



## newsletter WG2

### chair

Nico Carpentier [nico.carpentier@vub.ac.be]

### vice-chairs

Manuel Damásio [mjdamasio@ulusofona.pt]

Miroljub Radojkovic [miroljub.radojkovic@fpn.bg.ac.rs]

### liaison officers

Bozena Mierzejewska [bozena.mierzejewska@unisg.ch]

Igor Vobic [igor.vobic@fdv.uni-lj.si]

Jose Manuel Noguera Vivo [jmnoguera@gmail.com]

Melanie Bourdaa [melaniebourdaa@yahoo.fr]

Lucia Vesnic-Alujevic [lucy.vessal@gmail.com]

Ana Milojevic [ana.milojevic@fpn.bg.ac.rs]

### Where can i get more info about WG2 and the Action?

WG2 web: <http://www.cost-transforming-audiences.eu/node/6>

Action website: <http://www.cost-transforming-audiences.eu/>

## UPCOMING EVENTS AND FUTURE ACTIVITIES

### CONFERENCES

WG2 panel in milan

Conference report

### PUBLICATIONS

Special issue tf3

Special issue tf4

Call for essays

Publications and young scholars activities

## Transforming Audiences, Transforming Societies

### FUTURE ACTIVITIES

1. After the first two special issues of WG2 ("Interrogating audiences: theoretical horizons of participation" and "Public voice and mediated participation") one more special issue of WG2 has been published. This special issue is entitled "Networked belonging and networks of belonging". It has been edited by Manuel José Damásio and Paula Cordeiro, and was published in Observatorio (OBS\*). One more special issue is expected: „Cross-media production and audience involvement”, edited by José Manuel Noguera, Melanie Bourdaa and Francesca Pasquali. This special issue will be published soon in the journal Participations.

2. WG2 has also launched two new calls for special issues. Nóra Nyíró and Mihály Gálík launched a call for articles for a special issue entitled „Transforming Audiences and Transforming Media Management” to be published in the Budapest Management Review. The deadline for abstracts is 15 December 2012. Hada M. Sánchez Gonzales launched a call for articles for the special

issue on “New media, audience and emotional connectivity”. Here, the deadline for abstracts is 17 December 2012.

3. Also a new collection of essays and interview essays by/with policy makers and journalists on „Audience Interactivity & Participation” is in production. This publication is being prepared by Lucia Vesnic-Alujevic and Ana Milojevic. The deadline for submitting these essays is 25 November 2012.

4. For the dissemination project in collaboration with Lin Yu-Wei from the University of Salford, a visit by Nico Carpentier to the University of Salford is planned on 22 November to explain the project and the publications to the participating students. The idea is to engage with a wider audience (general public) by having students (re-) interpret the articles and re-present their readings of these articles in audio/video forms.

6. On 23-24 November 2012, WG2 is organising, together with the Centre for Political Communications Research of the Hungarian Academy of Science, a workshop on the changing nature of participation, political community and campaigning in the era of Life Politics. This workshop, entitled “Communication beyond mediatisation” will take place in Budapest, Hungary. Tentatively, the following key points and trends in the transformation of political communication and public participation will be addressed: 1/New horizons in political participation; 2/ Citizens beyond the concept of audience; and 3/Communication in the era of life politics.

7. The Action-wide publication “Audience/ Society Transformations. Late modernity’s shifting audience positions” is nearing completion. WG2 is contributing with four chapters: 1/“An introduction. The democratic (media) revolution: A parallel history of political and media participation”, by Nico Carpentier, Peter Dahlgren & Francesca Pasquali; 2/“The Mediation of Civic Participation: diverse forms of political agency in a multimedia age”, by Peter Lunt, Liesbet Van Zoonen, Pille Pruulmann-Vengerfeldt, Birgit Stark, Anne Kaun; 3/“Interaction and belonging: audiences, networks, cross-media and young people’s consumption of mediated content”, by Paula Cordeiro, Manuel Damásio, Guy Starkey, Carla Ganito, Catia Ferreira and Sara Henriques; 4/“The role of the media industry when participation is a product: implications for cross-media strategies and audience involvement”, by José M. Noguera, Melanie Bourdaa, Mikko Villi, Nora Nyíró & Emiliana de Blasio. After a series of editing rounds, the chapters are now being proofread, and the authors will be contacted soon to approve (or correct) the final version.

8. WG2 will meet at the Tampere Working Group meeting on 17-19 April 2013. Here, the Action-wide publication on Innovations (with the working title ‘Revitalising Audience Research’) will be one of the topics, in combination with the Action’s work on the recommendations and implications.

## WG2 PANEL IN MILAN'S COST ACTION MEETING

Between the 20th and the 22nd of September 2012, Working Group 2 of the Cost Action ISO906 organized, during the Cost meeting that was held in Milan, a panel on the topic of "Contemporary perspectives on participation and interaction". The panel occurred on the afternoon of the 21st and participants were: Fausto Columbo that presented his work on "Foucaultian perspectives on web 2.0"; Manuel José Damásio that presented a paper entitled "Mediatization and belonging: encounters on the network" and Nora Nyiro who presented a work developed with Jose Manuel Noguera Vivo on "Connecting and Sharing. Why UDC is essential for the Media Industry in a Participatory Environment?" The debate was very lively and the panel presented a very good opportunity for WG members to discuss their ideas and on going works.

## CONFERENCE REPORT: EUROPEAN MEDIA MANAGEMENT EDUCATION ASSOCIATION YEARLY CONFERENCE 2012 IN BUDAPEST, 10-11 FEBRUARY, 2012, CORVINUS UNIVERSITY OF BUDAPEST

### About emma

The European Media Management Education Association (emma) is an international not-for-profit organisation that was founded in 2003 in response to the dramatic growth in media management courses and programmes at higher education institutions throughout Europe.

Its goals are fourfold:

- To provide a forum for the exchange of ideas between those teaching media management in higher education and industry training programmes in Europe;
- To stimulate academic and intellectual interest in media management education and research;
- To facilitate the development of high quality teaching materials explicitly tailored to the field of media management;
- To build links between those teaching and researching in the field of the media arena and the media industry itself.

### About emma 2012 Conference

The title of the 2012 emma Conference was: „What's so special about media management?". The topic was initiated by the fact that media management is not a new practice, but it is a relatively new field of academic investigation and scholarship. It has roots in historic traditions of media economics, and the study of media and of management have even longer, deeper roots in respective disciplines. However, it is nonetheless important to observe that the conjunction of the two aspects comprising our field is comparatively new and that much of the work to date has been derivative rather than specifically about the management of media firms, and is often more descriptive than theory-oriented. The 2012 EMMA conference wanted to take a step in contributing to the maturing of our field as a mutual endeavour, focusing on the management of media firms as an area deserving emphasis in empirical research, critical

scrutiny, and the development of theory. The conference papers covered aspects of managing a media firm and to what extent these are little or no different from managing any enterprise, and why, the roles and functions of media make unique demands on managers, as well as the differences of various sectors (e.g. TV versus radio versus newspapers versus online services, etc).

The plenary session chaired by Peter Goodwin, began with a short presentation of the Hungarian media landscape by professor Mihály Gálik from Corvinus University of Budapest, than a media practitioner, Zoltán Várdy (former CEO of one of the two Hungarian national commercial television channel), talked about the future of television in the new media environment and the effects of these changes on media management. Finally Charles Brown (former president of EMMA) gave a speech about News International titling it as crisis of leadership, crisis of crisis of governance, crisis of politics.

During the 2 day long conference 15 sessions took place ranging from theoretical issues as historical aspects of media management, or transfer opportunities, through regulatory issues, economic development and media management, public service media or media production till media branding, technology and strategy issues or social media. A specific session was dedicated to media audiences and prosumerism.

The conference program and links to

abstracts is available here: <http://www.media-management.eu/conference/budapest-2012/programme.html>

### The emma Award

Since 2007 the European Media Management Education Association each year awards a leading figure from the industry or from academia who has made an outstanding individual contribution to media management or to its study. In 2012 Christian S. Nissen received the EMMA award in Budapest.



Christian S. Nissen was the first Director General recruited from outside the firm to serve as the CEO of the Danish Broadcasting Corporation. He began his career as Associate Professor in International Politics at the University of Copenhagen and has worked in various management positions for Danish public administration. He has also been an active contributor to the intellectual development of public service media, beginning in the period between 1994 and 2004 as Director General of DR and during which time he also served as Chair of the Digital Strategy Group for the European Broadcasting Union.

Today Christian S. Nissen has returned

to academia and is Adjunct Professor in Management at the Copenhagen Business School and Research Associate for the Media Management and Transformation Centre in the Jönköping International Business School in Sweden.

Christian S. Nissen has authored articles in Danish and English, and contributed editorial service in the production of two recent books in English, the 2006 publication titled: *Making a Difference: Public Service Broadcasting in the European Media Landscape*; and most recently the 2011 title from NORDICOM: *Small Among Giants: Television Broadcasting in Smaller Countries*.

### emma 2013 conference

emma yearly conference in 2013 will be hosted by Bournemouth University on 13-15 June.

The conference topic is: Digital Transformations and Transactions in Media Industries

This is a period of transformation in the way media companies are understood and managed. Media and telecommunication industries have converged, giving rise to new media technologies and platforms due to digitalisation resulting in fundamental changes in audience consumption habits. This brings opportunities for growth and concerns about decline.

Call for papers available here:

<http://www.media-management.eu/conference/bournemouth-2013/call-for-paper.html>

## INTEREST GROUP REPORT HOW THE CHANGING NATURE OF BOTH MEDIA LITERACY AND CIVIC PARTICIPATION HAVE IMPLICATIONS FOR RENEWED DEMANDS ON CIVIC LITERACY

Interest Group 1 on Media Literacy and Civic Participation is a joint initiative between WG1 and WG2 lead by Sonia Livingstone and Peter Lunt. They both framed the debate around the crisis of traditional democracy, the reason why people is looking for a more real democracy through civic movements characterised by the role of young people and an emerging concept of citizenship.



Under a huge interest in a room with members from all the working groups of the COST Action, the debate focused on how is changing the nature of media literacy and civic participation, and what kind of implications are emerging from this process. Livingstone underlined how media literacy is becoming as problematic as the traditional printed illiteracy.

By the other hand, media literacy can not be defined in isolation from the

social contexts, as well as it can not be analyzed just in terms of Coding/Decoding messages, when it should be more focused on applying for specific purposes. So, there is a need for providing contexts in which people feel confident to participate (demand of civic media literacy).

The debate will continue in Tampere and can be developed from research questions as the following ones:

What practices of participation and literacy can be identified?

What are the requirements for civic media literacy?

What really can be measured?

## TF3 SPECIAL ISSUE ON “NETWORKS OF BELONGING” WITH \*OBS

TF3 of Working group 2 of the Cost Action ISO906 has launched a special issue on “Networks of Belonging” with the open access journal \*OBS. The special issue was organized by Manuel José Damásio and Paula Cordeiro, both the coordinators of this Task Force of Working Group 2, and collects papers from different European researchers that deal with the ways users and societies are reshaping behaviours and forms of belonging in face of technologies that call for differentiated forms of interaction and participation.

The special issue can be accessed here: <http://obs.obercom.pt/index.php/obs/issue/view/34>

## SPECIAL ISSUE OF WG2-TF4: “AUDIENCE INVOLVEMENT AND NEW PRODUCTION PARADIGMS”

The special issue “Audience involvement and new production paradigms” with the online journal *Participations* (<http://www.participations.org>) and edited by José Manuel Noguera, Francesca Pasquali and Melanie Bourdaa, is scheduled to be launched by the end of November 2012. This issue will contain with three guest authors (Matt Hills, Giovanni Boccia Artieri and José-Alberto García Avilés) and twelve authors more with eight articles about several issues that offer a broad overview over the last trends on audience engagement and media production.

## CALL FOR PAPERS - BUDAPEST MANAGEMENT REVIEW

**Transforming audiences and transforming media management... How to manage media companies when audiences are under transformation?**

We are pleased to announce the Call for Papers to a special issue on Transforming Audiences and Transforming Media Management in cooperation with the Budapest Management Review.

The special issue wants to give room for audience focused studies connected to media management literature. The first and wider aim is to have a general focus on audience transformation and media management, besides providing place and time to studies and articles with more targeted focus on audience participation and its effect on media management issues. Both theoretical and empirical papers are welcome if they provide managerial implications on audience transformation, participation and challenges of media market players in the era of mediatized public audience. Editors seek for contributions from academics in social sciences and the humanities, as well, drawing particular attention to social aspects of audience transformation, involvement and participation.

Further information (deadlines etc.): <http://www.cost-transforming-audiences.eu/node/956>

### Important Dates:

Abstracts (600-800 words and to include author's professional status and institutional affiliation) submission:

**December 15th 2012**

Notifications of abstract acceptance:

**10th January 2013**

Full manuscript submission:

**30th March 2013**

Submissions (abstracts and full manuscripts), in English, should be sent electronically as Word documents (Times New Roman, font size 12, line spaced 1,5) to Mihály Gálík (email: [galik@uni-corvinus.hu](mailto:galik@uni-corvinus.hu)) and Nóra Nyirő (email: [nora.nyiro@uni-corvinus.hu](mailto:nora.nyiro@uni-corvinus.hu)).

In case of any question please do not hesitate to contact the guest editors:

Nóra Nyirő: [nora.nyiro@uni-corvinus.hu](mailto:nora.nyiro@uni-corvinus.hu)

Mihály Gálík: [galik@uni-corvinus.hu](mailto:galik@uni-corvinus.hu)

## CALL FOR CONFERENCE REPORTS

COST Action ISO906 „Transforming Audiences, Transforming Societies”.

Working Group 2: Audience Interactivity and Participation

To generate the members participation and interactivity on the action website and WG2 blog we are pleased to invite conference reports and paper pair-reviews.

These reports and reviews will be published

on the COST official website: <http://www.cost-transforming-audiences.eu>

### Conference report submission

We aim at collecting short summaries and reports of the conferences where our members (COST Action, WG2) are present or are having a paper. As based on the publication section of COST Action we are actively participating at national and international scientific conferences covering wide range of topics from communication studies, through media, journalism or marketing focused conferences, till creative industry, sociology related ones, the collection and synthesis of these conferences would help to inform each other about our research related conferences. Beside a summary of the conference topic and main issues of the conference, the report should include the link of the available abstracts or papers. The conference reports may also include the next year call or, the expected date and availability (webpage) of the next call. If necessary the conference report may contain a short introduction about the organization behind the conference. The conference report may highlight one or few presentations or give an overall short summary.

## CALL FOR ESSAYS AND INTERVIEW ESSAYS BY/ WITH POLICY MAKERS AND JOURNALISTS ON „AUDIENCE INTERACTIVITY & PARTICIPATION”

The Working Group 2 of the COST action

*Transforming audiences, Transforming societies on Audience Interactivity and Participation* is calling upon essays by policy makers and journalists and/or interview essays based on an interview with policy makers (politicians, political advisers, institutions' officials) or journalists in relation to the theme of audience, interactivity and participation. These essays will be published on the COST official website: <http://www.cost-transforming-audiences.eu>

### What is COST and „Transforming Audiences, Transforming Societies”?

It is a network financed by the European Cooperation in Science and Technology (COST) framework. The objective of this network is to advance state-of-the-art of the key transformations of European audiences within a changing media landscape.

### What is the Working Group 2: „Audience Interactivity and Participation”?

The group aims at looking at the possibilities and constraints of mediated public participation, the roles that new and old media institutions and professionals play in facilitating public participation and in building citizenship; the interlocking of mainstream media and nonmainstream media and their production of new hybrid organizational structures and audience participation. You can follow research of this group here: <http://www.cost-transforming-audiences.eu/node/303>

## What is the difference between essays and interview essays?

The self-authored essay is written on a specific topic by the author her- or himself. The interview essays are created on the basis of an interview conducted by the author of the paper. You can see an example with media companies representatives following this link: <http://www.cost-transforming-audiences.eu/node/558>

## What are the contributions dealing with (but not limited to)?

- Audience feedback and participation
- Cross-media and transmedia processes in relation with audiences
- The role of interactivity in communication strategies of media organizations
- Strategies with/of community networks and social media
- The changes in audience practices, in consumption and/or production

## Submissions:

We welcome essays and interview essays of no more than 1500 words (references included).

Essays should be sent in .doc or .rtf format to the Working Group 2 Liaison Officers:

- For Policy Makers, LO Lucia Vesnic-Alujevic, [lucy.vessal@gmail.com](mailto:lucy.vessal@gmail.com) by December 2, 2012;
- For Journalists, LO Ana Milojevic, [anamilojevic@gmail.com](mailto:anamilojevic@gmail.com) by December 2, 2012.

## Deadlines:

December 2, 2012 - Submission of full academic essays or interview essays  
January 2, 2013 - Notification of acceptance/suggestions  
January 15, 2013 - Submission of final version  
February 2013 - Publication of essays in COST website

## WORKING GROUP 2 MEMBERS' PUBLICATIONS [MAY-NOVEMBER 2012]

### Articles:

Carpentier, N. (2012) The concept of participation. If they have access and interact, do they really participate?, *Fronteiras - estudos midiáticos*, 14(2): 164-177. Available at: <http://unisin.br/revistas/index.php/fronteiras/article/view/fem.2012.142.10>.

Dahlgren, P. (2012) L'environnement du web, les cultures citoyennes et les jeunes, *Jeunes et médias*, n°3, printemps.

Dahlgren, P. (2012) Tracking the civic subject in the media landscape: versions of the democratic ideal, *Television and New Media*, published online 12 September. Available at: <http://tvn.sagepub.com/content/early/2012/09/10/1527476412458809.full.pdf+html>

Dahlgren, P. (2012) Web et participation

politique: quelles promesses et quels pièges?, *Questions de Communications*, 21: 13-24.

Dahlgren, P. (2012) Young citizens and political participation: online media and civic cultures, *Taiwan Journal of Democracy*, 7(2) :11-26

Damásio, M., Costa, C. (2012). Elementary School Goes Online - making sense of peer-to-peer and peer-to-content interactions with SNA, *Media Education Research Journal* (3).

Kaun, A. (2012). Mapping civic experiences in Estonia, *Communications*, 37(3): 253-274.

Mierzejewska, B., Shaver, D., Napoli, P. (2012). Audience Research and Media Management. *International Journal on Media Management*, 14(2).

Poler Kovačič, M., van Putten, A.-M., Vobič, I. (2012) Drafting journalism codes of ethics : reasons and sources in Slovenia and the Netherlands, *Družboslovne razprave*, 28 (70): 71-88.

Poler Kovačič, M., Zgrabljic, N., Erjavec, K. (2012) Information literacy in Croatia: an ideological approach. *Journal of language, identity & education*, 11 (3): 151-166.

Siibak, A., Hernwall, P. (2012). Writing identity - gendered values and user content creation in SNS interaction among Estonian and Swedish teens, *Global Studies of Childhood*, 1(4).

Siibak, A., Murumaa, M. (2012). The

Imagined Audience on Facebook: Analysis of Estonian Teen sketches about Typical Facebook Users. *First Monday*, 17(2). Available at: <http://firstmonday.org/htbin/cgiwrap/bin/ojs/index.php/fm/article/view/3712/3147>

Villi, M. (2012). Käyttäjien käyttäjät: Mediatyhtiöt ja käyttäjien implisiittinen osallistuminen sosiaalisessa mediassa, *Lähikuva*, 25(2).

Villi, M. (2012). Visual chitchat: The use of camera phones in visual interpersonal communication, *Interactions: Studies in Communication & Culture*, 3(1).

Vobič, I. (2012) Journalism and globalisation: paradigms, problems, prospects, *Journal of mass communication and journalism*, 2 (7).

### Books:

Bilandzic, H., Patriarche, G. & Traudt, P.J. (eds.) (2012) *The Social Use of Media. Cultural and Social Scientific Perspectives on Audience Research*. Bristol: Intellect.

Kaun, A. (2012). *Civic Experiences and Public Connection. Media and Young People in Estonia*. Örebro: Örebro University.

Kaun, A. (2012). *Die EU erleben. Wie Jugendliche aus Ländlichem Gebiet die Europäische Union sehen*. Baden-Baden: Nomos.

## Book Chapters:

Carpentier, N. (2012) Opening-up the black box of participation. A reception study into the conditions of possibility of mediated participatory practices, in Ravi K Dhar & Pooja Rana (eds.) Global Perspectives on Media in the Swirl. New Delhi: Pentagon Books, pp. 155-173.

Dahlgren, P. (2012) Political change in the digital era, in Josef Colomer (ed.) The Evolution of Communication, Barcelona: Gedisa, pp. 190-215.

Dahlgren, P. (2012) Contingencies of online political 'producers: Discourse Theory and the 'Occupy Wall Street' movement, in: Tobias Olsson (ed.) Producing the Internet, Gothenburg: Nordicom.

Lundby, K. (2012) Dreams of Church in Cyberspace, in: P.H. Cheong, P. Fischer-Nielsen, S. Gelfgren & C. Ess (eds.) Digital Religion, Social Media and Culture. Perspectives, Practices and Futures, New York: Peter Lang, pp. 25-41.

Lundby, K., Thorbjørnsrud, K. (2012) Mediatization of Controversy. When the Security Police Went on Facebook, in: S. Hjarvard & M. Lövheim (eds.) Mediatization and Religion. Nordic Perspectives, Gothenburg: Nordicom, pp. 95-108.

Lunt, P., Livingstone, S., & Brevini, B. (2012). Changing Regimes of Regulation. Implications For Public Service Broadcasting. Lowe, G.F., & Steemers,

J.(Eds.). Regaining the Initiative for Public Service MediaNordicom.

Radojković, M. (2012) Media and War in Ex-Yugoslavia, in Tanja Zimmermann (ed.) Balkan Memories: Media Constructions of National and Transnational History. Nielefeld: Transcript Verlag, pp. 247-259.



# STYLE GUIDE FOR ESSAYS AND INTERVIEW ESSAYS

## I. GENERAL FORMATTING PRINCIPLES

In order for self-authored and interview essays to have a common outlook and design please write and submit your 3-page essays in Times New Roman style with font 12 and double line spacing. Submit the essay in .doc or .rtf format.

### 1. Identification

Make sure you add the following information at the beginning of the self-authored essay:

- Name of the author
- Institution
- Country
- Email Address
- Keywords

In case the author submits an interview essay make sure you add the following information at the beginning of the text:

- Name of the Author (Interviewer)
- Institution
- Country
- Email Address
- &
- Name of the Interviewee
- Institution
- Country
- Date of the interview
- Keywords

This information can be typed in the upper left corner of the first page, above the title.

### 2. Title

Use a title that communicates the central idea of your essay. The title is to be centered atop the opening page of the essay, written in capitals in Times New Roman style with font 16. Titles are required for both self-authored and interview essays. Under the title please write in the brackets whether the essay is self-authored or an interview essay, using Times New Roman style with font 12 in italics.

### 3. Page numbering

Do not use a title page. The first page of text should be page 1. It may be numbered at the bottom centre, or in the upper right corner.

### 4. Margins and Alignment:

Top, bottom, and side margins are to be 2.4 centimeters, which is a default setting in most of word processing software, such as Word and Open Office. The text is to be left aligned.

## II. ESSAY STRUCTURE

### 1. Opening

For self-authored essays, please indicate the subject of the essay and the focus of the essay in the opening paragraph. Make sure that the opening paragraph of the interview essay provides information about the interviewee to legitimate him/her as a relevant informer and interpreter of the theme and/or topic. This will allow readers to anticipate and understand the development of the essay. Also in the case of interview essays, please write a short introduction, introducing the topic and the interviewee.

### 2. Headings

You are welcome to use subheadings that indicate major sections of a paper. Please use Times New Roman style with font 14 and left-aligned.

### 3. Endings

In the final paragraph of self-authored essays, make sure to recall the most important concerns of the essay. At the end of these authored essays, confirm the points you have made, include the main claims, and/or suggest implications. In the case of interview essays, there is no need for a conclusion.

### 4. Quotations

If you quote somebody's work, please make sure to follow the exact wording, capitalization, punctuation, and spelling of the original. If you change anything within a quotation, even capitalization, place the changed part in square brackets to signal that it has been changed. Indent any long quotation (over forty words) instead of placing it in quotation marks. Indent the passage 2.4 centimeters from the left margin. When you indent a long passage, quotation marks become redundant.

## 5. Paragraphs

Please make sure to use one white space between paragraphs. There should also be one white space before and after long quotations. For interview essays please use separate paragraphs for questions and answers, and put the question paragraphs in bold. Make sure that it is clear who is speaking.

## III. REFERENCES

You do not have to include a reference list, if you do not want to. If you do not include a reference list at the end, please make sure that the material that you refer to can be retraced. Simply mention in your text the author's name, the title of the publication and the year it appeared. If you quote somebody's work, please do add the page number as well. When you do use a reference list, list all publications that you have mentioned, used, paraphrased or quoted, at the end of your article. Use the heading „Reference list”. Make sure that each reference identifies the author, title and publication details (year, place and publisher of publication). Also make sure that the format of each reference is the same, but you are free to select the reference format yourself.

In the actual text, mention the name of the author and the year of publication between brackets, like this (xxx, 2011). When you use a citation, please also add the page number(s) where the quote can be found, like this: (xxx, 2011: yy).