

Averett University's Graduate & Professional Studies' Writing Style Guide for Student Papers (Version 1, Jan. 05)

This document is based primarily on the *Pocket Guide to APA Style* (2004, ISBN: 0-618-30820-2), and the *Publication Manual of the American Psychological Association* (5th ed., 2001, ISBN: 1-55798-810-2 paperback edition). The page numbers refer to the *Pocket Guide*.

This guide varies slightly from both publications. APA style assumes that the author is producing a “copy” manuscript (that will later become a “typeset” article in a published journal). However, in the Averett GPS program the author is producing a “final” manuscript. Thus, the rules herein relate to a finished paper rather than a paper that is submitted to an editor for publication consideration. Where there are differences between this document and the *Pocket Guide to APA Style*, this document is to take precedence, unless your Professor elects otherwise.

This brief guide does not attempt to address all writing or style issues. For items not covered here, you should refer to the two publications. Also, your Instructor may elect to make changes from this document and the APA books—you should follow those instructions. Who else can help with format, English composition, and the like? Try the Averett Online Writing Laboratory (OWL).

This document is divided into 3 sections (NOTE: This is APA's recommended outline format):

- I. Standard Rules**
 - A. General Setup of the Paper
 - B. Contents and Order of Sections in the Paper
 - C. Section Headings
 - D. Body of the Manuscript

- II. Citations and the Reference List**
 - A. In-Text Citations
 - B. References

- III. Miscellaneous Writing Rules**

I. STANDARD RULES

A. GENERAL SETUP OF THE PAPER (pp. 34-5)

1. Paper is standard 8 ½” x 11” white bond paper.
2. Type ONLY on one side.
3. Page setup uses “portrait” mode, except for rare attachments that align better in the ‘landscape’ mode. It is best to use “portrait” for all pages, if possible.
4. Margin is 1” on all sides.
5. Font for the body of the manuscript is Times New Roman, 12 pt, normal.
6. Font for Tables, Graphs, Figures, Pictures, etc. is Arial 10 pt., Bold. Put a box around these items with the Title inside the box, centered at the top.
7. Spacing: (a) Double space the manuscript.

- (b) Double space direct quotes of 40 words or more, indented five spaces on the left margin, use no quotation marks, and double space before and after.
 - (c) Double space References with a double space between each citation.
 - (d) Start each major chapter at the top of a new page.
 - (e) Single space copy in Tables, Graphs, Figures, Pictures, etc.
 - (f) Single space copy on the Cover Page with quadruple spacing between [a] the title, [b] the student's name and [c] the date, course number/title, and cluster number.
8. Page Numbering: The cover page appears first, but is not numbered. Start numbering with the next page, with 2. Numbers appear in the top right hand corner.
 9. Running Head: Do not use a "running head."
 10. Paragraph indenting: Five spaces.
 11. Binding: A staple in the top left hand corner that securely holds all of the pages. All pages should have three holes, for insertion into a binder when the class is completed. Paperclips are not an acceptable form of binding.

B. CONTENTS AND ORDER OF SECTIONS IN THE PAPER (pp. 26-28)

Here is the typical organization for a student's paper (each section starts on a new page):

1. Cover Page.
2. Table of Contents (not needed if the manuscript is short—about three pages or fewer).
3. Abstract (not needed if the paper is short. Another title for this is the Executive Summary. This is usually fewer than 120 words, giving an overview to the contents).
4. Body of Manuscript (in the Table of Contents you list the various sub-heads, indenting the 2nd level heads under the 1st level heads and indenting the 3rd level heads under the 2nd level heads).
5. References.
6. Appendices (optional—use only if extensive items not presented within the manuscript are needed to communicate the message. Do not put anything in the Appendices that has not been discussed in the manuscript. And be sure to mark the Appendices clearly, for easy reference by the reader).

C. SECTION HEADINGS (pp. 36-7)

Headings are essential both for good organization of the text by the writer and for ease of comprehension by the reader. In our papers three levels of headings are usually sufficient (all are 12 pt.):

First Level. Centered, with all major words capitalized. This is for the title of the paper, used at the start of the manuscript, and for any major chapters (this will always be at the top of the page). NOTE: This is called Level-1 Heading in the APA manual.

Second Level. Flush left, italics, Upper & lower case letters (all major words are capitalized). This is the type of heading used most. It sets off major sections within each chapter. Use this only where there are two or more Second Level heads within the chapter. No punctuation. NOTE: This is called Level-2 Heading in the APA manual.

Third Level. Indented, to start a paragraph, italics, treated like a sentence, with first word capitalized and ending with a period. Use this only when there are two or more Third Level heads used within the section. NOTE: This is called Level-3 Heading in the APA manual.

Here is an example:

How History Built our Future

The Industrial Revolution

The locomotive opens the frontier. In the early 1870s. . . .

D. BODY OF THE MANUSCRIPT (p. 28)

In most cases, the document is a “Review Paper,” an analysis of a key field wherein the author collects and synthesizes the views of leading authorities in that particular field. See the bottom half of page 28 for a good summary of how to approach this writing process.

II. CITATIONS AND THE REFERENCE LIST (pp. 59-109)

Most academic papers call for secondary research, to find supporting data in leading publications. In college writing, the quality of the references is vital! The reference list documents the manuscript and provides the information needed to retrieve each source. In order for a reader to be able to retrieve the item, the reference must be accurate and complete.

Be careful to find data from leading authors, journals, and other reputable sources. More recent dates are usually preferred over older citations. **Use of electronic sites (Web Pages, etc.) should be minimized, or avoided altogether**, especially where (a) the author is not identified and/or (b) continued access to the quoted section may not exist in the future.

Key Rule:

- Every in-text citation must be in the Reference List
- Corollary: every item in the Reference List must be cited in the text.
The sole exception is when personal communications are cited in the text.

A. IN-TEXT CITATIONS (pp. 17, 63-109)

You must use these for any fact, data, opinion, idea, or thought that is not your own. When in doubt, it is best to provide a citation (p. 17). In-text citations can be in several forms, allowing the writer to add variety to a manuscript. **Provide page numbers for direct quotes or specific facts, but not for summarized information.**

Three ways to deal with summarized information (at the end, beginning, and inside the sentence):

...provided the research that led to the discovery (Smith, 2002).

Smith (2002) explained the research procedures that led to the discovery.

In a recent study of the importance of the early Industrial Revolution inventions (Smith, 2002), the locomotive was identified as a major. . .

Two ways to deal with a direct quote:

“... was completed in 1997” (Smith, 2002, p. 28).

Smith (2002) found that “the subjects over the age of 20 are easy to find” (p. 31).

NOTE: Quotation marks would not be used if the quotation is more than 40 words long. In that case, the entire quotation would be indented and double spaced.

If you find a good citation quoted in an article, you cannot cite that article as an “original source.” You must go to the original citation to draw your own conclusions if you elect to use the good citation. An alternative—this is not as desirable as going to the original source—is to quote the article where you found the quoted source. The quoted article (Brown & White) would appear in the References. Your in-text citation could appear like this:

Smith’s 2002 study about consumer behavior (as cited in Brown & White, 2004) proved that...

B. REFERENCES (pp. 63-109, 150-151).

This is titled References (centered at the top of a new page). List the citations alphabetically, using the author’s last name. Begin the first line of each reference flush left; indent subsequent lines five spaces. Double space the references and double space between them. For each author use the full last name followed by initials. Place journal titles in italics (pp. 35, 46). There are many sources of citations—provided here are ones you are most likely to use:

1. Periodicals (magazines and journals)

Smith, T.H. (2002, April 10). The locomotive powers the way. *Business Week*, 84, 37-39.

The 84 is the volume issue (it is italicized), the 37-39 are the pages (don’t use p. or pp. in the reference). If there were multiple authors it would appear: Smith, T.H., & Brown, A. B. For a monthly journal, list the month only; for a weekly magazine, include the full date.

2. Daily Newspaper

Smith, T.H. (2002, April 10). The locomotive powers the way. *The Washington Post*, pp. A1, A4.

This shows the article jumps from page A1 to A4. Note that sections of the newspaper are identified by letters and pages are identified in newspaper references.

NOTE ABOUT PERIODICAL & NEWSPAPER REFERENCES: Many are available in both printed paper and electronic versions. If you review these only on the Internet, then you must insert this between the article title and the publication title: [Electronic version]

3. Book

Smith, T.H., & Brown, A.B. (2002). *The power of the locomotive*. New York: McGraw-Hill.

Title in italics, but only the first word is capitalized. If there is no author named (such as a trade association publication), use the title in the author position. Use the first few words of the title in place of the author's name in the in-text citations).

4. Electronic sites (Web pages, etc.) (pp. 11-12)

Smith, T.H. (2004, June 12). A timeline for the industrial revolution. Retrieved July 24, 2004, from <http://www.mcgraw-hill.org/business/historical.html>

5. Articles found in Databases (Averett Library or similar) (8b – p. 101)

Smith, T.H. (2004, June 12). A timeline for the industrial revolution. *Fortune* 18 (15), 42-44. Retrieved July 24, 2004, from Factiva Database. (Note: This is different from the style used for an article taken from the Fortune magazine website where [Electronic version] is appropriate.)

The uniform resource locator (URL) should take the reader **to the exact place to see the cited data, not to a website's front page**. The URL is typed in all lower case. The student should check all URLs to make sure they are operable when the paper is submitted for grading, but make sure these are not "hot links." (typed in blue and underlined, a feature that must be turned off in Word in the Word autocorrect feature)

III. MISCELLANEOUS WRITING RULES

1. TITLE (pp. 25-27). Print it like a Level 1 heading (all key words are capitalized) on both the cover page and at the top of the first page of the manuscript.
2. RUNNING HEAD. This is a small title that appears on each page next to the page number of a manuscript submitted to an editor. This is not used in student papers.
3. INTRODUCTION. Do not use this word at the start of the manuscript (p. 28).
4. TABLES, GRAPHS, FIGURES, PICTURES, etc. These should be placed as close as possible to where they are mentioned in the text, but do not let them be divided between pages (if it is more than one page long, it probably belongs in the Appendices section of the document). Put a box around the item, to set it apart from the text. For our papers you can use the term ILLUSTRATION for all inserts, putting this word immediately before the title of the insert. Add numbers when there are more than one: (ILLUSTRATION 1: Survey Responses). NOTE: Clip art rarely adds value to your paper, so avoid using any art that isn't referenced to the manuscript and identified as an ILLUSTRATION.
5. COLOR. Students can take minor liberty in adding color (such as chapter dividers, etc.) but a solid black paper is the normal format. If any color is used (this is especially important in colored graphs or charts), be sure all colors are easy to identify when the page is copied to black only.
6. PERCENTAGE vs. %. Use the sign when it follows a number. Use the word "percentage" otherwise.
7. AND vs. &. Use the ampersand in citations and on the References page (Smith & Brown, 2002). Use the word "and" in the body of your paper: Smith and Brown (2002) cite many examples.

8. LISTS. Use (a), (b), etc. for lists inside a paragraph. Use 1., 2., 3., etc. when each item in the list is a new paragraph. Do not use bullets (●) for listings.
9. PRONOUNS. Reread your paper to make sure the reader cannot be confused as to *what, this, that, these,* and *those* refers to. Remember that “who,” not “that,” is used to refer to people: Jones is a manager *who* looks out for his employees.
10. NUMBERS. Generally, use numerals for all numbers ten and above and use the word for numbers nine and below. Use commas in the numeral when it is 1,000 or more. See the book for exceptions to these general rules (pp. 47-48).
11. NO DATE IN CITATION OR REFERENCES. When the publication date isn’t known, use (n.d.). An item without a date is often a weak citation and should be avoided if possible. Also, remember that APA requires that you provide the date of publication of each source only **once per paragraph**.
12. AUTHOR. An author is highly desirable as a part of a citation/reference. However, if the author is not known, the first two or three words of the title are used in place of the author (4c, p. 61).
13. ORDER OF REFERENCES. Basically, the list is alphabetical, but there are special rules. See p. 64 for details.

<p>Need additional help? A situation not covered in this style guide?</p> <ul style="list-style-type: none"> * Check the Pocket Guide. This Averett style guide is only a small sample of the items included. * Check the “APA Manual.” * Ask your instructor for any course specific requirements 	<p>Need help and/or a review of the paper for basic content, format, and the like? Who can help?</p> <ul style="list-style-type: none"> * Submit an electronic copy of your work to the Averett <i>Online Writing Laboratory (OWL)</i>. * Of course, be sure to give the staff sufficient time to review and provide comments before the paper/report is due!
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