



**ASSOCIATION OF  
COMMUNICATION SCHOLARS  
& PROFESSIONALS OF NIGERIA**

Emerging Issues in Communication Research.

**Citation and Referencing:**

**Giving Honour to Whom Honour is Due. \***

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In academia, intellectual materials/properties are not hidden or hoarded; they are left open for whoever cares to look into them, to study them, to comment on them, to critique or even criticize, to add to, to amend, to use to support new ideas, and to help in extending the boundaries of knowledge. Intellectual property is a field without borders. Call that the hall-mark of academia. The more intellectual knowledge or property is shared, the more it grows and the more it impacts on human knowledge. The more an individual's intellectual property is honestly tapped into by others, the more that individual's intellectual worth is accorded recognition. And the more we honestly tap into the wealth of others intellectual work to make our own work more intellectually sound, the more we are seen as intellectually active and knowledge driven.

But, when we enter into that open field of intellectual property to see what exists, and to take what would be useful to our own work - facts that would lend credence to what we want to say or write - it is rightly expected that we let the academic world know whose literary property it is we are using, where we got it from, when it was first produced and made manifest, by whom, and where we can access the original text. This is what the academic world has called ***citation and referencing***. It is directed towards acknowledging academic excellence and contribution, and at ***giving honour to whom honour is due***.

Regrettably, this just and honourable requirement, is struggling against the dangers of academic pollution caused by the shameful impact of intellectual dishonesty - academic selfishness – on the part of many, many students (both undergraduate and graduate). They use

ideas, statements, and research findings from other authors' academic works without crediting such authors or sources. Simply put, they find pleasure and falsified satisfaction in **plagiarism** – *stealing and using ideas and passages from another person's work without giving credit*. What is particularly very disturbing, these days, is *the easy-way-out behavior* of many academics, especially those who have just joined the cadre. They have imbibed this shameful practice of plagiarism; not only do they plagiarize; they understandably, condone plagiarism in the papers and articles written by their students. Not only do they themselves present deceptive academic fronts; unwittingly lead their students to do so.

**We have already defined plagiarism; but how can we recognize it in printed text?** Plagiarism takes different forms. The following, said to say, are insidiously popular:

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#### SLIDE 1

- \*cleverly paraphrasing another author's intellectual works to make them appear one's own;
- \*outright appropriation to oneself intellectual works that belong to others;
- \*balkanizing passages and deceptively manipulating them to make them appear self-originated;
- \*falsifying academic record by imposing 'right of ownership' of already widely known and accepted definitions and/or works of repute to academic upstarts;
- \*including, on the Reference Page, information and names of authors who were not cited in the body of the work.

Sometimes, each of these are done out of ignorance and/or indolence; at other times, they are done out of selfish desire to be seen for what one really is not. For whatever reason, plagiarism is a 'capital' academic sin.

We all, including those who engage in it, know that plagiarism is a taboo in academia. We also are very aware that its incidence is rising. How can it be controlled, or perhaps, totally eliminated? This is the question for this body to find an answer to, if we must honestly project, protect and preserve the integrity of academic works.

For now, this speaker wants to turn to conceptual clarifications. But before then, this point needs to be made. This presentation for discussion, is not about the mechanics of citation and referencing. Rather, it is about the imperative need for avoiding the deceptive act of appropriating other peoples' intellectual property, that is, using works and ideas from other authors without properly crediting the rightful source or sources.

The two key concepts in this presentation are CITATION and REFERENCING. Some conceptual explanations are necessary here.

## SLIDE 2

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**Citation** - this is act of citing; quoting of an authoritative source for substantiation; using another person's idea to support your point of view. It is an in-text information showing the author of the work, the year published or written (if unpublished work) and, very often, for ease of location, the page number. (*Example: Ibie 1996, p.45*).

**Referencing** - the act of referring (referencing); it is acknowledgement that you have used the ideas or materials belonging to other authors in your own work; it is a note (information) in a publication referring the reader to another passage or source; it shows the following very important details: the author of the work (publication), the year of publication, title of the publication, the publisher, and page number.

(Example, APA system)- *Douglas, M. (1982). The Effects of Modernization Modernization on Religious Change, Daedelus, pp.1-20.*

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*Referencing* is a 'guide' to the *Citation* – telling the reader how and from where to access the citation.

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## SLIDE 3

Why Referencing? Because it --

- enables someone reading your work to find the material you have referred to or consulted;
  - demonstrates your width of reading and knowledge about the subject;
  - supports and develops points made in the text;
  - helps to avoid plagiarism.
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## Why Accurate Referencing?

- a. Referencing – **accurate referencing** – is one act which an author -who has cited another author must not fail to do. Failure to provide such accurate reference information amounts to plagiarism, which is Intellectual Property Theft - a capital sin in academia.
- b. It is required that all primary authors cited must be referenced. And so must all secondary authors. But on the Reference Page, secondary authors must be shown to be secondary; the pride of place must be reserved for **the primary author**, that is, the source from which the secondary author got the cited material. You may not show the page number of the original source from where the citation came, but you **MUST** indicate the page of the secondary source from which you have referred to the citation.
  - c. *No author who uses another person's work to support his /her own work, should claim that work as his/her own but must credit it to the primary source. Third-party sources should also not give property credit to secondary sources, but should show them as secondary.*

Let's assume that I quoted Everett Rogers in one of my publications, and you got that quotation (citation) from my work. Everett Rogers must be shown on the reference page of your paper/article/book the rightful owner of the quotation (intellectual property) – not Andrew Moemeka. This is how it should appear on the Reference Page:

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SLIDE 4

Rogers, E.M. (1983). Diffusion of Innovation (3<sup>rd</sup> Edition). Free Press, New York. In Moemeka A.A., (2000). Development Communication in Action, UPA., p. 13.

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This is true whether you are quoting the original author verbatim or you are paraphrasing the quotation, unless your paraphrase does not contain more than two words or concepts from the original work.

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SLIDE 5

- The secondary source of a quotation is required to provide referencing for the primary source of the quotation. This can (should) be seen on the reference page of the original text. Use the details of that original source reference and those of the secondary source on your own reference page. (see example, p.5).

## SLIDE 6

- But if, as many secondary sources in this country are wont to be, no reference details of the primary source are provided, then, you have to look for it yourself, using the citation and the original author's name. If you cannot find it, (that is rare, however) report your effort at locating it as a footnote on that page of your work.

## SLIDE 7

- Date and Year of publication are very important. But "age" of the year of publication should be handled cautiously because certain statement/quotations are *seminal* in nature and in application. They are as true today as they were when they were first made, e.g. Harold Lasswell's 1942 ***who said what to whom, when, how (why) and with what effect; or*** Berelson's 1948 ***some kinds of communication on some kinds of issues, brought to the attention of some kinds of people, under some kinds of condition, have some kinds of effect.*** Otherwise, limiting, for the purposes of accepting papers submitted for publication, the year beyond which cited works should not be used, would open wider the flood gate of plagiarism. No true and honest academic should, consciously or unconsciously promote plagiarism.
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Citation and Referencing are used all-over the academic world as "a consistent method of acknowledging the worth of another author's work/ideas which one has used". They are



requirements which guarantee the sanctity of academic publications. Those who provide the honest ground work and the intellectual content which requires the existence of this sanctity deserve recognition.

It is right and just to give honour  
only to those to whom honour is due.

I beg to submit for discussion!! Thank you for listening.