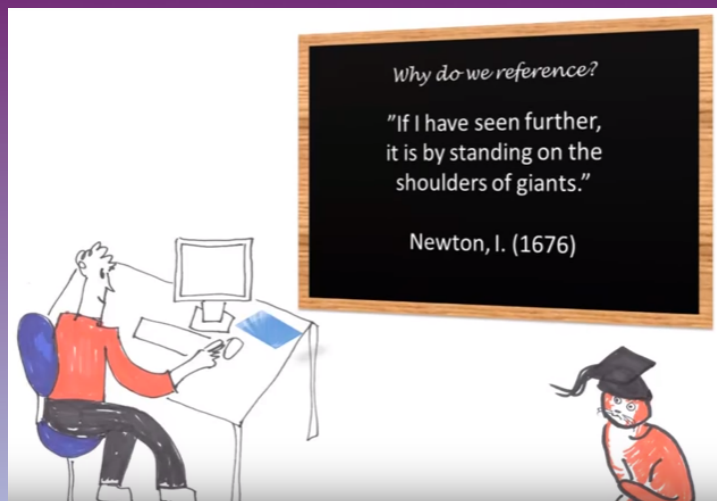


Referencing

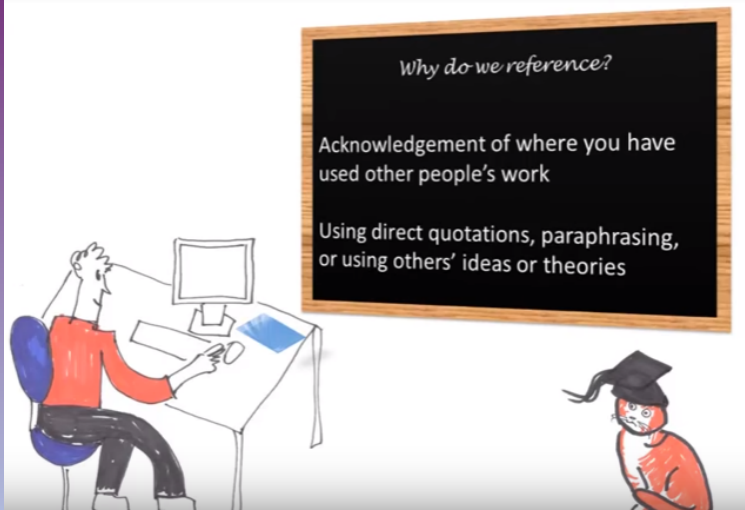
Presentation prepared by
Asst. Prof. Rabia VEZNE
Akdeniz University



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Why do we reference?

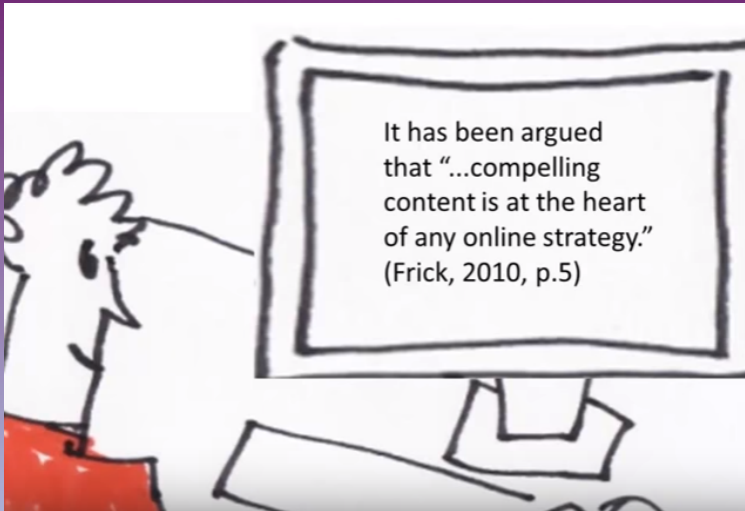
Acknowledgement of where you have used other people's work

Using direct quotations, paraphrasing, or using others' ideas or theories




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The illustration shows a person in a red shirt sitting at a desk with a computer, looking thoughtful. To the right, a blackboard contains text about referencing. A small figure in a red robe and black cap stands to the right of the blackboard. The background is a purple gradient.

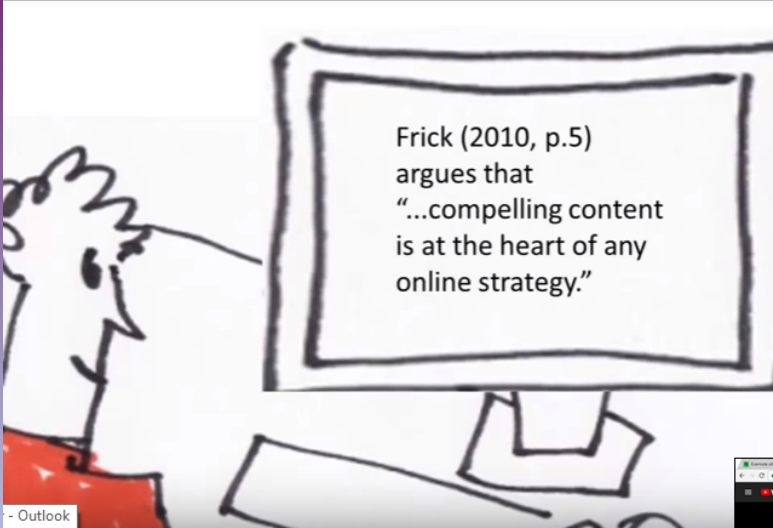


It has been argued that "...compelling content is at the heart of any online strategy." (Frick, 2010, p.5)




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The illustration shows a person in a red shirt looking at a computer monitor. The monitor displays a quote. The background is a purple gradient.



Frick (2010, p.5) argues that "...compelling content is at the heart of any online strategy."

- Outlook



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Frick (2010) supports...



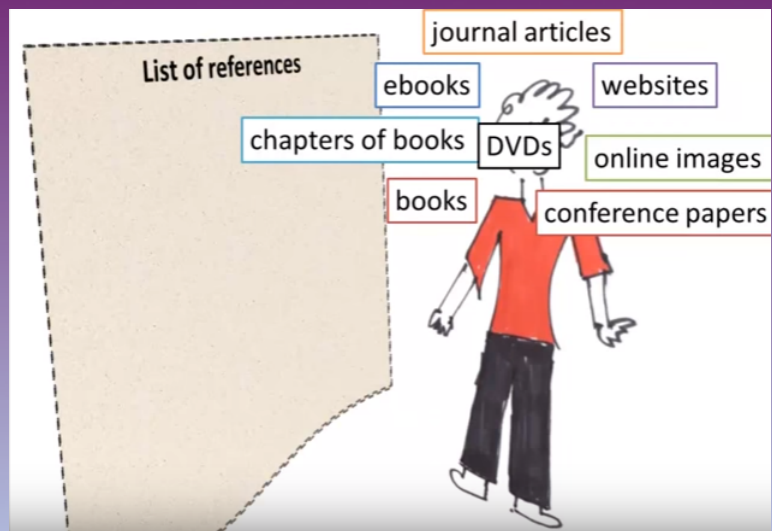
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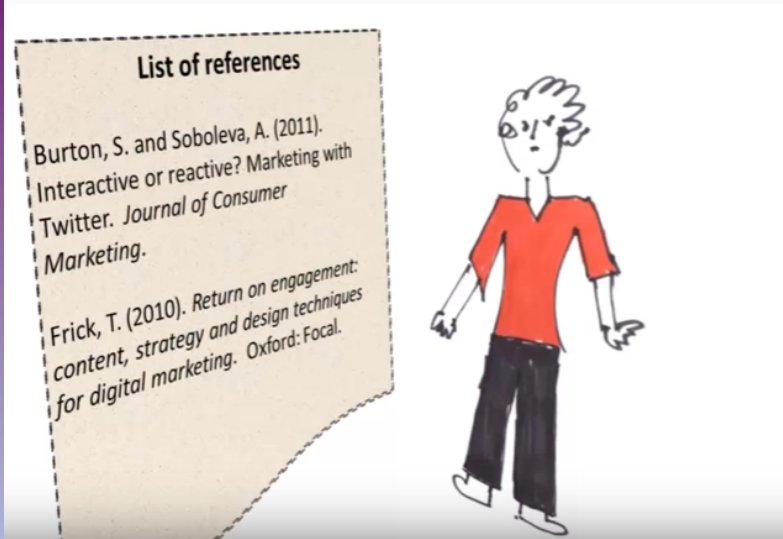
List of references



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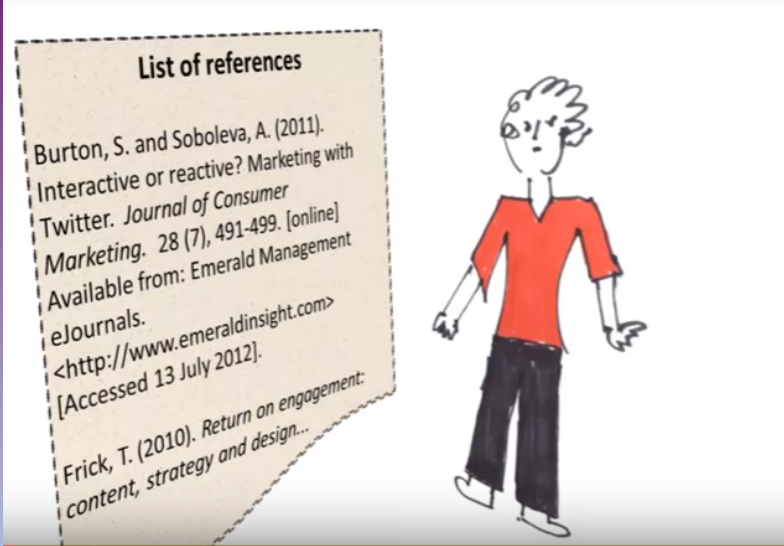
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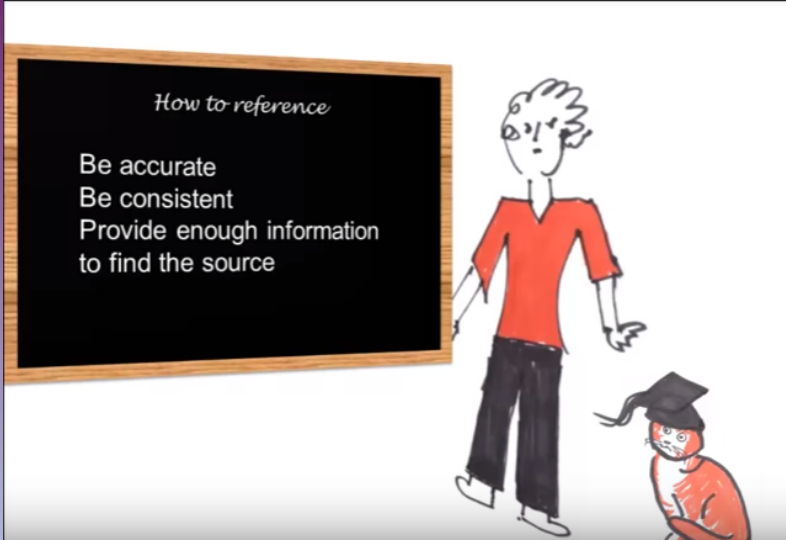
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How to reference


- Be accurate
- Be consistent
- Provide enough information to find the source



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The End



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