

General Guidelines

- The first mention of a scientific term is written in *italics*, e.g., *virtual reality*. Further mentions are not in *italics*, however.
- Quoting marks are written as follows: “English.”
- *Italics* is used when naming monographs, academic journals, websites, textbooks, encyclopedias, dictionaries, research reports, titles of films, television works, musical works, digital games. It is also used to emphasize algebraic symbols, e.g., Cohen’s *d* or a Likert scale (1 = *strongly disagree* to 5 = *strongly agree*). It is not used in case of film or book series (e.g., the Harry Potter series, the Hunger Games trilogy) or when mentioning media organizations and their abbreviations (Home Box Office, MTV, RTVS, Reuters).
- When using an abbreviation for the first time, e.g., The United States of America (USA), it is necessary to introduce the abbreviation like this. After that, only the abbreviation can be used.
- Each new paragraph in the text is tab-aligned to 1.25 cm.
- A single author should use exclusively the first-person singular to refer to their own actions and statements, e.g., Furthermore, I explain...
- Co-authored works use the first-person plural.
- The principle of (unknown) gender identity should be respected., e.g., The viewer expresses their (NOT ~~his/her~~) preferences by saying that ...
- Each source of information referenced in the text must be included in References; it is always listed only once. Each item listed must also appear in the body of the text. The exception is the situation when a private communication is identified as the source of the information, e.g., a discussion via e-mail that cannot be verified.
- If a reference included in the text refers to a work written by two authors, the names of the authors are given as follows: (Čábyová & Krajčovič, 2020). If three or more persons are involved, the model (Kusá et al., 2022) is used instead. The order in which individual persons are originally listed must be preserved.

Quoting and Paraphrasing

A quote shorter than 40 words

Kvetanová and Radošinská explain: “Today’s television dramas, specifically audio-visual products provided by Internet-distributed television, are fully adapted to the needs of the mainstream viewer” (2023, p. 82).

A quote longer than 40 words

In their study “Taboo topics in limited series offered by Internet-distributed television” (2023), Kvetanová and Radošinská conclude that contemporary television dramas involve prominent female characters associated with taboo topics.

Some of the most prominent taboo topics in today’s limited series are inherently associated with female characters and their struggles – such as a pragmatic middle-aged woman who is much more intelligent and efficient than fellow (male) policemen, a young girl facing mockery and irony while doing everything in her power to prove that she was raped, a young mother working as a house cleaner and building her future after she left her abusive partner, or teenaged girls and boys facing adversity while striving to define and establish their identities. Topics such as sexual violence, self-harm, suicide and mental and/or physical abuse are depicted quite often and explicitly. These stories merge the given topics with various expressions of racism, sexism and gun violence. Their ability to ‘mirror’ the complex realities of hypermodern society is therefore quite extraordinary. (Kvetanová & Radošinská, 2023, p. 83)

A quote exceeding the boundaries of a specific page (p. is replaced by pp.).

Kvetanová and Radošinská explain: “Text text text text text text text text” (Kvetanová & Radošinská, 2023, pp. 82-83).

OR

Kvetanová and Radošinská (2023) explain: “Text text text text text” (pp. 82-83).

Quoting chapters in edited volumes, articles, blogs, web pages with no specified authorship (more than 40 words)

An interesting point of view has been shared via a specialized website.

Text text text text text text text text text text text text text text text text
text text text text text text text text text text text text text text text text
text text text text text text text text text text text. (“Five Top Marketing
Trends to Keep an Eye on in 2021”, 2021)

Paraphrasing (a work written by a single author)

Text text text text text text text (Mago, 2020).

OR

Mago (2020) text text text text text text.

OR

In his publication, Mago (2020) text text text text.

Paraphrasing (a work written by two authors)

Text text text text text text text (Madleňák & Švec, 2021).

OR

Madleňák and Švec (2021) text text text text text text text.

OR

According to Madleňák and Švec (2021), text text text text text.

Paraphrasing (a work written by three or more authors)

Višňovský et al. (2022) text text text text text text.

OR

As noted by Višňovský et al. (2022), text text text text text text.

OR

Text text text text text text text (Višňovský et al., 2022).

Paraphrasing monographs, textbooks, encyclopedias, brochures, research reports with no specified authorship

Knowledge Encyclopedia Human Body! (2017) claims that text text text text text text text text text text.

OR

Text text text text text text (*Knowledge Encyclopedia Human Body!*, 2017).

Paraphrasing chapters in edited volumes, articles, blogs, web pages with no specified authorship. Multiple items are separated by semi-colons.

Similar development tendencies are specified by multiple professional websites as well (see, for example, “Five Top Marketing Trends to Keep an Eye on in 2021”, 2021; “Ten Marketing Trends and Predictions for 2023”, 2023).

Specific Cases

Summarizing a topic – referring to multiple items. The items are separated by semi-colons. Multiple works written by the same author are arranged chronologically, those published earlier are mentioned first.

This issue has recently been addressed by several authors (see, e.g., Pravdová, 2009; Pravdová, 2022; Radošinská et al., 2021).

Anonymous author (no specified authorship)

Text text text text text text text (Anonymous, 2023).

More than just one work published by the same author(s) or organization(s) in the same year

Several reports published by World Health Organization have confirmed this claim (2023a, 2023b, 2023c, 2023d).

Private communications (e.g., e-mails, short text messages and chats, unrecorded conversations, telephone conversations, unrecorded university lectures or webinars, private correspondence) should be used minimally, only when absolutely necessary. If used as a source of information, an item like this is referred to in the text as follows.

Based on S. Gálik's opinion (e-mail communication, June 30, 2023), text text text text text text text.

Information sources in this category are unverifiable and thus they are not included in References.

Web content (websites, blogs, research reports, podcasts, etc.) with clear authorship

Text text text text text text text (Jenkins, 2018).

Text text text text text (see Jackman & Reddy, 2020), text text text text text text.

As stated by World Trade Organization (2022), text text text text text.

According to Gerbner et al. (1982), text text text text text text.

Quoting digital sources, e.g., journalistic content available online – sections, paragraphs or their titles need to be specified.

A quote exceeding 40 words

The Oscar-winning actor Alan Arkin has passed away aged 89. The news that confirmed Arkin's passing was published on June 30, 2023, specifying his most critically acclaimed roles.

Arguably the most high-profile role of Arkin's early career came in 1970, when he was cast as Yossarian in the Mike Nichols-directed adaptation of Catch-22 – though that film was somewhat overshadowed by the similarly themed M*A*S*H*, released the same year. (Pulver, 2023, para. 3)

A quote shorter than 40 words

World Health Organization claims: "It is important to note that concerns about the potential harmful effects of opioids are valid, such as their potential to lead to opioid use disorder" (World Health Organization, 2023, "Reasons for the Disparity" section, para. 3).

References

- Hypertext references can be underlined.
- No academic titles are included.
- A missing date is processed as follows: n.d. (no date).
- A date specifying when exactly content was accessed is only necessary if the content is permanently updated.
- Hypertext references are not followed by a full-stop.
- DOI (Digital Object Identifier) is supposed to be included if it is available.
- Personal communications (mentioned in the text) are not included.
- Only a publishing house's name is specified, not the town/city where the company is located.
- If a reference originally starts with a number, e.g., 10 Marketing Trends and Predictions for 2023, it is re-written in References as follows: Ten Marketing Trends and Predictions for 2023.
- References are sorted alphabetically according to the surnames of the first authors. First names are not given, only their initials (including the initials of middle names). The function of the surname of the first author is also

taken over by the names of organizations, e.g., World Health Organization. Titles of publications without listed authors, e.g., of encyclopedias are moved forward by the years of publication and arranged alphabetically, excluding possible definite and indefinite articles (in English A, An, The), which are not taken into account in the alphabetical arrangement.

- If a reference exceeds one line, all following lines are aligned through tabs (1.25 cm).
- **Titles of publications and sources published in a language other than in English (e.g., sources written in Slovak used in an English-written paper) are translated in square brackets.**
- **When specifying names of publishing houses, no forms of corporate structures should be indicated (e.g., Sage Publications Ltd.).**

Monograph, textbook, dictionary, encyclopedia. DOI or URL is included (when available)

No specified authorship

Knowledge Encyclopedia Human Body! (2017). DK Children.

In text: (*Knowledge Encyclopedia Human Body!*, 2017)

A single author

Pravdová, H. (2022). *From homo ludens to homo medialis: Cultural dimensions of game principles and media*. Wolters Kluwer.

In text: (Pravdová, 2022)

At least two, up to twenty authors

Radošinská, J., Točená, Z., & Macák, M. (2022). *Synergia odvetví globalizovaného mediálneho priemyslu* [Synergy of globalized media industry segments]. Wolters Kluwer.

In text: (Radošinská et al., 2022)

A publication in press

Radošinská, J., Mináriková, J., & Višňovský, J. (in press). *Východiská mediálnych a komunikačných štúdií* [Outlines of media and communication studies]. University of Ss. Cyril and Methodius.

In text: (Radošinská et al., in press)

A second or other than first edition (specified only if a publication has multiple editions)

Hartley, J. (2002). *Communication, cultural and media studies: Key concepts* (3rd ed.). Routledge.

In text: (Hartley, 2002)

A conference paper, a chapter in an edited volume, a dictionary entry

Jurišová, V. (2021). Architektúra značky [Brand architecture]. In P. Krajčovič, J. Radošinská, & J. Višňovský (Eds.), *Slovník vybraných pojmov z masmediálnej a marketingovej komunikácie* [Dictionary of selected terms from mass media and marketing communication] (pp. 10-12). University of Ss. Cyril and Methodius.

Zillmann, D. (2000). The coming of media entertainment. In D. Zillmann, & P. Vorderer (Eds.), *Media entertainment: The psychology of its appeal* (pp. 1-20). Lawrence Erlbaum.

In text: (Jurišová, 2021)
(Zillmann, 2000)

A web dictionary (no date specified, permanently updated content; the date of accessing the data is needed).

Merriam-Webster. (n.d.). Merriam-Webster dictionary. Retrieved June 30, 2023, from <https://www.merriam-webster.com/>

In text: (Merriam-Webster, n.d.)

A scholarly study in an academic journal (print only, print and digital, digital with or without DOI). Titles of journals are capitalized, in *italics* (volumes as well).

Deuze, M. (2020). The role of media and mass communication theory in the global pandemic. *Communication Today*, 11(2), 4-16.

Hudíková, Z., & Pravdová, H. (2022). Reality show as a controversial format of socialisation. *Communication Today*, 13(2), 24-47.

https://communicationtoday.sk/wp-content/uploads/02_HUDIKOVA_PRAVDOVA_CT-2-2022.pdf

Radošinská, J., Rusňáková, L., Točená, Z., & Schwarz, M. (2023). The blockbuster biopic Bohemian Rhapsody as an expression of cinema/music synergy. *Communication Today*, 14(1), 4-20.

<https://doi.org/10.34135/communicationtoday.2023.Vol.14.No.1.1>

In text: (Deuze, 2020)

(Hudíková & Pravdová, 2022)

(Radošinská et al., 2023)

A newspaper/magazine article (online)

Pulver, A. (2023, June 30). Alan Arkin, Oscar winning actor in Little Miss Sunshine, dies aged 89. *The Guardian*.

<https://www.theguardian.com/film/2023/jun/30/alan-arkin-oscar-winning-actor-little-miss-sunshine-dies-aged-89>

In text: (Pulver, 2023)

A newspaper/magazine article (print). Its page range is needed.

Zemko, T. (2023, June 30). Elektrické autá spochybňujeme už len my, nikto iný [We are the only ones left to question electric cars]. *Pravda*, pp. 8-9.

In text: (Zemko, 2023)

A research report

Newman, N., Fletcher, R., Eddy, K., Robertson, C. T., & Kleis Nielsen, R. (2023). *Reuters Institute digital news report 2023*. Reuters Institute for the Study of Journalism.
https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2023-06/Digital_News_Report_2023.pdf

In text: (Newman et al., 2023)

A review

Šašalová, V. (2023). From homo ludens to homo medialis: Cultural dimensions of game principles and media [Review of the monograph *From homo ludens to homo medialis: Cultural dimensions of game principles and media*, written by Hana Pravdová, 2022]. *Communication Today*, 14(1), 210-212.
https://communicationtoday.sk/wp-content/uploads/13_REVIEWS_TODAY_CT-1-2023.pdf

In text: (Šašalová, 2023)

A graduation thesis

Macák, M. (2023). *Vývojové tendencie a znaky priemyslu digitálnych hier* [Development tendencies and characteristics of digital games industry] [Unpublished doctoral dissertation]. University of Ss. Cyril and Methodius.

In text: (Macák, 2023)

A film, a music video. The production company is specified; multiple producers are separated by semi-colons.

Villeneuve, D. (Director). (2021). *Dune* [Film]. Legendary Pictures.

In text: (Villeneuve, 2021)

Television broadcasting (linear). The production company is specified; multiple producers are separated by semi-colons.

Sámelová, A. (Director of News and opinions section). (2023, June 30). *Správy RTVS* [RTVS News] [TV broadcast]; RTVS.

In text: (Sámelová, 2023)

A TV series. The date of releasing the season or its first episode should be declared. The production company is specified; multiple producers are separated by semi-colons.

White, M. (Producer). (2022, October 30). *The White Lotus season 2* [TV series]. HBO Entertainment.

In text: (White, 2022)

A specific episode of a TV series. The production company is specified; multiple producers are separated by semi-colons.

Favreau, J. (Writer), & Filoni, D. (Director). (2019, November 12). Chapter 1 (Season 1, Episode 1) [TV series episode]. In J. Favreau, D. Filoni, K. Kennedy, & C. Wilson (Executive Producers), *The Mandalorian*. Lucasfilm; Golem Creations.

In text: (Favreau & Filoni, 2019)

A musical recording. The production company is specified; multiple producers are separated by semi-colons. The date of the first release of the song should be declared as follows.

May, B. (2018). *Who wants to live forever* [Song recorded by Queen]. On *Bohemian Rhapsody original soundtrack*. Universal International Music. (Original work published 1986)

In text: (May, 1986/2018)

A music album. The production company is specified; multiple producers are separated by semi-colons.

BTS. (2014). *Dark & wild* [Album]. BigHit Entertainment; LOEN Entertainment; Pony Canyon.

In text: (BTS, 2014)

A remastered music album. The production company is specified; multiple producers are separated by semi-colons.

Pink Floyd. (2016). *The dark side of the moon* (Remastered) [Album]. Pink Floyd Records. (Original work published 1973)

In text: (Pink Floyd, 1973/2016)

A mobile app. The platform where the app is available for download is specified.

Meta. (2023). Facebook (Version 421.0) [Mobile app]. App Store.

<https://apps.apple.com/us/app/facebook/id284882215>

In text: (Meta, 2023)

A podcast. The production company is specified; multiple producers are separated by semi-colons.

Blaško, A., Hlavatovič, V., Janšcová, K., & Gyuríková, K. (Hosts). (2023, April 28). *Piatociek: Chlieb náš každodenný* [Special Friday: Our daily bread] [Audio podcast]. Petit Press.

<https://podcasty.sme.sk/c/23162486/piatocek-chlieb-nas-kazdodenny.html>

In text: (Blaško et al., 2023)

A videocast. The production company is specified; multiple producers are separated by semi-colons.

Kelce, T., & Kelce, J. (Hosts). (2023, May 22). *New Heights Live with Patrick Mahomes, Roger Goodell, Tony Gonzalez, Eric Stonestreet & more* [Video podcast]. Jukes. <https://www.youtube.com/watch?v=v4R0C1WhLAA>

In text: (Kelce & Kelce, 2023)

A streamed video content. Its publication date is declared.

Pinkfong Baby Shark – Kids' Songs & Stories. (2016, June 18). *Baby Shark Dance | #babyshark Most Viewed Video | Animal Songs | PINKFONG Songs for Children* [Video]. YouTube.

<https://www.youtube.com/watch?v=XqZsoesa55w>

In text: (Pinkfong Baby Shark – Kids' Songs & Stories, 2016)

A legal act – no additional data on amendments and supplements is needed.

Zákon č. 264/2022 Z. z. o mediálnych službách [Act No. 264/2022 Coll. on media services] (2022).

<https://www.slov-lex.sk/pravne-predpisy/SK/ZZ/2022/264/20220801.html>

In text: (Zákon č. 264/2022 Z. z. o mediálnych službách [Act No. 264/2022 Coll. on media services], 2022)

Web content (unspecified, no date, no authorship)

The Internet Movie Database. (n.d.). Most popular movies.
https://www.imdb.com/chart/moviemeter/?ref_=nv_mv_mpm

In text: (The Internet Movie Database, n.d.)

Social media content (a photo, a video, etc.)

Messi, L. [@leomessi]. (2022, December 18). Campeones del Mundo!!!!!! [World Champions!!!!!!] [Instagram photographs]. Retrieved from
https://www.instagram.com/p/CmUv48DLvxd/?utm_source=ig_web_copy_link

In text: (Messi, 2022)

A publicly available social media post. Only the first 40 words are included.

Facebook. [@facebook]. (2022, May 4). “As a Latino in the gaming world, the challenges that we faced every day were obvious. We created the organization to support each other, but quickly realized it could help make the industry a more inclusive and accessible place for [Facebook post]. Retrieved from
<https://www.facebook.com/facebook/photos/a.376995711728/10161400496991729/>

In text: (Facebook, 2022)

A social media profile (e.g., on Facebook, Instagram, Twitter/X). A specific profile segment is declared (i.e., posts, IGTV, tagged) in italics. It is necessary to state the date when the content was retrieved, as it might be updated multiple times.

Swift, T. [@taylorswift]. (n.d.). Posts [Instagram profile]. Instagram. Retrieved February 5, 2024, from <https://www.instagram.com/taylorswift>

In text: (Swift, n.d.)

A TikTok profile. Not divided into segments; therefore, first 20 words included in caption are stated in italics. If no caption is available, information is omitted. It is necessary to state the date when the content was retrieved, as it might be updated multiple times.

The Rock. [@therock]. (n.d.). CEO of #RockTok [TikTok profile]. TikTok. Retrieved February 5, 2024, from <https://tiktok.com/@therock>

In text: (The Rock, n.d.)

A video on TikTok/Twitter(X)/Instagram. Authorship is held by the person/organization/institution named in the profile. Date of publication is declared. The video's title is in italics, consisting of the first 20 words in caption. An emoji, a link or a hashtag is always considered as a single word. Emojis are not written in italics.

Guinness World Records. [@guinnessworldrecords]. (2022, December 1). Most viewed video on @tiktok – 2.2 billion by @zachking #harrypotter #illusion #gwr2023 [Video]. TikTok.
<https://www.tiktok.com/@guinnessworldrecords/video/7172183875538488582>

In text: (Guinness World Records, 2022)

A blog. Its publication date is declared.

Frade, R. (2023, June 5). *Catherine D'Ignazio and Lauren Klein interviewed by Renata Frade: The future of tech feminism in the present with artificial intelligence and storytelling.*

<https://henryjenkins.org/blog/2023/6/5/catherine-dignazio-and-lauren-klein-interviewed-by-renata-frade-the-future-of-tech-feminism-in-the-present-with-artificial-intelligence-and-storytelling>

In text: (Frade, 2023)

An electronic publication. If it is not available in print, URL where it is published is specified.

Johnson, C. (2019). *Online TV*. Routledge.

In text: (Johnson, 2019)

An audio book. "Narr." refers to a narrator. The date of the first release of the book should be declared as follows.

Brontë, C. (2006). *Jane Eyre* (J. Stevenson, Narr.) [Audiobook]. BBC Audiobooks.

https://www.audible.com/pd/Jane-Eyre-Audiobook/B002V5CWOY?ref=a_ep_FreeLi_c7_product_1_3&pf_rd_p=386dd20b-1f95-4f70-aec4-3c61759376a5&pf_rd_r=XC3CWCX3F0K28JG4FH4D&pageLoadId=kWoJyr0QAm3fCTIH&creativeId=fe89080d-b720-4f55-b9ba-b8875f975b13

(Original work published 1847)

In text: (Brontë, 1847/2006)

A digital game (its hosting platform or version included). No difference between digital games in physical and digital-only distribution. A digital game is authored by its developer(s). The game's publisher is also declared.

Naughty Dog. (2022). *The last of us part I*. (PS5 version) [Digital game]. Sony Interactive Entertainment.

In text: (Naughty Dog, 2022)

A digital game available online, via mobile apps, social media, etc. A digital game is authored by its developer(s). The game's publisher is also declared.

Zynga. (2021). *Farmville 3* [Digital game]. Zynga. <https://zynga.social/Fv3FB>

In text: (Zynga, 2021)

A digital game series including different titles, possibly developed and published by different entities. A digital game series is authored by the developers of specific titles. The individual titles' publishers are also declared.

Core Design, Crystal Dynamics, Eidos-Montréal, & Square Enix Montréal. (1996–2023). *Tomb Raider* (series) [Digital game]. Eidos Interactive; Square Enix; Microsoft Studios.

In text: (Core Design et al., 1996–2023)

Specific Cases

Multiple references to publications written by the same author – listed in accordance with their publication date, not alphabetically. Those published earlier are listed first.

Pravdová, H. (2009). *Determinanty kreovania mediálnej kultúry* [Determinants of creating media culture]. University of Ss. Cyril and Methodius.

Pravdová, H. (2022). *From homo ludens to homo medialis: Cultural dimensions of game principles and media*. Wolters Kluwer.

Multiple references to the works of a specific author, if some of them are co-authored – the order of their listing is not determined by the title according to the alphabet. The works that the given person published without co-authors are always listed first (according to the year of publication, not alphabetically).

Murár, P. (2017). *Marketingové výzvy web stránok* [Marketing challenges of webpages]. University of Ss. Cyril and Methodius.

Murár, P. (2021). *Methods of planning, researching and evaluating websites*. Wolters Kluwer.

Murár, P., & Piatrov, I. (2022). *Digitálny marketing* [Digital marketing]. University of Ss. Cyril and Methodius.

Multiple references to works published by the same author, in the same year. Their numerical designation is needed (2012a, b, c, d, etc.), which is assigned chronologically, according to the order of use of the individual sources in the text.

Višňovský, J. (2012a). *Problematika štruktúry a kompozície v novinárstve* [Problem of structure and composition in journalism]. University of Ss. Cyril and Methodius.

Višňovský, J. (2012b). *Premeny žurnalistického profilu novín* [Changes in journalistic profile of newspapers]. In D. Petranová, M. Solík, & A. Plencner (Eds.), *Nové diskurzy mediálnych štúdií – Megatrendy a médiá 2012* [New discourses of media studies – Megatrends and media 2012] (pp. 153-169). University of Ss. Cyril and Methodius.

- Long URLs can be shortened through digital URL shorteners available online, if necessary.
- Please note: <https://apastyle.apa.org/blog/singular-they>

Quoting marks are further used:

- to emphasize a specific letter – e.g., the letter “A”.
- to replicate someone else’s words – I asked him, and he answered “yes.”
- to interpret research results – e.g., All involved students wrote “I agree with including my answers in this research inquiry” prior to participating. OR: The first question in the survey was “How often do you use social media?” Such a sentence is not followed by a full-stop.
- to indicate ironic remarks, e.g., “normal” behavior, “classy” production.
- to mention titles of scholarly studies, chapters in edited volumes or conference papers within the text (note that quoting marks which would emphasize the titles are not included in References). For example, in their study “Taboo topics in limited series offered by Internet-distributed television” (2023), Kvetanová and Radošínská conclude that... YET: In the publication *From homo ludens to homo medialis: Cultural dimensions of game principles and media* (Pravdová, 2022), the author mentions several... (titles of monographs and other publications are written in *italics* instead of “quoting marks.”)