

GUIDELINES FOR WRITTEN COMMUNICATIONS — PART 3 OF 3 PARTS

PLAGIARISM

General

Plagiarism, the act of taking ideas, writings, etc. from any source and passing them off as one's own is a serious act of academic dishonesty. This topic, as well as the penalties for plagiarism, are fully detailed in the Student Handbook and Schedule of Classes published each semester. Students are strongly encouraged to read this information thoroughly. There are some very important rules that must be observed when citing material from published sources. These are summarized below.

Referencing Method

There are several acceptable citation methods, and whichever one is used must be used consistently throughout the paper. [Since much material is available on the Internet nowadays, special rules have been developed for citing material from this source. A separate handout giving precise examples of how to cite material taken from the Internet is included in this package. Be sure to take careful note of the requirements.]

Direct Quotations

When making a *direct* quotation from published material, the cited material must be placed in opening and closing quotation marks, and it must be referenced immediately thereafter. Direct quotations must correspond *precisely* with the original material in wording, spelling, capitalization, and punctuation, even if there are spelling errors or differences in the original material. If a word is spelt incorrectly, it is customary to type in (sic) immediately after the incorrectly spelled word. If this is not done, the reader will assume that the spelling error is the fault of the writer who quoted the material. Short quotations (typically one sentence) must be incorporated into the text of the paper, and enclosed in opening and closing quotation marks. For example: "Often the profit impact from purchasing and logistical efficiencies outweighs that from market penetration." (Dwyer and Tanner, 2002:35) Note that the authors, the date of the publication, and the page number are cited. The full details of the particular publication cited will then be given (alphabetically) in the references at the end of the paper. This one, for example, will appear as follows:

Dwyer, Robert F., and Tanner, John F., Jr., (2002), *“Business Marketing: Connecting Strategy, Relationships, and Learning,”* Second Edition, McGraw-Hill Irwin, Burr Ridge, IL.

Note that for all citations, a “hanging indent” is used to set the second and following lines one tab in from the left margin. This feature is available in WordPerfect® and Word®.

A longer (block) quotation—two or more sentences which run to four or more typewritten lines—must be set off from the main body of text in single spacing and indented in its entirety about half an inch to one inch from the left and right margins. (The two most popular word processing programs have the ability to do this with their double indent feature.) There must be a double space between the main body of text and the block quotation (before and after), and quotation marks are omitted. For example:

Often taken for granted, markets provide a most amazing mechanism for meeting individual and organizational needs and allocating productive resources within a society. Office Depot knows that nearly every business needs pencils. Thus, it buys them by the gross from Dixon Ticonderoga or another supplier without a moment of thought about how a pencil might come into being.
(Dwyer and Tanner, 2002:32)

Any omission of words, phrases, or even paragraphs in quoted material is indicated by three period dots, with a space before the first dot and the third dot if a word follows that dot. Since these period dots stand for words omitted from the quoted material, they are always placed *within* the quotation marks or block quotation. For example: “Detailed in a remarkable little story ... pencil manufacturing involves the participation of scores of businesses, including thousands of individuals in many distinct steps.” (Dwyer and Tanner, 2002:32)

Paraphrasing

Paraphrasing, which is rewording or restating the quoted material in the words of the writer (usually for the purpose of making the meaning clearer), *must* be cited immediately following the quoted material. Since “creative” paraphrasing (without acknowledging the source) is a very subtle type of plagiarism, students are advised to take particular note of the requirement to be academically honest, and to cite the source of the material. For example: According to Dwyer and Tanner, the range of effectiveness of transactional exchange is limited because many products are technologically complex, and are very significant in creating added value to other

products. Therefore simple transactional exchange would not necessarily be the most cost effective method of purchasing in such instances. (Dwyer and Tanner, 2002:34) Note that since the authors are not quoted directly, there are no quotation marks used, but the reader is alerted to the fact that the material which is paraphrased is acknowledged as coming from a published source.

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