APA Editorial Style

The following handout describes the American Psychological Association (APA) Editorial Style for writing papers. As a Communication major or potential major you must follow this editorial style when preparing and writing scholarly work.

The APA Editorial Style is important for a multitude of reasons.

1. The general formatting instructions will ensure a clear and consistent presentation to your work.

2. The citation strategies will protect the accuracy of scientific and scholarly knowledge as well as intellectual property rights.

3. Conforming to a citation style constitutes part of the Muhlenberg College Academic Behavior Code (ABC). Not citing the ideas of others when you use them is tantamount to theft and can have serious academic consequences. Adherence to the APA Editorial Style can help you effectively avoid plagiarism, which is a violation of the ABC.

4. Many jobs in communication (e.g., public relations, advertising, journalism, and market research) require a high level of accountability regarding evidence and detail. Knowledge and appropriate use of APA guidelines signifies your ability to document your work.

General Formatting Instructions

The following section gives details on how to format your manuscript using the APA Editorial Style.

- **Spacing.** Double space between all lines of the manuscript, including after the title, headings, footnotes, quotations, references, figures, captions, and tables.

- **Margins.** Leave uniform margins of at least 1 inch at the top, bottom, right and left of every page.

- **Font.** Use a 12 point font size.

- **Capitalization.** Capitalize the first word in a complete sentence, the first word after a colon that begins a complete sentence, major words in the titles of books and articles within the body of the paper, and major words in titles of journals within the reference section.

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• **Numbering.** Number all pages consecutively, beginning with the title page. Place all numbers in the upper right hand corner. If a page must be inserted or removed after numbering is completed, renumber the pages.

• **Indentation.** Indent the first line of every paragraph five spaces. For consistency, set and use the tab key.

• **Seriation** To show seriation within a paragraph or sentence, use lowercase letters in parentheses as follows: (a) dog, (b) cat, and (c) mouse.

• **Tables, graphs, figures.** These devices are effective, for they enable the author to present a large amount of quantitative (numerical) data in a small amount of space. Each table, graph, and figure should be numbered consecutively in the order in which they are first mentioned in the text. They should also be given a clear and explanatory title. In the text, the author should refer to them by their numbers.

• **Headings** Headings function as an outline to establish the organization of the paper. Papers with complex organization carry up to at least five levels of headings, for most of your papers, three levels of headings are sufficient. Make sure to double space before and after each heading level.

  **Level 1:** Centered Uppercase and Lowercase Heading

  **Level 2:** Centered, Italicized, Uppercase and Lowercase Heading

  **Level 3:** Flush left, Italicized, Uppercase and Lowercase Side Heading

  **Level 4:** Indented, italicized, lowercase paragraph heading ending with a period.

**EXAMPLE A:**

**Level one:** Review of Literature

**Level two:** General Social Theory on Intelligence and Knowledge

**Level three:** Manifestations of Intelligence

**Level three:** The Role of Intellectuals

**Level four:** Social order maintenance.

**Level four:** Organic and traditional intellectuals
Citation

The following section teaches you citation strategies as related to the (a) quotation of sources and (b) paraphrasing.

(a) Quotation of Sources
This is when you directly quote from another author’s work.

- Direct quotes must be accurate. Quotations must follow the wording, spelling, and punctuation of the original source, even if the source is incorrect.

- Use double quotation marks ("") for quotations in text.

- Use single quotation marks (‘’) within double quotation marks to set off material that the original source enclosed in double quotation marks.

- Use three ellipsis points (…) within a sentence to indicate that you have omitted material from the original source. Use four points (…) to indicate omission between two sentences (see EXAMPLE B).

- Use brackets, not parentheses, to enclose material (additions or explanations) inserted in a quotation by some person other than the original author (see EXAMPLES B AND D).

- If you want to emphasize a word or words in a quotation, italicize the word. Immediately after, insert within brackets the words [italics added] (see EXAMPLE C).

- Whether paraphrasing or quoting an author directly, you must credit the source.

- Material directly taken from an author’s work should be directly quoted. *Always include the author(s), year of publication, and page number* (see EXAMPLES D AND F)

For material less than 40 words:
Place the material in double quotation marks. Parentheses immediately after the quotation mark should include the quoted source. End the statement(s) with a period.

For material more than 40 words:
Place the material in a block quotation. This material should be started on a new line, indented in five spaces from the left margin, and have no quotation marks. The entire block quotation should be single-spaced. At the end of the block quote, cite the quoted source in parentheses after the final punctuation mark (see EXAMPLE E).

**EXAMPLE B:** A study by Cohen (1997) found that “women experience TV viewing as a more relational activity than men…” [perhaps] in an attempt to complement secure attachments” (p. 525)
EXAMPLE C: “The *general format* [italics added] of the major evening newscast is quite similar for all German TV networks” (p. 329).

EXAMPLE D: “[N]ews tends to emphasize conflict, dissension, and battle; out of a journalistic convention that there are two sides to any story, news heightens the appearance of conflict even in instances of relative consensus” (Schudson, 1995, p. 9).

EXAMPLE E:
Adolescents look toward people they see on television to define what their own bodies should look like. They see these perfect images as representing realistic goals to achieve. They compare themselves and believe they come up short in these comparisons. The more they compare themselves, the more they strive to be thin, the more they dislike their bodies, and the more they engage in unhealthy behaviors. (Botta, 1999, pp. 36-37)

EXAMPLE F: Botta (1999) found that “media do have an impact on body image disturbance, both directly through body image processing and indirectly by encouraging adolescent girls to endorse a thin ideal and by establishing what they see as realistic ideals” (p. 36).

(b) Paraphrasing
This is when you put someone else’s ideas *completely* in your own words.

- Avoid closely paraphrasing authors’ words. In other words, substituting an occasional synonym, leaving out or adding an occasional modified, rearranging the grammar slightly, and just changing the tenses of verbs does not make the words yours.

- APA Editorial Style uses the author-date method of citation, that is, you list the author(s) last name(s) and the year of publication in parentheses at the appropriate point in the text.

- When paraphrasing the work of multiple authors, make sure to list them in alphabetical order.

EXAMPLE G:
Sprafkin and Liebert (1978) found that both boys and girls preferred programs featuring characters of their own gender.

EXAMPLE H:
While most commercials do not urge children to “ask Mom or Dad to buy this for you” (Atkins & Heald, 1977), children, nevertheless, often ask their parents to buy advertised products after seeing commercials.

EXAMPLE I:
For the most part, television does not portray very many loving, intact families (Moody, 1980).

EXAMPLE J:
Compared to the general public, most radio talk show hosts and a large proportion of regular listeners hold unfavorable views of politicians, Congress, and the mass media (Levin, 1987; Owen, 1996; Philips, 1994).
The Reference Section

This section tells you how to write the reference section of your manuscript. Basically, the reference section gives the reader a detailed list of all the sources used in writing the manuscript.

- This section must be double spaced.

- The first line of each reference is flush left with the margin, and subsequent lines are indented five spaces.

- Arrange sources in alphabetical order by the last name of the first author. Do not number the sources.

- References with the same first author and different second or third authors are arranged alphabetically by the last name of the second author and so on.

- References by the same author with the same publication date are first arranged alphabetically by the title. Next, place lowercase letters (a, b, c and so on) immediately after the year within the parentheses.

- When possible, give the city and state for publishers.Abbreviate the names of states, using the official two-letter U.S. Postal Service abbreviations. The following locations can be listed without a state abbreviation or country because they are well known for publishing.

<table>
<thead>
<tr>
<th>Location</th>
<th>Location</th>
<th>Location</th>
<th>Location</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore</td>
<td>Boston</td>
<td>Chicago</td>
<td>Los Angeles</td>
<td>New York</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>San Francisco</td>
<td>Amsterdam</td>
<td>Jerusalem</td>
<td>London</td>
</tr>
<tr>
<td>Milan</td>
<td>Moscow</td>
<td>Paris</td>
<td>Rome</td>
<td>Stockholm</td>
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<tr>
<td>Tokyo</td>
<td>Vienna</td>
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</tbody>
</table>

- Give the name of the publisher in brief form. Write out the names of associations, corporations, and university presses, but omit superfluous terms such as Publisher, Company, and Inc., which are not required to identify the publisher. Retain the words Book and Press.

- The following list contains some acceptable abbreviations for use in the reference section:

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ed.</td>
<td>edition</td>
</tr>
<tr>
<td>2nd ed.</td>
<td>second edition</td>
</tr>
<tr>
<td>Rev. ed.</td>
<td>revised edition</td>
</tr>
<tr>
<td>Trans</td>
<td>Translator</td>
</tr>
<tr>
<td>n.d.</td>
<td>no date</td>
</tr>
<tr>
<td>p.</td>
<td>page</td>
</tr>
<tr>
<td>pp</td>
<td>pages</td>
</tr>
</tbody>
</table>
EXAMPLE K: Reference List


**Periodicals**

The following section gives sample citations of various kinds of periodicals.

- Do not capitalize all words in the title of the article, Only capitalize the first word of the title and the first word after a colon.

- Capitalize the titles of all periodicals, such as *The Journal of Communication, Sex Roles, and The Journal of Broadcasting and Electronic Media*
Journal article, one author²


Journal article, two or more authors


Magazine article


Daily newspaper article, no author


Daily newspaper article, discontinuous pages


Periodical published annually


Citation of a work discussed in a secondary source

You should avoid relying on secondary sources of information. However, there are times when primary sources are out of print or unavailable. In these rare situations, the citations would be noted as follows:

- Give the secondary source in the reference list:


- In the text, name the original work and give a citation for the secondary source

In Seidenberg and McClelland’s study (as cited in Coltheart, Curtis, Atkins, & Haller, 1993).

²Most citations were not double spaced in this handout to conserve paper.
Books or Book Chapters

The following section gives sample citations of various kinds of books and book chapters. Remember, when citing books or book chapters:

- Do not capitalize the titles of books. Only capitalize the first word of the title and the first word after the colon.

Reference to an entire book


Book, third edition


Book, no author or editor


Edited book

- The abbreviation for editor = (Ed.).
- The abbreviation for editors = (Eds.).


English translation of a book

- If the English translation of a non-English work is used as the source, cite the English translation. The abbreviation for Translator = (Trans.).


- In the text, cite the original publication date and the date of the translation. (Laplace, 1814/1951)

Article or chapter in an edited book

English translation of an article or chapter in an edited book; reprint from another source


Reviews

Review of a book


Audiovisual media

Television broadcast


Single episode from a television series


- In the author position, list script writers first, followed by the director
- Place the producer of the series in the editor position.

Music recording


Electronic media

Internet articles based on a print source

Article in an Internet-only journal


Multipage document created by a private organization, no date


- When an Internet document comprises multiple pages and sections, provide a URL that links to the home page for the document.
- Use n.d (no date) when a publication date is not available.

U.S. government report available on government agency Web site, no publication date indicated


Report from a private organization, available on organization web site


Electronic copy of a journal article retrieved from database


Electronic copy of an abstract obtained from a database


Daily newspaper article, electronic version available by search