

# Citation Management Formatting Single Citations

Spring 2013

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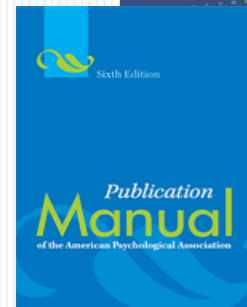
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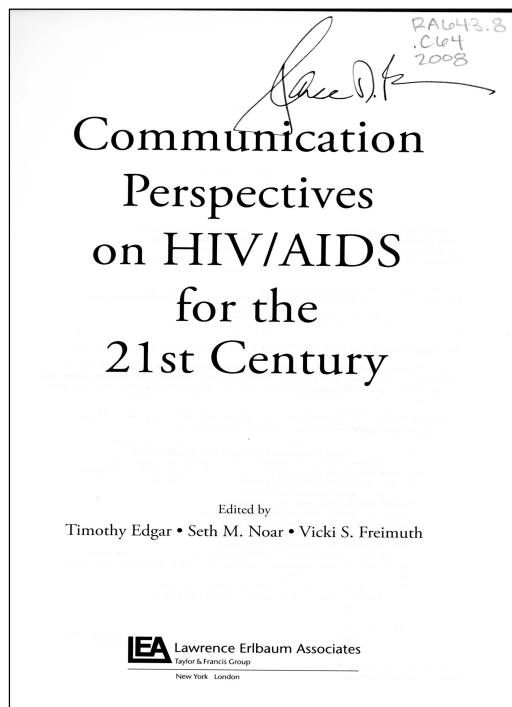


The **Chicago**  
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## What is Citation Management Software?



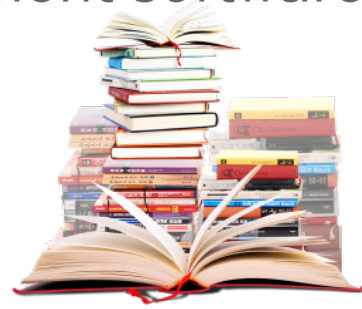
Edgar, T., Freimuth, V. S., & Noar, S. M. (2008).  
*Communication perspectives on HIV/AIDS for the 21st century*.  
New York: Lawrence Erlbaum Associates/Taylor & Francis  
Group.

Edgar, Timothy, Vicki S. Freimuth, and Seth M. Noar. 2008.  
*Communication Perspectives on HIV/AIDS for the 21st Century*.  
New York: Lawrence Erlbaum Associates/Taylor & Francis  
Group.

Edgar, Timothy, Vicki S. Freimuth, and Seth M. Noar.  
*Communication Perspectives on HIV/AIDS for the 21st Century*.  
New York: Lawrence Erlbaum Associates/Taylor & Francis  
Group, 2008. Print.

## Why use citation management software?

- A lot of research to keep track of
- Different citation styles
- Easier and more efficient than other systems



## Options for Formatting Single Citations

### **In the UNC Library online catalog**



### **In Ebsco and other search engines**



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**The dynamics of mass communication : media in transition**  
Joseph R. Dominick.

Author: Dominick, Joseph R.  
Published: New York : McGraw-Hill, 2013.  
Edition: 12th ed.  
Description: xxi, 470 p. : col. ill. ; 28 cm.  
Format: Book

Summary:  
Well-known for its balanced approach to *media* industries and professions, *Dynamics of Mass Communication* offers a lively, thorough, and objective introduction for *mass* communication majors and non-majors. (see more)

Subjects | Location | Table of Contents | MARC | Full Record

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## Citation Formats

### APA

Dominick, J. R. (2013). *The dynamics of mass communication : media in transition* (12th ed.). New York: McGraw-Hill.

### MLA

Dominick, Joseph R. *The Dynamics of Mass Communication : Media in Transition*. 12th ed. New York: McGraw-Hill, 2013. 1

### Chicago (Author-Date)

Dominick, Joseph R. 2013. *The Dynamics of Mass Communication : Media in Transition*. 12th ed. New York: McGraw-Hill.

### Chicago (Notes and Bibliography)

Dominick, Joseph R. *The Dynamics of Mass Communication : Media in Transition*. 12th ed. New York: McGraw-Hill, 2013.

# Using UNC's Citation Builder



# Using UNC's Citation Builder



## Citation Builder



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[Sample MLA citations](#)

*Publication Manual of the American Psychological Association, 6th Ed.* ([find in print](#))  
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*The Chicago Manual of Style, 16th Ed.* ([find in print](#))  
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## Citing from an EBSCO database

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### Children's understanding of television advertising: A grounded theory approach.

**Authors:** Andronikidis, Andreas I.<sup>1</sup>  
Lambrianidou, Maria<sup>2</sup>

**Source:** *Psychology & Marketing*; Apr2010, Vol. 27 Issue 4, p299-322, 24p, 1 Diagram, 3 Charts

**Document Type:** Article

**Subject Terms:** \*ADVERTISING & children  
\*FOCUS groups  
\*TELEVISION advertising  
\*TELEVISION & children  
TELEVISION advertising & children -- Psychological aspects  
GROUNDED theory  
RESEARCH  
AGE groups

**Abstract:** The study investigates children's understanding of television advertising, with emphasis on differences between children of different ages (6- to 11-year-old children). Forty-two focus groups were conducted and grounded theory analysis was employed to generate, analyze, and discuss the findings and their implications. Findings suggest that children view advertising as more complex than has been suggested by perspectives employed by previous research. Overall, a positive relationship was found between age and understanding of the aims of advertising. None of the 6- to 7-, only a few of the 8- to 9- and most of the 10- to 11-year-old children understood the role of television advertising. Topics such as sponsorship or the source of television advertising seemed to confuse children in all age groups. Only a minority of children in the older age group recognized the persuasive intent of television advertising. © 2010 Wiley Periodicals, Inc. [ABSTRACT FROM AUTHOR]

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**APA**  
(American Psychological  
Assoc.)

### References

Andronikidis, A. I., & Lambrianidou, M. (2010). Children's understanding of television advertising: A grounded theory approach. *Psychology & Marketing*, 27(4), 299-322.

## Citation Help Online:

- [Purdue OWL](#) – free MLA & APA citation guides

## Citation Help in Print:

- Gibaldi, Joseph. [\*MLA Handbook for Writers of Research Papers\*](#). 7th ed. New York: Modern Language Association of America, 2009. Print.
- American Psychological Association. (2010). [\*Publication manual of the American Psychological Association\*](#). (6th ed.). Washington, DC: American Psychological Association
- [\*The Chicago Manual of Style\*](#). 16th ed. Chicago: The University of Chicago Press, 2010.



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