

Professor Guth's Guide to Citing Sources

Updated 5 September 2015

WHEN USING ENDNOTES:

Website

"Name of the page/article on website,"
website publisher, online: URL. (Date
Accessed)

EXAMPLE: "Persuasive Appeals
(Strategic)," David W. Guth website,
online: people.ku.edu/~dguth. (Accessed
5 September 2015)

*Should your word processing
automatically convert web addresses into
active hyperlinks (blue font underlined),
click on the dropdown box on the far left
of the Word toolbar and go to "clear
formatting" to remove hyperlink.*

Articles

Author's last name, first name. "Article
name," *Publication*, date, page number.

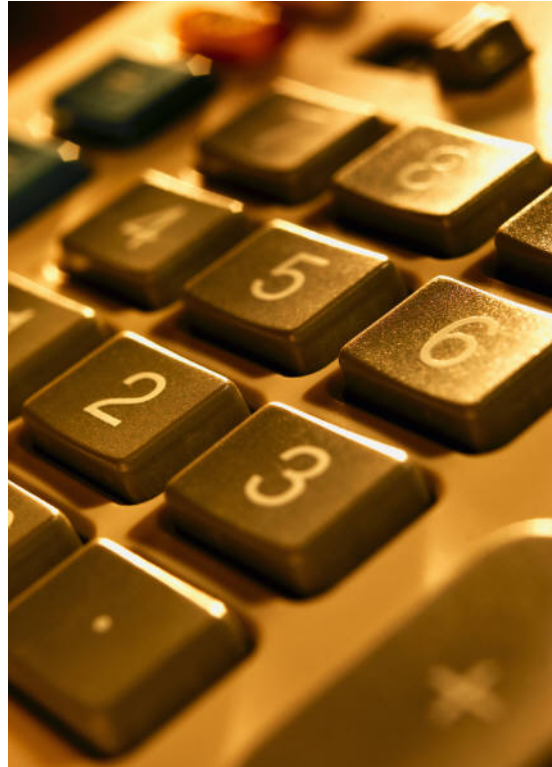
EXAMPLE: Jones, Bill, "Price of gas rising
rapidly," *Kansas City Star*, 10 June 2011, A6.

Articles online

Author's last name, first name. "Article
name," *Publication*, date, page number.
Online: URL. (Date Accessed)

EXAMPLE: Jones, Bill, "Price of gas
rising rapidly," *Kansas City Star*, 10 June
2011, A6. Online: www.kcstar.com.
(Accessed 5 September 2015)

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Books

Author's last name, first name, *Name of Book*. (City of publication: Publisher; Copyright year), page number.

EXAMPLE: Guth, David and Marsh, Charles, *Public Relations: A Values-Driven Approach* 5th Edition. (Boston: Allyn & Bacon; 2011), 325-327.

Interview

Interview with (insert name), date of interview. EXAMPLE: Interview with Rodney Rodgers, 10 June 2011.

WHEN USING APA (AMERICAN PSYCHOLOGICAL ASSOCIATION) STYLE:

In-copy attribution is linked to sources listed in a bibliography at the end of the paper/article. This style is more common in academic publications. The bibliography uses the citation style shown above. The in-copy attribution: (Author's last name, date of publication, page number.)

EXAMPLE: (Guth, 2014, 231)

When the author's name is not known or the author has more than one publication in the same copyright year, use the title in place of the author's name.

EXAMPLE: (*Bridging the Chesapeake*, 2014, 231)

IMPORTANT NOTE:

Whenever you use quotation marks – a direct quote – within a narrative, you have to attribute the source in the same sentence series. **This is true when using endnotes or APA Style.**

EXAMPLE: "Abraham Lincoln was our greatest President," said Professor David Guth.

ANOTHER EXAMPLE: "Abraham Lincoln was our greatest President," said Professor David Guth. "He was also our smartest president."

ANOTHER IMPORTANT NOTE:

Whenever citing an opinion in your narrative, it is critical that you differentiate opinion from fact through in-copy attribution. The copy should indicate the source through direct or indirect quotation in the same sentence series. **This is true when using endnotes or APA Style.**

EXAMPLES: "Abraham Lincoln was our greatest President," said Professor David Guth.

OR: A group of journalism historians said Abraham Lincoln was the greatest U.S. president.