line Spacing

The thesis is handed in for inspection as double-sided pages. Therefore the text must be laid out so that the right and left margins are of equal size (3 cm). Both text borders must be even, and this also applies to various lists, appendices, examples and long quotations. The margin is 3 cm at the bottom of the page and 3.5 cm at the top of the page. The line spacing is 1.5 in all written work which gives 32 lines of text per page. In direct quotations longer than 3 lines, line spacing 1 is used. Such quotations are also indented (see Chapter 3.1). Indented quotations are separated from the rest of the text by one empty line of 1.5. Line spacing 1 is also used in table and figure captions, examples, possible footnotes and the list of works cited.
2.6 Chapters, Headings and Paragraphs

The text is divided into chapters, and the chapters are given headings and numbers according to the decimal system. The number of main chapters varies, but 6–7 main chapters should suffice even in a long thesis. Main chapter headings are capitalized, subsection headings are written in lower case letter. Main chapters (1) in a thesis begin on a new page. In other written work, main headings are separated from the preceding text with two empty lines. Subsections continue on the same page as the preceding text.

If a subsection starts at the bottom of the page, there should always be at least two lines of text under the subheading. Otherwise the start of the subsection can be transferred to the following page.

Two-level subheadings (1.1) are separated from preceding text with two empty lines. A main chapter heading should always be followed by at least one short paragraph. Placing the second-level subsection heading directly under the main heading is not recommended. However, if this is done, one empty line between the headings is sufficient. Subheadings with more than two levels are separated from preceding headings or text with one empty line. The minimum number of subsections is two; thus if there is a chapter 1.1, there must also be a chapter 1.2. It is not advisable to subdivide the chapters excessively; no more than three levels are recommended (1.1.1). There is always an empty line between the heading and the text.

The text is divided into paragraphs, which are separated by an empty line. Paragraphs should be of roughly equal size. Thus, there should neither be paragraphs the length of an entire page, nor tiny paragraphs of only one line. A paragraph should comprise at least two sentences. If a paragraph ends at the top of a page with only half a line or one line (a so called orphan) the text should be adjusted so that the page starts with at least two lines. Long lists, such as bullet pointed lists, are also not generally advised.
2.7 Figures, Tables, Examples and Pictures

Figures, pictures and tables supplement the text. Their content has to be clear enough to examine and comprehend without reading the actual text. Each figure, picture, table and example must be referred to in the actual text. The appearance of figures, pictures and tables must be clear and their size functional. For example, “empty space” for no apparent reason is not permissible, and they have to fit into the set margins. Additionally, various colours and shades of grey which do not photocopy well should be avoided. Pages with figures and tables can be printed out in colour if needed.

Captions should be placed under figures and pictures, but above tables. Figures, pictures and tables have their own separate numbering sequences. The texts **Figure 1.**, **Picture 1.** and **Table 1.** are written in bold type, but the headings text for figures, pictures and tables is not written in bold type. The headings of figures, pictures and tables correspond to the font and type size of the actual text but their line spacing is 1. Also in tables the used line spacing is 1. The headings of figures, pictures and tables do not end with a full stop. Possible references are included in the text of the heading within brackets. Figures, pictures, tables and examples are separated from the text with two empty lines above and below. Heading text and figures, pictures or tables are separated with one empty line. If the text of the heading is over one line long, it is indented so that the second line begins right below the first. Separate lists of figures, pictures and tables are compiled and placed before the actual text, after the table of contents.

Figures and pictures facilitate the clarification and simplification of the matter presented. A useful tool for creating figures and pictures is MS Word Smart Art programme. When figures are drawn up it must, however, be kept in mind that even very small symbols communicate a great deal. For example an arrow, which points in the wrong direction, changes the content of a picture significantly. The fact that a student is able to draw up a figure often illustrates that they have grasped the conceptual connections. If a figure is
quoted from another source, the original title must be used and the source must be referenced. The original source must be referenced also in such cases where only part of a figure/table is quoted.

**Figure 1.** Composition of grammar (Aitchison 1978:17)

![Diagram 1.](attachment:graph.png)

**Diagram 1.** Comparison of the amount and origin of Nadsat in ST and TT (Mäkelä 2015: 62)
Tables are often used to present statistical data. A table is composed of lines and columns in which the information is presented in a simplified form. Statistical data is presented as a separate table, either inserted into the text or as an appendix. If the amount of numerical data is insignificant, it may also be presented as displays without headings or numbering. When the focus is on findings significant to the research, not all statistical data necessarily needs to be presented separately. The same data should not be presented in both table and figure form. If necessary, the exact numerical data on the basis of which a figure has been drawn up may be presented as an appendix. In qualitative research, the presentation of quantitative descriptions may be based on very small samples. In such cases there should be critical discussion in the text about how the numeric information can be extrapolated. When presenting percentages, the tables should include the numbers from which the percentages have been calculated.

**Table 1.** Translations of different academic abbreviations and phrases

<table>
<thead>
<tr>
<th>English</th>
<th>Finnish</th>
<th>Swedish</th>
<th>German</th>
</tr>
</thead>
<tbody>
<tr>
<td>available at</td>
<td>saatavilla</td>
<td>tillgänglig</td>
<td>Zugang</td>
</tr>
<tr>
<td>cited</td>
<td>lainattu</td>
<td>citerat</td>
<td>Stand</td>
</tr>
<tr>
<td>Ed./Eds.</td>
<td>toim.</td>
<td>red.</td>
<td>Hrsg./Hg.</td>
</tr>
<tr>
<td>translated by</td>
<td>kääntänyt</td>
<td>översättning av</td>
<td>übersetzt von</td>
</tr>
<tr>
<td>cf.</td>
<td>vrt.</td>
<td>jfr</td>
<td>vgl.</td>
</tr>
<tr>
<td>etc.</td>
<td>jne.</td>
<td>bl.a.</td>
<td>u. a.</td>
</tr>
<tr>
<td>ibid.</td>
<td>emt.</td>
<td>ibid.</td>
<td>(use not recommended)</td>
</tr>
<tr>
<td>In</td>
<td>Teoksessa</td>
<td>I</td>
<td>In</td>
</tr>
<tr>
<td>see</td>
<td>ks.</td>
<td>se</td>
<td>s./siehe</td>
</tr>
</tbody>
</table>
All figures and tables must have the same graphic interface and they should not be overtly emphasised. Figures and tables must be sufficiently explained in the text, but need not be repeated in detail. Figures and tables may also be presented in the appendices.

Figures and tables may be referred to in the text as follows:

The interpersonal metafunction is divided into positioning and modality (see Figure 12).

In translation studies and linguistics, all examples presented in the research material must be numbered in sequence and indented. The indentation is 1.5 cm for the number of the example and 2.5 cm for the text of the example. In the examples, line spacing 1 must be used to indicate that the examples are separate from the rest of the text. In general, examples do not appear last in a section or a subsection. The following illustrates the spacing of the text of a quotation which is also an indented numbered example. Note that square brackets with three full stops […] are used to indicate omission of text.

(2) There are, of course, noble comics traditions elsewhere […], but in Europe, the form has become culturally respectable in a way that is unmatched (Sabin 1998: 14).

All examples should be referred to in the text and sufficiently explained. Interpretation of examples should not be left up to the reader.

Images should be used where they are necessary for the aim and methodology of the thesis. Current copyright regulations must be adhered to. When using images, the appropriate citations must be used. Pictures are referred to with the name of their publication or photographer.
2.8 Appendices

Appendices appear last in the work, after the list of references. They are given headings and page numbers in sequence, and are included in the table of contents. Appendices may include questionnaires and other written communications used in the work, and possible examples. Appendices also include illustrative figures and pictures which are too large to include in the text. If the number of appendices is one, it is entered in the table of contents as follows: APPENDIX. Appendix heading (no full stop after the heading).
3 REFERENCING SOURCES

This chapter deals with how sources are referred to in the text. Chapter 4 deals with the manner of entering sources used in examples into the list of works cited. All sources used in examples in these guidelines have been entered into the list of works cited (see pp. 45–50).

3.1 General Information about Referencing

Using references is central to scholarly practice. References allow the reader to observe how source material has been employed in the research. They also facilitate verification of the content. References show the reader when the author is relying on the work of another researcher, and allow them easy access to the source in the list of works cited. If a dictionary DUW is referred to as a source in the text there has to be a source in connection to that abbreviation in the works cited list. Among other things, appropriately presented references to the used sources show that the student has understood the rules of academic writing and respects the conventions of the academia.

Sources may be paraphrased or quoted directly. When a text is paraphrased, the central concept relevant to one’s own research problem is identified and rendered in one’s own words. This constitutes the main kind of referencing in scientific work. For example, it is not enough that in their own text the author changes every third word or changes the word order. It is important that the author has internalized the studied text, because otherwise they will not be able to render its message correctly and in a way consistent with their own text.

In direct quotations the source is cited literally. Direct quotations are marked with quotation marks if they are no more than three lines long. Longer quotations are indented, written
with line spacing 1 and given without quotation marks. The quotation is not changed or corrected but used in its original form with possible errors. If a direct quotation has, for example, a spelling mistake, it is pointed out by adding [sic] after the incorrect word. For example:

According to Regina Bendix (1997:8), striving for or searching for authenticity is a form of peculiar longing, at once modern and antimodern. It is oriented toward the recovery of an essence whose loss has been realized only through modernity, and whose recovery is feasible only through methods and sentiments created in modernity.

Direct quotations must contain the highlighting of the original. If, for instance, *italics* are used in the original so should they be used in the quotation. If you want to emphasize a word or an expression which is not marked in the original text by using italics, you will need to indicate that this differs from the original by added (my italics). It is advisable to avoid lengthy direct quotations. Secondary quotations can be used concerning small details only and are referred to as, for instance, “Foucault (quoted in Mills 2004)”. The text quoted or paraphrased must be annotated in a way which also gives the exact page number (when available) or the URL of a website.

Quotations must always be referenced, the source used must always be referred to. It is preferable that students use original sources, from which they may acquire the information in an undistorted form. If secondary sources are used, this should be evident in the text. Secondary sources are not included in the works cited list.

References are usually marked with inserted notes in the actual text. If a different way of referencing is preferred, it must be agreed upon with the supervisor. Only one form of referencing is to be used. When mainly inserted notes are used, footnotes may be used for

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1 sic (Latin) = thus, in that way, really in this way. The expression is also often used to indicate astonishment.
particular purposes. When both inserted notes and footnotes are used, it is important that each method of referencing has a clearly defined area of use.

Text quoted or referred to which is presented in one’s own name without reference is considered plagiarism. The author of the text is responsible for not having direct quotes in the text without appropriate referencing to the source. If the supervisor or the student opponent notices plagiarism in the text during the seminar process, they are obligated to point it out to the author who then has to revise the text in its plagiarised parts. Any plagiarism detected in a finished thesis will result in it being failed.

Before deciding on passing or failing a written work, all the theses written for the University of Vaasa are inspected with the help of plagiarism detection service Turnitin. Following the instructions of their supervisor the students upload their work on the Moodle platform. There will also be a notification of Turnitin inspection on the students’ study register.

3.2 Extent of Reference

The text should always make it absolutely clear where the cited writer’s contributions begins and ends. The site of the full stop in the reference indicates which part of the text the reference concerns. If the reference concerns only one sentence, the inserted note is placed in the sentence before the full stop.

Text figures in three main ways as part of events: in acting, representing, and identifying (Fairclough 2006: 25).

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2Footnotes can be used to present definitions, source critique etc., so as not to break up the rest of the text.
Statistics show that Disney magazines have a special position in the Arab World, even though there is controversy due to them depicting issues that do not fit the value system in Arab societies (Zitawi 2008: 153).

If the reference concerns an entire paragraph or several sentences, the actual reference is inserted at the end of the paragraph or sentences, after the full stop. In this case a full stop placed at the end of the reference within the brackets is optional. Whether you choose to include the full stop or not, be sure to use it consistently. If the writer’s name and the inserted reference are in the middle of a sentence a full stop cannot be used to indicate whether the reference concerns only one sentence or several. In such cases the wording in the text has to be clear enough for the reader to understand where the part quoted from a source ends and the writer’s own ideas begin.

As Höglund claims, wearing a pinstripe suit does not diminish [the “Cosmo girl’s”] traditional femininity. She is not a man in disguise. She does, however, claim control like a man. (Höglund 2007: 60)

Or

As Höglund claims, wearing a pinstripe suit does not diminish [the “Cosmo girl’s”] traditional femininity. She is not a man in disguise. She does, however, claim control like a man. (Höglund 2007: 60.)

3.3 Reference Content

The source is referred to in the text by indicating within brackets the author’s last name, space, year of publication, colon, space, and page or pages used. In the case of composite works, the author of the article is referred to rather than the editor (see also Chapter 4.4 on entering compiled works into the list of references). Page numbers are separated by a dash (–), produced by Ctrl+minus symbol or by choosing it from Insert Symbol menu).
3.3.1 Referencing an entire publication

The references are given with exact page numbers. However, when earlier literature is discussed it may be necessary to refer to entire works without specifying page numbers. This may also concern edited composite works and short articles. In such cases page numbers are not necessary. Also, when referring to a dictionary page numbers are not used.

Discourse is seen as the construction of identities by means of systems of meaning interacting in and with social context (Foucault 1981; Mills 2004).

Critical discourse analysis will be conducted in the form of repertoire analysis, previously applied in the study of the reception of women’s magazines, for example, by Hermes (1995).

3.3.2 Publication by multiple authors

If a source has multiple authors (three or more), different authors are separated by a comma, with the exception of the last author who, when mentioned in the actual text, is separated by and. When the reference is made within brackets, the last author is separated by the ampersand (&). The first time a reference appears all authors are included. Subsequently only the first author is mentioned and in English language works the abbreviation et al.\(^3\) will follow. Authors’ names appear in the same order as in the source and may not be changed into alphabetical order. For example, in the first reference:

The discursive structures or repertoires are a result of discourse analysis, not a given element in the data of a study (Jokinen, Juhila & Suoninen 2004: 28).

\(^3\) et al.= et alia (Latin), meaning “and others”.


Subsequently:

The discursive structures or repertoires are a result of discourse analysis, not a given element in the data of a study (Jokinen et al. 2004: 28).

3.3.3 Several sources in the same reference

A concept introduced in one sentence or paragraph may be associated with several sources. In such cases different sources appear in the order of publication (starting with the earliest) within the same brackets. If several works have been published in the same year, they are placed in alphabetical order according to the authors’ names. References are separated by a semicolon.

The term intertextuality, used for instance by Kristeva (Moi 1985: 156; Mills 2004: 137), has come to denote the manner in which texts relate to other existing texts.

3.3.4 Reference to the author’s name in a sentence

A reference is often placed at the end of a sentence or paragraph (see Chapter 3.2). The author’s name may, however, appear in the middle or beginning of a sentence, in which case the reference is placed within brackets immediately after the name. When an author is referred to in the text, only the date and page number are added in the brackets.

Griffiths (1999: 19) argues that global time began with the tragedy of Titanic.

Helena Bassil-Morozow (2012: 23, 48), in her analysis of trickster films, focuses on the trickster figure’s central role in mapping women’s individuation processes and defining their places in society.
In the middle of a sentence the referencing style differs from the one inside brackets. For example the ampersand (&) is used only inside brackets, not in the text. Of the following examples, the first one refers to the authors in the middle of a sentence, while the second inserts the reference inside brackets.

Gill and Pratt (2008: 15) argue that this star identity draws on the very traditional idea of the artist genius who possesses exceptional talent, inborn creativity, charismatic authority and thereby endows the great designer a mythical status.

This star identity draws on the very traditional idea of the artist genius who possesses exceptional talent, inborn creativity, charismatic authority and thereby endows the great designer a mythical status (Gill & Pratt 2008: 15).

3.3.5 Making an indirect reference to a source

While the use of first hand sources is always recommended, with minor details it is legitimate to make an indirect reference from another source as in the examples below. The original source is not given in the list of works cited.


Widdowson (quoted in Wardhaugh 2006: 15) has described Fairclough’s concept of Critical Discourse Analysis as “sociolinguistics with a conscience”.

3.3.6 Same author, different publications

Different publications by the same author in the same year are indicated by lower case
letters a, b, c [...] in the references and the list of works cited. In the list of works cited, publications appear under the author’s name in chronological order.

Important concepts within discourse analysis are outlined by, for instance, Wodak (2008a). Controversial issues in feminist critical discourse analysis have been theorised by, for instance, Wodak (2008b).

If the sources include two authors with the same surname, English usage is that the authors are specified with their full name.

Craig Allen Smith (2010: 81) notes that one of the most familiar lines of attack in political campaigns is corruption, emphasising that the opponent not only has a policy problem but a character problem as well.

Henry Nash Smith (1978: 123) indicates that the force behind the economic and social development of the American society was not the “picturesque” Wild West but the domesticated West that lay behind it.

3.3.7 Referencing newspapers and periodicals

When an article in a newspaper or periodical is referred to, the author’s name, year of publication and page number are mentioned:

Companies that evaluate educational institutions have set up in many countries (Liiten 2003: A6).

If the author of an article is anonymous, the name and year of the newspaper or periodical appear in the reference:
Representatives of employers, employees, entrepreneurs and the Ministry of Labour are included in the committee appointed by the Ministry of Labour (Helsingin Sanomat 2003a).

Jyväskylä City parish is the largest parish in Finland (Helsingin Sanomat 2003b).

3.3.8 The publication does not have an author

All publications do not have an author as such. In such cases the publisher or another institution is referred to, depending on what is appropriate. In such cases, the choice must be exercised consistently.

According to the Ministry of Justice (1997: 129), court rulings should be clearly divided into separate sections.


3.3.9 Use of ibid.

The abbreviation ibid.\(^4\) may be used in English and Swedish language works if the same publication is referred to several consecutive times in the same paragraph. The page numbers referred to should be added after the abbreviation. The abbreviation may be used subsequent to the first complete reference and it is always in lower case letters. In a new paragraph the name and year are, however, mentioned again. Many authors avoid using ibid. for reasons of clarity.

\(^4\) ibid. = ibidem (Latin), meaning “in the same place”.
[...] consists mainly of Latin and Finnish terms and neologisms (ibid. 131).

3.3.10 Use of cf. and see

The nature of the reference may, if desired, be indicated with the abbreviation cf.\(^5\) and the word “see”. The expressions are not interchangeable. The abbreviation cf. emphasizes differences in points of view and “see” encourages the reader to turn to another source for further information about the issue. Both are written in lower case letters.

3.4 Other References

Sometimes an author may need to refer to an interview, lecture, statistical information or legislation. Some of these sources may also be available on the internet, in library databases or stored in the form of DVDs or CDs, for example.

3.4.1 Electronic Sources

Electronic sources include the internet, e-mail messages, databases, and material stored in any digital form. The author(s) and year of publication are mentioned in the reference. Page numbers must be mentioned, unless they do not exist in original digital sources.

Appraisal theory is concerned with the linguistic resources by which texts/speakers express, negotiate and naturalise particular inter-subjective and ultimately ideological positions (White 2001).

\(^5\) cf. = confer (Latin), meaning “compare”.
Where the author of a digital source is difficult to determine, the publisher or title is referred to. The year of publication may also be the year of the latest update. If none of this information is apparent, the year of quotation is used. The date cited is also always included in the list of Works Cited (see Chapter 4). If references are made to different pages of a website, the titles of the pages are to be mentioned in the reference according to the practice of referencing headwords in dictionaries.

The Finnish research infrastructures databank is now open […]. This new service gives information about nationally significant research infrastructures, including facilities, equipment, materials and services that enable research. (Finnish Ministry of Education and Culture 2016).

3.4.2 Interviews and Social Media Sources

In the case of interviews with individuals it is necessary to specify whose opinions are being given, provided that the interviews are not of a confidential nature. The interviewee and year appear in the reference. More specific information is included in the list of works cited.

Students get acquainted with scientific articles at the multimedia colloquium (Nuopponen 2003).

References to internet discussions can be made following the practise of interviews. The reference is made to the name or pseudonym of the participant (the speaker) depending on the forum.

Grönros (2015) discusses the typical characteristics of dictionaries in her comment.
3.4.3 Statistical Sources

When statistical sources are referred to, the author and/or the title of the work, year of publication and page number are mentioned. The title is written in italics.


3.4.4 Statutes

Up-to-date information about statutes may be found in the Statute Book of Finland or the Finlex-database (www.finnlex.fi). It must be taken into account that legislative work is an ongoing process and law books may contain obsolete information. Like other sources, statutes are indicated with inserted notes. When an entire law is referred to, its complete title and year of implementation are mentioned in the reference.

The conventionality of the discourse context in law text is laid down by the Finnish Constitution (1999).

When a certain section in a law is referred to, its heading, paragraph, and the section are mentioned in the reference:

According to the Finnish constitution, § 6, section 2, nobody may be discriminated against on the basis of e.g. sex or language.

In Finland nobody may be discriminated against on the basis of e.g. sex or language (Finnish Constitution § 6 section 2).
4 COMPILING THE LIST OF WORKS CITED

In English language works, the heading “Works Cited” is recommended for the list of works to which the writer refers. In other languages the headings “list of references” or “bibliography” may be preferred. The list of Works Cited can be divided into “primary sources” which consist of one’s own research material, and “secondary sources” which refer to earlier research from that particular field. The list comes at the end of the thesis text, but before the appendices.

The list of Works Cited informs the reader about sources used in the work. Each source that has been referenced in the text must also be mentioned in the list of Works Cited and vice versa. The entry in the list of Works Cited begins in the same way as in the reference itself. The source must be clearly indicated, so that readers easily find the source material used. The list is written with single line spacing. The list of Works Cited in these guidelines is an example of a correctly compiled list of Works Cited in English.

Sources appear in alphabetical order in the list of Works Cited by surname of author. The same author is entered separately for each work. Publications by the same author are placed in chronological order from the earliest to the most recent. In source indications, lines subsequent to the first are indented (1,5 cm).

The following subsection gives source type examples of how to refer to specific printed or electronic sources. It also gives examples of deviations or possible problems. The advice mainly follows the university instructions for those publishing in the Vaasa University proceedings (Viertola & Mäkinen 2008). There are also additions concerning English language writing norms.
4.1 Monograph (Printed Source)

A monograph is understood as a scientific publication in the form of a book by one or several authors and editors published by a publisher, or a PhD thesis published by a university.

Last name, First name & First name Last name (year of publication). Main Title: Subheading. Edition if not the first. Place of publication: Publisher.


In the list of works cited, the following details shall be given in the following order:

Writer’s family name, given name(s). When there are several authors, the order is reversed from the second name onwards and the first name(s) is (are) given before the family name. The last two names in a list of several writers are separated by the ampersand (&).

Year of publication (in brackets) followed by a full stop. Always refer to the year of publication of the work you have been using. If the first year of publication is relevant it can be given after the year of the edition referred to and the years are then separated by a slash (1976/1968).

Exact title and volume of the work, article or writing. If it is an article, the title and the volume of the journal, periodical or series should also be given. If it is a newspaper article, the name of the newspaper and the date of the issue should be given.

The number of edition if it is not the first, e.g. 2nd edition.
Place of publication exactly as it is given in the work.

Publisher’s name.

The last item in the entry consists of the **place of publication** and the **publisher’s name** which are followed by a full stop. The place of publication and the publisher are separated by a colon. It may be difficult to distinguish information about the publisher from that about the printer, particularly in foreign-language publications. Generally the publisher, however, appears on the title page of the book.

In English-language works, the order of family names with prefixes (e.g. af, de, van, von)\(^6\) in the Works Cited list is determined according to the first letter of the prefix\(^7\).


If the work cited is a translation, the original title of the work and the name of the translator are given in brackets after the title of the work cited.


Information about edition, editors etc. are given in the form and language in which they

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\(^6\) In English and Swedish, these prefixes are often written in lower case even at the beginning of a sentence. Therefore you are advised not to start a sentence with a family name with a prefix. In Finnish, the family names with prefixes (von, de, af etc.) are capitalized at the beginning of a sentence.

\(^7\) In German-language works family names with prefixes are listed according to the first letter of the actual last name, with the prefix written after the first name. Thus, Brigitte von Witzleben would be listed under V in English-language works but under W in German-language works.
appear in the work cited. Some of the details related to the source work are translated in English-language works: e.g. 2. painos is replaced by 2nd edition and toim. by ed.

Titles of works that are not in English should be accompanied by your own (literal) English translation within square brackets: [English title].


When referring to works by the same author(s) published in the same year, the works are referred to as a, b, c (e.g. Wodak 2008a; Wodak 2008b) following the order in which they have been introduced and referred to in the thesis.

4.2 Monograph (Electronic Source)

Electronic sources do not form a subgroup of their own in the list of works cited. If a printed version of a digital source exists, the one which is actually used is referenced. Similarly to other sources, the author’s name, the title, information about the publisher and other necessary information are mentioned. Instructions for providing the year of publication for electronic sources are given in Chapter 3.4.1. In the case of electronic sources, the title is followed by a description of the type of medium (e.g. CD-ROM, video lecture) when it can be considered a necessary detail. Information about the publisher is followed by the time of citation, which is, in turn, followed by information about the availability of the source (including the URL). If the availability of the source is limited, it can be mentioned here. URL addresses do not end with a full stop. The basic outline for digital sources is the following:
Last name, First name & First name Last name (year of publication). Main title. Subheading [Type of medium]. Place of publication: Publisher. [Date of citation]. Available at: URL


4.3 Series and Multi-Volume Works

Scientific research is sometimes published in the form of serial publications. Serial publications at the University of Vaasa include the Acta Wasaensia series, publications by the University of Vaasa Research Group for Translation, LSP and Multilingualism (VAKKI), and a series of scientific publications by the Discipline of German Language and Literature (SAXA).

The title, part and other related information about the series are given in the same form as it is presented in the work itself. In other words, the number of the serial publication is referred to by using the exact information given in the publication itself, or by referring to the number of the publication without using the abbreviation (No) preceding it. It is not necessary to repeat the publisher’s name if it appears in the title of the series.


When referring to a certain volume of a multi-volume work, the title or number of the volume is given after the title of the multi-volume work.
4.4 An Article in a Compilation

When referring to articles published in compilations, the following information is given in the list of references:

**Last name, First name & First name Last name (year of publication). Main Title. Subheading. In: editor’s First Name Last Name & editors First Name Last Name (ed./eds.). Main title of the composite work. Subheading. Place of publication: Publisher. Page numbers of the article.**


If there are several places of publication, it is possible to mention only the first one and then use the abbreviation etc.


4.5 An Article in a Printed Periodical, Journal or Newspaper

Scientific research is sometimes published in different types of journals or periodicals. When referring to articles published in journals or periodicals, the following information is given in the list of references:
Last name, First name & First name Last name (year of publication). Main Title of the Article. Subheading. Name of Journal or Periodical volume number: number of the issue, pages on which the article can be found.

The name of the journal or periodical is given in an unabridged form after the name(s) of the author(s), the year of publication and the title of the article. The name of the journal or periodical is written in italics. The name is followed by the annual volume number, which is separated from the issue number with a colon. The issue number is, in turn, separated from the page numbers with a comma.


When referring to newspaper articles, the author(s), year of publication and article heading are followed by the newspaper’s name, date, and the page numbers, which are separated from the date by a comma.


If the author is not known, the reference consists of the name of the newspaper or periodical, the year, article heading, and date and page numbers which are separated from the date by a comma.


4.6 An Article in an Electronic Publication

An electronic publication is often a one-to-one copy (pdf) of the paper version. This type of an article is be referred to as if it were a printed paper version (see above). If there are reasons to believe that the electronic copy has been updated or revised, the reference should read as follows:

Last name, First name & First name Last name (year of publication). Main Title of the Article. Subheading. Name of Periodical (paper) [Type of medium]. Volume number: number of the issue [date of citation], pages on which the article can be found. Available at: URL

When referring to a compilation, also the names of the editors are given.

Last name, First name & First name Last name (year of publication). Main Title of the Article. Subheading. In: editor’s First name Last name & editor’s First name Last name (ed./eds.). Main title of Compilation [Type of medium]. Place of publication: Publisher [date of citation]. Pages on which the article can be found. Available at: URL


If the author is not evident in the digital source, the publisher or title may be referred to:

Publisher (year of publication). Page heading. [date of citation]. Available at: URL

Page heading (year of publication). [date of citation]. Available at: URL


When referring to a CD-ROM disc, the following information is given:

Last name, First name & First name Last name (year of publication). Main title. Subheading [CD-ROM]. Place of publication: Publisher.


When referring to a source in an Intranet, the following information is given:

Last name, First name (year of publication). Page heading. [Date of citation]. Available at: URL


If all of the information mentioned above is not available, only the information given in the electronic source is mentioned. As the contents may change (be updated), it is important to mention the time when the source was cited. Electronic sources must be used with discernment because the integrity of the information cannot always be guaranteed. Recommended sources include authority and expert sources such as ministries, research institutions, universities, and scientific articles in electronic form.

4.7 Films, Music, TV and Radio Programmes

When referring to uncommon types of source material (e.g. when analyzing movies), use the instructions below. If the analysis includes several movies, TV or radio programmes,
they must be listed as a separate subgroup in the list of works cited. The instructions below can be applied in this case as well.

If you are citing a film it should be entered into the list of works cited in the following way:

*Title of Film.* Director or Producer. Others responsible for the work, e.g. writer (if relevant). Key Actors (if relevant). Studio Name or Production Company, (production date or original release date). [format] Distributor. (Distribution date).


If you are citing a piece of music or a musical performance, it should be done in the following way:


When citing TV and radio programmes, the following information should be given:

*Title of episode.* *Title of programme.* *Title of series.* Producer, Director, Writer(s), Performers. Network. Local Affiliate and the city, (date of broadcast).


4.8 Unpublished Works: Theses, Interviews and E-mail Messages

Unpublished sources, such as Master’s and Licentiate theses, are placed in the same list as
published ones. The title of unpublished work is written in italics. The title is followed by the word “Unpublished”, the type of thesis, for example, Licentiate Thesis, and the name of the university and the discipline. Published works have ISBN and/or ISSN codes which distinguish them from unpublished ones.


Interviewees are mentioned in the list of references, unless the collection of material has been confidential, in which case they are not mentioned. Information about interviewees is given as follows:

Interviewee’s Last Name, First Name (year), rank or title. Position. Method, place and time of material collection.

Koskela, Merja (2009), Professor in Applied Linguistics. Vaasa. Interview, Department of Communication Studies, University of Vaasa 5.6.2009.

If there are several interviews, they can be listed as a subgroup, so that it is not necessary to repeat the word “interview”.

In the case of e-mail messages, the following information is given:

Sender’s Last Name, First Name (year). Message subject heading. E-mail message to N.N. XX.XX.20XX.

4.9 Corporate Authorship

Authorship can also be collective. When the source does not have an author as such, it is entered into the list of references according to the publisher or title:


Or:


If the source is a company intranet page, it should be mentioned how to obtain permission to access the page.

Last name, First name (year of publication). Title or heading of the page. Company XCZ intranet. Updated day month year. [Cited day month year]
Available by special request from company XCZ URL

If the company intranet page does not have an author except for “webmaster”, the company name and the title or heading of the page can be indicated.

4.9.1 Statistics

Published statistical information is included into Works Cited as follows:

Compiler (year of publication). Title of the study. Place of publication.

The title of the study is written in italics. If the reference in the text is by main title only, a possible subheading is noted in the bibliography after the year of publication and before the publication data.

4.9.2 Laws and Decrees

In the case of statutes, the complete title, date of issue, slash and statute number are entered into the list of references:


4.9.3 Minutes


4.9.4 Report Series


4.9.5 Committee Reports

5 FINAL REVISION OF MASTER’S THESES

The practical procedures regarding the Candidate (BA) thesis and the MA thesis differ. The Candidate thesis is handed in to the supervisor in one single-sided copy only. Also the cover is printed on regular white paper. At the time of submission you should also agree on the time when the thesis exam can be taken.

Masters’ theses must be printed and copied as double-sided copies, except for the abstract, which is a one-sided copy. Empty pages must be considered numbered, even if the number is not marked on them (see Chapter 2.2).

The Master’s thesis is handed in for inspection as two bound copies, unless otherwise specified by the supervisor. The copies, together with a separate copy of the abstract page, are to be submitted to the Amanuensis in the faculty administration. Theses must be handed in as printed copies with the currently approved covers.

The abstract must be stored electronically via Tritonia’s template (http://www.tritonia.fi/fi/e-opinnaytteet/lisaa). The abstract must be stored in the above manner for the thesis to be considered. When the thesis has been approved, the whole thesis should be entered in electronic form (PDF) into the Tritonia database. The technical instructions are available in the Faculty study guide. You may opt not to have your thesis electronically available to the general public. In that case you should submit an additional copy to be placed in the Tritonia library.

Further information may be obtained from the Faculty Amanuensis and study advisor.

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8 Access by Tritonia’s main page (www.tritonia.fi), under the link “Publish Your Thesis (En), “Julkaise opinnäytteesi” (Fi) or “Publicera din gradu” (Sw).
WORKS CITED


Koskela, Merja (2009), Professor in Applied Linguistics. Vaasa. Interview, Department of Communication Studies, University of Vaasa 5.6.2009.


Appendix 1. Cover Model for Master’s Thesis (ICS-programme)

UNIVERSITY OF VAASA

School of Marketing and Communication

Intercultural Studies in Communication and Administration

First name Last name

Main Title

Subheading

Master’s Thesis

Vaasa 20XX
Appendix 1. Cover Model for Master’s Thesis (IMCo-programme)

UNIVERSITY OF VAASA

School of Marketing and Communication

Intercultural Management and Communication

First name Last name

Main Title

Subheading

Master’s Thesis

Vaasa 20XX
Appendix 2. Model Abstract (ICS-programme)

UNIVERSITY OF VAASA
School of Marketing and Communication
Author: First name Last name
Master’s Thesis: Main Title
Subheading
Degree: Master of Arts
Programme: ICS
Date: 20XX
Supervisor: First name Last name

ABSTRACT

KEYWORDS:
Appendix 2. Model Abstract (IMCo-programme)

UNIVERSITY OF VAASA
School of Marketing and Communication

Author: First name Last name
Master’s Thesis: Main Title
Subheading
Degree: Master of Arts
Programme: Intercultural Management and Communication
Date: 20XX
Supervisor: First name Last name

ABSTRACT

KEYWORDS: