

COMMUNICATION SKILLS

Environmental Management

How to avoid Plagiarism?

Academic Referencing

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Web:

www.communicationsskills.yolasite.com

ASSIGNMENT ONE: LITERATURE REVIEW

The discipline of environmental management is now understood as encompassing ecological, economic and social dimensions. This is contrary to the previous paradigm of environmental management where it was narrowly focused on the bio-physical aspect of the environment with the exclusion of economic and social systems (i.e humans) in dealing with environmental problems.

QUESTION

Develop a literature review in which you unpack the above statement with reference to nature of environmental management as a field of enquiry. Your review must also answer questions such as: What is environmental Management and why later paradigm of EM is valuable. : 10% of your class mark

You are required to have **eight sources or more**, two of which must be journal articles, two of which may be internet sources, two of which must be newspaper/magazine articles, two of which must be books.

Submission

Draft: 18 March 2016

Final Sub Date: 08 April 2016

Time: 12:00 pm

Important details!!

- Hand in on **08 April 2016**
- The draft sub: 18 March 2016
- The review must be **Typed** with 5pages but no less than 4 pages.
- It is important to carefully distinguish **your views** from the **author's view**. So that you do not confuse your reader.
- Review must adhere to the following Text Format:
 - Line Space:**1.5,
 - Font Style:** Times New Roman and
 - Font Size:** 12.
- **PLAGIARISM WILL AMOUNT TO SEVERE PANISHMENT!!!!**

Why Are References Used?

- All Academic documents (Including research reports, essays, thesis, dissertation, journal articles etc.. Must be **Referenced!!!**
- **Referencing** is a standardised method of acknowledging the sources of information and ideas that a researcher have used in a way that uniquely identify each source.
- **Referencing** includes:
 - In-text citation and
 - List of References

Why Are References Used?

- **Referencing** is necessary to:
 - Provide support for factual statements/claims postulated in an academic document,
 - Enable the reader to verify quotations and / or information,
 - Enable the reader to follow up and read more fully the cited author's arguments, and
 - Avoid **plagiarism**

What is Plagiarism?

- “**Plagiarism** is the presentation of someone’s else work, words, image, ideas ,opinions, discoveries, artwork, music, recordings or computer – generated work (including circuitry, computer programs or software, website, the internet or other electronic resources) whether published or not, as one’s own wo rk, or alternatively appropriating the above work of others without properly acknowledging the source, with or without the source’s permission.”
- In Essence Plagiarism refers to the “theft” of someone else’s intellectual capital.
- NB: Paraphrasing the original source without acknowledging constitute Plagiarism i.e. **ACADEMIC CRIME!!!!**

Why Plagiarism is wrong?

- It is in conflict with the University's Values of trust and academic integrity;
- It is dishonest;
- It shows disrespect for the rights of the original author and for the values of the academic community;
- It may tarnish the reputation of the University, your home department and your lecturer / supervisor; and
- It casts suspicion on the honest work done of other students.

How to avoid committing Plagiarism?

- Understand what Plagiarism is by consulting the following web: <http://www.plagiarism.org/>
- Do not intentionally commit plagiarism (e.g if you are presented for time).It may spell the end of your academic career.
- Only submit or hand in original work that you have prepared yourself.
- Always put information taken from another source into your own words and remember to acknowledge the source by including an appropriate citation (i.e. in-text reference).
- Do not cut and paste information directly from the electronic sources, such as the internet or electronic journal articles.

When to use Referencing?

- there are five basic sources of information for anything you write in an academic document (McLean, 2001:9):
 - You have observed it directly yourself.
 - Everyone in your intended audience knows it from own previous experience (i.e., it is “common knowledge”).
 - You have made it up yourself (e.g., you have formulated a hypothesis based on previous research findings or have reached a conclusion based on an argument substantiated by previous research findings).
 - **You have learnt it from someone/somewhere else.**

When to use Referencing?

- Any statement of information that falls into the last category – **MUST BE REFERENCED!!** This, *inter alia*, means that references should be used whenever you:
 - quote the exact words of another author
 - refer to, paraphrase or summarise someone else's ideas, theories, arguments and/or research in your own word
 - present another author's interpretation, point of view, opinion or understanding about an issue in your own words;
 - state specific factual information, such as statistics, graphs, facts, verbal interviews or diary entries that you have learnt from someone/somewhere else

What is Referencing?

- Two types of references can be distinguished, namely:
 - **in-text references**, also known as citations (e.g., “Larsen (2002:13) recommends that ...”), and
 - detailed references contained in a **list of references** at the end of a scientific document.

GENERAL PRINCIPLES: IN-TEXT REFERENCING

- **THE BASIC FORMAT OF IN-TEXT REFERENCES (CITATIONS)**
- In-text references (also known as citations) generally have the following basic structure:
- In-text references included as part of a sentence: According to Smith (1999:23), consumers prefer ...
- **or**
- In-text references included at the end of a sentence: South Africa has one of the highest per capita HIV prevalence and infection rates in the world (Van Aardt, 2002:1).

GENERAL PRINCIPLES: IN-TEXT REFERENCING

Some useful phrases are: Findings from Russell (1999:10-13) indicate that ...

- McKenzie (1998:112) challenges the view that ...
- Lee (2000:367-369) contends/declares/postulates/asserts that ...
- Briggs and Stratton (1990:10) state/mention/posit that ...
- As Wolston (1997:34) reports ...
- Black, Anderson and Tatham (1999:112) argue/are of the opinion that ...
- According to Smith *et al.* (1996:118-120), ...
- As is explained by Smith and Jones (2009:12), ...
- Huynh and Kuhn (1992:10) point out that/provide evidence that ...
- Patel (1989:11) refers to ...
- The study by Chen and Yi (1993:12-24) identifies ...
- Watts (1999:2) comments/argues/claims/asserts/maintains/notes that ...
- Hansen (1988:4) has investigated ...
- Nguyen (1995:112) discusses ...

GENERAL PRINCIPLES: IN-TEXT REFERENCING

- What if you have three or more authors to cite:
 - then the surnames of all the authors must be listed in the first in-text references to the specific source
 - Thereafter, only the surname of the first author is shown in all subsequent in-text references
 - The surnames of the second and later authors are replaced with the abbreviation *et al.*

GENERAL PRINCIPLES: IN-TEXT REFERENCING

First reference to source:

- According to Meyer, Anderson, Bohning and Fratanna (1973:74), photosynthesis is ...
- or**
- Photosynthesis is defined as ... (Meyer, Anderson, Bohning & Fratanna, 1973:74).

Second or later references:

Meyer *et al.* (1973:74) describe osmosis as ...

or

- Osmosis may be defined as ... (Meyer *et al.*, 1973:74).

GENERAL PRINCIPLES: IN-TEXT REFERENCING

- How to refer to sources if the author is not an identifiable human being:
- **Wrong:** According to Statistics South Africa (2007:23), nearly 20% of all adult South Africans are functionally illiterate.
- **Wrong:** The World Food Programme (2006:23) argues that global warming poses a serious threat to the sustainability of current agricultural practices.
- **Correct:** Nearly 20% of all adult South Africans are functionally illiterate (Statistics South Africa, 2007:23).
- **Correct:** Global warming poses a serious threat to the sustainability of current agricultural practices (World Food Programme, 2006:23).

Principles of In-text: Direct Quotation

Service brand evidence

- “Brand evidence is the set of brand associations directly experienced by the consumer during the pre-purchase and consumption stage of decision-making. The brand name, price, self-image congruence and brand evidence provides the descriptors of the brand in the form of the price, servicescape, core service, employee service feelings aroused during usage.” (O’Cass & Grace, 2005:126.)

Service brand evidence

- O’Cass and Grace (2005:126) define brand evidence as: “... the set of brand associations directly experienced by the consumer during the pre-purchase and consumption stage[s] of decision-making. *Brand evidence provides ... descriptors of the brand in the form of the brand name, price, servicescape, core service, employee service, self-image congruence and feelings . These seven elements of service brand evidence are discussed in this section.

Principles of In-text: Direct Quotation

- If a quotation forms part of a comprehensive argument, the punctuation is part of the argument and a full stop is, therefore, placed outside brackets or inverted comma. Example: Visser (1983:12) contends that “... there must be a conclusion for all sentences”.
- When a sentence in brackets or inverted commas starts with a capital letter, it indicates that the sentence is used independently and, therefore, requires a full stop inside the brackets or inverted comma.
- Example: Visser (1983) asserts: “There must be a conclusion for all sentences.”

Principles of In-text: Direct Quotation

- You should, as a general rule, only cite sources in the text and directly taken information) secondary (or indirect) citations to sources that you have not read directly. list of references that you have read or consulted directly (i.e., sources from which you obtained an idea or argument.
- However, it is sometimes necessary to use:
 - Example : Brown (in Jones & Thomas, 2000:34) argues that relationship marketing initiatives can improve customer retention and, in this way, increase a firm's profitability.

TASK 2

- Work in groups to review one journal article and two news press articles. Answer the following questions:
- Briefly explain why these press articles differ from the journal article. Amongst these documents, which one is “Scientific” and why?
- Write one page essay / review in which you justify proper management of carbon footprint. Your essay must reflect full understanding of in-text referencing. You must only use these three sources.
- **Submission Date: 28 February 2012**