

GUIDELINE

Writing academic papers & theses
at the Department of Media and Communications

November 2016

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1 Introduction

The information provided here pertaining to writing an academic paper/thesis is intended to serve as a guideline, which comprises fundamental criteria and specifications for the production of term papers, seminar papers, Bachelor's theses, and Master's theses at the Department of Media and Communications. Additionally, however, students must adhere to the provisions as stipulated by the respective course instructor or Master's thesis supervisor.

The following table indicates the recommended length for each type of paper/thesis:

Type of paper/thesis	Length
Term paper	2,500 to 3,000 words
Seminar paper	4,500 to 6,000 words
Bachelor's thesis (Curr 09W)	80,000 to 100,000 characters incl. spaces in the main body of the text
Bachelor's thesis (Curr 16W)	12,000 to 15,000 words in the main body of the text
Master's thesis Media, Communication and Culture	200,000 to 250,000 characters incl. spaces in the main body of the text
Master's thesis Media and Convergence Management	To be agreed in consultation with the supervisor

The quality of an academic manuscript depends, amongst other things, on the breadth of literature consulted. However, it is rather difficult to define a generally applicable volume of literature. If further guidance is required in this respect, this should be discussed with the course instructor.

It is, of course, possible, reasonable and desirable that students shall put forward their own suggestions for topics or shall define their own key areas of focus and emphasis in their work. These, as well as the relevant literature, should nonetheless be jointly agreed upon with the course instructor. As the work progresses, regular contact with the course instructor is recommended to ensure that, for instance, a key area of focus, which may have shifted during the process of researching and writing, is comprehensively discussed.

In the case of any doubts relating to the content, the formal process, or in any other regard, students are also advised to seek the guidance of the course instructor. This applies generally to all courses taught in the Bachelor's and the Master's degree programme, as well as to scientific theses.

Please pay particular attention to the rules pertaining to the delivery and submission of papers/theses. Term papers and seminar papers must be made available to the course instructor in both printed and electronic form.

2 Formatting

The following guidelines apply:

- The page format is DIN A4.
- The left- and right-hand margins of the document are set to 2.5 cm.
- Times Roman or Times New Roman are suitable fonts, both in font size 12. Sans serif fonts such as Arial or Helvetica impair the legibility of longer texts, and are therefore deemed less suitable.
- The line spacing is set to 1.5 lines.
- Footnotes are single-spaced, using font size 10.
- Longer quotations (in excess of three lines) are indented and single-spaced.
- Pages must be numbered consecutively. There must be no page number on the cover page.
- Use full justification for the text and activate automatic hyphenation.
- Make use of the pre-sets offered by the respective word processing programme to ensure consistent formatting of headings and to create indices such as a table of contents, a list of figures, and a list of tables.
- Insert page breaks between title page, affidavit, table of contents, list of figures and/or list of tables (if applicable), introduction, principal part, conclusion, list of references and appendices (if applicable).
- For formatting instructions, please refer to Karmasin/Ribing (2014): Die Gestaltung wissenschaftlicher Arbeiten. 8th edition. Wien: Facultas. (Chapter 2)

3 Front matter

Title page, affidavit, table of contents, list of figures, list of tables or list of abbreviations (if applicable) represent the so-called front matter of the paper/thesis.

3.1 Title page

Every academic paper/thesis begins with a title page, which includes the following details:

- Alpen-Adria-University Klagenfurt
- Faculty of Humanities
- Department of Media and Communications
- Title
- Subtitle
- Nature of the work (term paper, seminar paper, Bachelor's thesis, etc.)
- Name of the author
- Student/Registration number
- E-mail address
- Course number
- Course title
- Type of course (e.g. SE, PS, etc.)
- Semester (e.g. summer or winter 20XY)
- Instructor
- Date of submission

Templates for title pages are provided in the appendix to these guidelines.

3.2 Affidavit

Each paper/thesis must be accompanied by a personally signed affidavit, in which you declare that the work submitted is entirely your own work and that all sources used therein have been quoted conscientiously. The affidavit can be found in the appendix.

3.3 Table of contents

The text must be structured to include separate sections and chapters. A table of contents including page numbers must precede the text and should follow the title page and the affidavit. A page number must be indicated for each separate numbered item. This provides an overview of the structure of the paper/thesis. Individual headings should be brief, concise and meaningful. The number of hierarchy levels used may vary and will depend on the overall scope of the work and on the topic. Excessive use of subordinate levels should be avoided (do not exceed three levels). As a general rule, students should adhere to the following: If a numbered item is introduced on a particular level, it must be followed by a second item on the same level (e.g.: 2.1., 2.2., ...). The number of items varies, depending on the length of the paper/thesis. Generally, term papers and seminar papers comprise four to six main chapters (incl. introduction and conclusion). A filter-like procedure is recommended (progressing from the general to the specific). Avoid the use of labels such as, e.g., “Main Part”, “Definitions”, “Theory”, or other, rather general terms such as, e.g., “Communication” or “Advertising”. The table of contents should be compiled with the aid of the automatic indexing function provided by Word. For details on the precise procedure, refer to Karmasin/Ribing (2014). All indices (figures, tables, abbreviations, or literature) must also be included in the table of contents. However, the index headings should not be numbered in the text or in the table of contents. An example of a table of contents is provided in the appendix.

3.4 List of figures and list of tables

It is necessary to compile a list of figures or a list of tables as soon as your paper/thesis includes more than one figure or table. Figures and tables must be listed in separate indices. If the number of figures and tables used in the paper/thesis is low, the list of figures and the list of tables may be displayed on one page. The respective lists include the numbers and titles of the figures and/or tables used, as well as the relevant page number where the item appears. All figures and tables presented in the text are listed in the order of their appearance and numbered consecutively. An example of a list of figures and a list of tables can be found in the appendix.

3.5 List of abbreviations

If your text includes a number of abbreviations referring to institutions and the like, it is advisable to provide a list of abbreviations in alphabetical order. Though the inclusion of a list of abbreviations is optional, it is mandatory to introduce each abbreviation when it is first mentioned in the main body of the text. This means that the term is written out in full and the abbreviation is added in brackets. This does not apply to commonly used abbreviations like e.g., resp., etc. All abbreviations used in the text must be listed in alphabetical order.

4 Main text

The main text of the paper/thesis comprises the scientific discussion of your topic. It is composed of an introduction (Chapter 1), the structured and numbered chapters, and the numbered final chapter (Résumé, Summary, Conclusion, Prospects, or the like). Each of these parts should form a self-contained presentation within itself, and taken together they must follow a common thread.

4.1 Structure of the main text

The introduction has the task of guiding the reader towards the topic. Reference should be made, even at this early stage, to any relevant literature. Moreover, this section also includes the problem or question definition (the objective of the paper/thesis) as developed from the introduction to the subject, as well as a description of your approach to addressing the topic (details of the chapter structure). In the main chapters, which are labelled with usefully descriptive headings, the topic is dealt with in a logical and stringent manner. The topic should be delineated in a way that is proportionate to the scope of the work and that is comprehensible for the reader. Chapters should correlate to each other and should jointly form a common thread. It is therefore recommended that appropriate transition passages should be developed to either commence or conclude each chapter. The relevance of each chapter for the problem or question definition should be clearly elaborated in each chapter. The findings are presented in the final chapter of the paper/thesis, following a brief résumé of the core propositions developed in your work. You

may wish to additionally offer a look ahead, including suggestions for possible future directions of study or identifying further implications of your work.

4.2 Citation format

Correct citation is one of the fundamental pillars of performing scientific work. There are many formally correct solutions to choose from. In the spirit of the guidance offered here, the following describes one specific citation option, which does not preclude other correct possibilities. However, within any given piece of work, **one** form of citation and bibliography must be applied consistently.

Quotations are the verbatim (direct quotation) or analogous (indirect quotation) reproduction of statements or utterances expressed by others. The quoted literature must be cited briefly in the text (brief reference). The complete set of bibliographical details (extended reference) must be provided in the list of references. As a general rule, this also applies to online sources.

4.2.1 Direct quotations

A direct quotation is the verbatim, true to the original reproduction of a passage taken from a text that is used as a source. It is placed between double quotation marks (“...”). Any deviation from the original must be indicated by the use of square brackets. For instance, if parts of a quoted sentence are omitted, this is indicated by the insertion of square brackets with three dots: [...]. In the case of errors in the original text, these are also reproduced and marked as error by adding “sic!” in square brackets immediately after the error. In general, direct quotations should be used sparingly. Their primary purpose is to reproduce definitions and succinct turns of phrase. Longer and self-contained quotations must be indented in the text and are displayed using single line spacing. Please do *not* use italics for direct quotations!

„Zeithandeln bringt – vor allem durch Habitualisierung [sic!] und Institutionalisierung – gesellschaftliche Rhythmen und Zeitordnungen hervor [...]“ (Beck 1994: 115)

or

“[...] social media is now a central part of the newsgathering, news production and news distribution strategy.” (Friedrichsen/Mühl-Benninghaus 2013: 4)

If you are quoting from a text, which uses French or German quotation marks, these should be adjusted:

„Diskursives ‚Wissen‘ ist nicht das Produkt der unmittelbaren Erscheinung des ‚Realen‘ in der Sprache.“ (Hall 1999: 99)

4.2.2 Indirect quotations

Indirect quotations serve the analogous reproduction of the ideas of others or of significant passages of text, using one's own words (paraphrase). Paraphrases/paraphrasing should be prevalent in a scientific paper/thesis. Of course, a bibliographical reference is indispensable to introduce and/or to conclude the paraphrase. It is not permissible to identify text passages that have been adopted (almost) verbatim as indirect quotations.

Vernuccio (2014) mentions three strategic elements referring to branding.

or

In branding, there exist three independent strategic elements (Vernuccio 2014).

or

The three strategic elements that have to be taken into account when it comes to branding are strategic vision, organizational culture and corporate image (Vernuccio 2014: 212).

4.2.3 Secondary citation

The 'second-hand' quotation is only permitted in exceptional cases, when the original source is generally not available or can only be obtained by means of a disproportionately great effort. Use of the inter-library loan service is deemed reasonable in any case! The frequent use of secondary citations is not permissible.

“Even given the fear that corporations have disproportionate influence because of their ability to engage in ‘deep-pockets’ spending, they do not dominate the opinion arena, and may even be at certain disadvantages because of their apparent size and questionable credibility.” (Heath 1992: 318, as quoted in Toth 2000: 127)

In the example provided, Heath 1992 is the unavailable original source, which is cited according to the available source, Toth 2000. Note: old before new! The list of references must include an extended reference for *both* sources (complete set of bibliographical details).

4.2.4 Notes on the brief reference

In the case of texts co-authored by several authors, the names are connected by oblique:

“Social media has changed the traditional marketing methods which is a one-way flow of information (for example, television and radio) while encouraging a two-way communication flow. The use of social media allows easy sharing of information to a wider audience while increasing brand awareness and promoting company’s products and services.” (Ogbuji/Papazafeiropoulou 2016: 4)

If you are quoting from a text with more than three authors, only the first author is named, and the others are indicated by et al. However, the list of references must include the full names of all authors.

“In a world of constant change and progress, business management must not stop but is in need for subsequent adaption.” (Diehl et al. 2013: 353)

If you are quoting from a contribution to an anthology, name the author(s) of the contribution in the brief reference, rather than the editor(s) of the book. This also applies to quotations taken from the introduction!

If you are quoting from a journal article, name the author(s) of the article, rather than giving the journal’s name or naming the editor(s).

4.2.5 Position of the source citation in the text

Source citations serve as a frame of reference for the reader and indicate the original source of a thought. They ensure that statements can be properly reconstructed and verified. For this reason, it is essential to specify the precise position of the source citations within the text.

Source citations that refer to individual words or phrases are placed immediately after these occur. If a citation refers to a single word or a group of words, it follows these directly:

... “systems of functional and emotional values” (Vernuccio 2014: 212) ...

In contrast, if the source citation refers to an entire sentence or part of a sentence, it precedes the full stop that concludes the sentence or the part of the sentence:

... considered (Toth 2000: 121).

... describes (Toth 2000: 122-126), but ...

If you are conveying thoughts taken from a publication over the course of a longer paragraph, you should ideally indicate the source at the beginning. Using linguistic expression (e.g. use of the conjunctive or repeated citation of the source), it must be made clear, which passage the citation refers to. The reader must always be able identify which ideas originated from which author:

Signitzer (2001: 31f.) is of the opinion, that health communication can be seen as an applied area of the communication studies, but lacks of basic research. He further criticizes the missing link between health and communication – here a clear argumentation and successful establishment is needed, that is what Signitzer points out.

Source citations in itemised lists represents a special case. Care should be taken to ensure that the source citation follows the final itemised point. Moreover, please ensure that all itemised points are displayed on one page.

The following stakeholder strategies can be distinguished:

- Stakeholder information strategy
- Stakeholder response strategy
- Stakeholder involvement strategy (Morsing/Schultz 2006: 77)

4.3 Footnotes

Footnotes serve to provide substantive additions and comments. In other words, for the most part, they contain information which is not directly related to the train of thought presented in the text, but which is conducive or necessary for supplementary instruction. They can also be used to provide a general reference to websites. Footnotes should be articulated as full sentences. Each footnote begins with a capital letter and ends with a full stop.¹

4.4 Figures and tables

Figures and tables serve to emphasise the line of reasoning pursued in the text. Consequently, the written text must refer to figures and tables. In other words, figures and tables are not a substitute for text, but rather they must be discussed and explained. Each

¹ This is an example of a footnote.

figure or resp. each table is numbered (unless there is only one single figure or table in the paper/thesis), and includes a heading and a source citation.

There are three different kinds of source citations:

1. Faithful reproduction (copy or reconstruction by means of computer, etc., which is true to the original):

Figure 1: Cluster diagram (Vernuccio 2014: 225)

Table 1: Three archetypal business models (Hacklin et al. 2013: 28)

2. Modified depiction, in which the basic statement remains unaltered. Supplement: “based on”:

Figure 2: Management roles in different management levels (based on Mintzberg 1980: 91f.)

Table 2: Differentiation place - space (based on Streit 2011: 81)

3. Figures/tables developed by the author her-/himself. This should include an indication that the figure or resp. the table was created by the author her-/himself:

Figure 3: Media Consumption Types (own illustration)

Table 3: Age and Sex of the Interviewees (own illustration)

The source citations for any figures or resp. tables not of the author’s own making must be included as extended references in the list of references. Examples of figures/tables included in the text are provided in the appendix.

4.5 Plagiarism

Plagiarism is the theft of intellectual property. It is a serious violation of the general principles of scientific work. Consequently, in the case of plagiarism, the paper/thesis will receive a negative assessment without exception.

The following examples count as instances of plagiarism:

- presenting the work of others or parts thereof as your own,
- using quotations (direct or indirect), without citing the corresponding sources,

- translating ideas or passages from a publication produced in a foreign language, once again without citing the source,
- repeatedly submitting the identical academic paper/thesis in different courses.

Further information about good academic practice at the AAU is available online at:

<https://www.aau.at/forschung/forschungsprofil/gute-wissenschaftliche-praxis/>

<https://www.aau.at/en/research/research-profile/good-academic-practice/> (German version).

4.6 Gender-neutral use of language

The appropriate use of gender-neutral language is one of the fundamental pillars of scientific work nowadays, and represents a formal standard at the Department of Media and Communications. Therefore, care must be taken to maintain gender neutrality in all written work.

Helpful tips can be found in the brochure ... , available online at:

https://www.uibk.ac.at/gleichbehandlung/sprache/geschlechtergerechtesformulieren_bmbwk.pdf

In addition, we recommend the following guideline, produced by AAU students addressing this topic, which is available online at:

http://www.uni-klu.ac.at/akgleich/downloads/A4_Leitfaden_GS_von_Studis.pdf

4.7 Other formal aspects, which require attention in the main text

Obviously, care should be taken to ensure that correct spelling is used throughout the text. The spell-checking function of your word processing programme will help you to eliminate serious typing errors such as transposed letters. Please note, however, that grammar, punctuation and other potential sources of error such as, e.g., word repetitions, are not tracked in a fully adequate manner! The safest way to identify typos and inadvertent mistakes is to read the printed manuscript carefully several times and to ask someone else to proof-read it for you. In addition to traditional dictionaries, several online resources such can provide assistance with correct English spelling Furthermore, we recommend that

you avail yourself of the services provided by the AAU Schreibcenter (writing skills centre).

To distinguish titles of works (book, essay, film, etc.) and proper nouns (institutions, organisations, programmes, etc.): For each separate category you should consistently use a separate form of distinction, e.g. double quotation marks or italics, e.g. *YouTube*, *Dialektik der Aufklärung*, *Österreichische Gesellschaft für Kommunikationswissenschaft*.

Accentuations or emphases in the text should be highlighted by means of italics. The use of bold print is reserved for the title and the headings.

Please be consistent in your use of double and single quotation marks in either the English or the German language – do not mix the style of quotation marks!

German marks „...“ ‚...‘ (Attention: do not confuse with the apostrophe ...’...!)

English marks “...” ‘...’

The Duden only recognises simple (half) quotation marks in the case of quoting a text that already bears quotation marks.

“Health communication should promote the ‘common good’.” (Witte 2010:87)

However, in academic texts, simple (‘...’) quotation marks are frequently also deployed to distinguish inauthentic, ironic expressions from actually intended proper quotations (“...”).

5 Back matter

The back matter of an academic paper/thesis is comprised of the list of references and the appendix. Both, the list of references and the appendix are included in the table of contents, though neither is numbered.

5.1 List of references

All literature quoted must, in its entirety, be listed in a list of references provided at the end of the text, arranged alphabetically by the surnames of the authors. Under no circumstances should you cite literature in your manuscript and in the list of references, which has not been used.

Do not arrange the list of references by the type of source (reference books, journals, etc.), with one single exception: For other sources, these generally being non-citable sources or research material (e.g., the websites used for a web analysis, films used for a film analysis, etc.), a separate heading can be inserted. Non-citable sources include books on popular science, popular magazines, and mass media, such as, for instance, *Kronen Zeitung*, *News*, etc., as well as advertising brochures, lecture notes, and school textbooks and the like. Exceptions must be agreed in consultation with the course instructor or the supervisor. Textbooks should be used very sparingly. Quotations from Wikipedia and similar sources are not permissible in any case! In the spirit of the statement made by the founder of Wikipedia, Jimmy Wales, the following applies: "Wikipedia is a starting point but not a reference".

Take particular care to ensure that you use consistent punctuation in the list of references. If you need to list several titles by one or more authors with the same year of publication, add a letter for each separate text, include these letters in the brief reference, and use the letters to determine the alphabetical order within the list of references.

(Schober-de Graaf 2015a; 2015b)

Make sure to provide the following details consistently and for each occurrence:

Monographs:

Surname, initial(s) (year of publication): Title. Subtitle (if applicable). Edition (if applicable) [only from the second edition onwards]. Place of publication: Publisher.

Backer, T.E./Rogers, E.M./Sopory, P. (1992): *Designing Health Communication Campaigns: What works?* London: SAGE Publications.

Anthologies:²

Surname, initial(s) of the editor(s) (ed.) (year of publication): Title of the anthology. Subtitle (if applicable). Edition (if applicable) [only from the second edition onwards]. Place of publication: Publisher.

Harrington, N.G. (ed.) (2014): *Health Communication. Theory, Method, and Application.* New York: Routledge.

² Attention, if you use a quotation from the introduction to an anthology, the introduction must be treated like any other essay in an anthology. It is not sufficient to merely cite the anthology.

Essays from anthologies:

Surname, initials(s) (year of publication): Title of the essay. Subtitle (if applicable). In: Surname, initial(s) of the editor(s) (ed.): Title of the anthology. Edition [only from the second edition onwards]. Place of publication: Publisher. Page numbers of the essay.

Albarran A.B./Moellinger T. (2013): Traditional Media Companies in the U.S. and Social Media: What's the Strategy? In: Friedrichsen M./Mühl-Benninghaus W. (Eds.): Handbook of Social Media Management: Value Chain and Business Models in Changing Media Markets. Berlin: Springer. 9-23.

Essays from scientific journals:

Surname, initial(s) (year of publication): Title of the essay. Subtitle (if applicable). In: Name of the journal Volume (Issue number): Page numbers of the essay. [Attention, do not list publisher and place of publication]

Aichner, T., & Jacob, F. (2015): Measuring the Degree of Corporate Social Media Use. In: International Journal Of Market Research, 57(2): 257-275.

Academic essays from the Internet:

When quoting from the Internet, you should primarily use literature that has been published online by a publisher or an online (specialised) journal. The use of other, so-called 'grey literature' (e.g. research reports, newspaper articles, etc.), is only permitted in exceptional cases and following prior consultation with the course instructor or supervisor. You must always include the URL and the date when you accessed the source (in square brackets).

Savage, M./Ruppert, E./Law, J. (2010): Digital Devices. Nine Theses. In: CRESC Working Paper Series. Working Paper No. 86. Online at: <http://www.cresc.ac.uk/medialibrary/workingpapers/wp86.pdf> [02.09.2016].

or

Kellner, D. (n. d.): Baudrillard: A New McLuhan? Online at:
<http://www.gseis.ucla.edu/faculty/kellner/essays/ baudrillardanewmcluhan.pdf>
[13.10.2007].³

³ This is an example of an extended reference in the list of references. The abbreviation n. d. stands for “no date”, which means that no year of publication could be found; for example, no date indicating when it was last updated. The brief reference in the text would state: (Kellner n. d.: n. p.). n. p. means that there are no page numbers displayed on the Internet page. Where there are page numbers, e. g. in a PDF document, you must of course list the relevant page numbers, rather than using n.p.

5.2 Research sources

If media form the subject of your empirical research, these must be listed separately in the list of references as “research sources”.

Radio drama/radio report:

McKenna, Shaun: 28 April 1917 - Ralph Winwood. Radio drama BBC 2017. Direction: Jessica Dromgoole. URL: <http://www.bbc.co.uk/programmes/b08lhs8j#play> [04.04.2017].

Newspaper:

Wortham, Jenna (2013): No TV? No Subscription? No Problem. In: The New York Times. 6. April 2013. URL: <http://www.nytimes.com/2013/04/07/business/streaming-sites-and-the-rise-of-shared-accounts.html> [24.04.2017].

Film & television:

Original film title [foreign language title, if relevant]. Country of production year. Direction: Name.

2001 – A Space Odyssey. GB 1968. Directed by: Stanley Kubrick.

or

Lost. 1. Season, Episode 8: Confidence Man. USA 2004. Direction: Tucker Gats. Idea: J.J. Abrams, Damon Lindelof, Jeffrey Lieber.

Video blog:

Davis, Janet M.: The Washington Post Video. Five myths about the circus. 29. March 2017. URL: https://www.washingtonpost.com/video/editorial/five-myths-about-the-circus/2017/03/30/c77ae524-14a7-11e7-bb16-269934184168_video.html [13.04.2017].

5.3 Appendix

The appendix is reserved for further supporting documents that are relevant within the context of the paper/thesis, such as diagrams, questionnaires, interview guidelines, transcripts, or legal texts.

6 Additional guidance

The following publications are particularly useful reference books and are expressly recommended for further reading on this topic:

Karmasin, Matthias/Ribing, Rainer (2014): Die Gestaltung wissenschaftlicher Arbeiten. Ein Leitfaden für Seminararbeiten, Bachelor-, Master-, Magister- und Diplomarbeiten sowie Dissertationen. 8., aktual. Aufl. Wien: Facultas.

Dahinden, Urs/Sturzenegger, Sabina/Neuroni, Alessia C. (2006): Wissenschaftliches Arbeiten in der Kommunikationswissenschaft. Bern u. a.: Haupt.

The AAU university library hosts a permanent reference shelf devoted to the topic of “writing academic texts” or, respectively, on “writing”, which includes many relevant general and specific reference books.

List of references

- Albarran A.B./Moellinger T. (2013): Traditional Media Companies in the U.S. and Social Media: What's the Strategy? In: Friedrichsen M./Mühl-Benninghaus W. (Eds.): Handbook of Social Media Management: Value Chain and Business Models in Changing Media Markets. Berlin: Springer. 9-23.
- Aichner, T., & Jacob, F. (2015): Measuring the Degree of Corporate Social Media Use. In: International Journal Of Market Research, 57(2): 257-275.
- Backer, T.E./Rogers, E.M./Sopory, P. (1992): Designing Health Communication Campaigns: What works? London: SAGE Publications.
- Beck, K. (1994): Medien und die soziale Konstruktion von Zeit. Über die Vermittlung von gesellschaftlicher Zeitordnung und sozialem Zeitbewußtsein. Opladen: Westdt. Verl.
- Broschüre Geschlechtergerechtes Formulieren des BmBWK. URL: https://www.uibk.ac.at/gleichbehandlung/sprache/geschlechtergerechtesformulieren_bmbwk.pdf [09.11.2016].
- Dahinden, U./Sturzenegger, S./Neuroni, A.C. (2006): Wissenschaftliches Arbeiten in der Kommunikationswissenschaft. Bern u. a.: Haupt.
- Diehl, S./Karmasin, M./Leopold, A./Koinig, I. (2013): New Competencies for the Future. How Changes and Trends in Media Convergence Demand New Skills from the Workforce. In: Diehl, S./Karmasin, M. (Hg.): Media and Convergence Management. Berlin: Springer. 353-376.
- Friedrichsen M./Mühl-Benninghaus W. (2013): The Social Media Management Chain, How Social Media Influences Traditional Media. In: Friedrichsen M./Mühl-Benninghaus W. (Eds.): Handbook of Social Media Management: Value Chain and Business Models in Changing Media Markets. Berlin: Springer. 3-6.
- Geschlechtergerechter Sprachgebrauch – ein Leitfaden von Studierenden. URL: http://www.uni-klu.ac.at/akgleich/downloads/A4_Leitfaden_GS_von_Studis.pdf [09.11.2016].
- Hacklin, F./Klang, D./Baschera, P. (2013): Managing the Convergence of Industries: Archetypes for Successful Business Models. In: Diehl, S./Karmasin, M. (Hg.): Media and Convergence Management. Berlin: Springer. 25-36.

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Appendix 1: Example of the front page of a seminar/term paper

Alpen-Adria-Universitaet Klagenfurt

Faculty of Humanities

Studies of Media and Convergence Management

(or the equivalent logos)

Title of the paper

(Subtitle)

(Type of paper: term paper, seminar paper or Bachelor's thesis)

Author's Name

Student/Registration number

E-mail address

Course No.: Course title (Type of course, semester)

Course instructor: Name

Date of submission

Appendix 2: Example of the front page of a Master's thesis

Author's Name

Master's Thesis' Title (Subtitle)

MASTER'S THESIS

Submitted in Partial Fulfilment of the Requirements for the Degree of
Master of Science

Studies of Media and Convergence Management

Alpen-Adria-Universitaet Klagenfurt

Faculty of Humanities

(First) Supervisor: _____

(Second Supervisor: _____)

Department of

Month Year

Appendix 3: Example of the front page of a doctoral thesis

Author's name

Title of the Doctoral Thesis

(Subtitle, if applicable)

DOCTORAL THESIS

Submitted in Partial Fulfilment of the Requirements for the Degree of

Doctor of Philosophy / Technical Sciences /
Social and Economic Sciences / Natural Sciences *

Alpen-Adria-Universität Klagenfurt

Faculty of Humanities / Technical Sciences / Management and Economics / Interdisciplinary
Studies *

* select as
applicable

Supervisor

Academic degree(s) First Name Surname
University
Department / Unit

First reviewer

Academic degree(s) First Name Surname
University
Department / Unit

Second reviewer

Academic degree(s) First Name Surname
University
Department / Unit

Place, month/year

Appendix 4: Example of an Affidavit

Affidavit

I hereby declare in lieu of an oath that

- the submitted academic paper is entirely my own work and that no auxiliary materials have been used other than those indicated;
- I have fully disclosed all assistance received from third parties during the process of writing the paper, including any significant advice from supervisors;
- Any contents taken from the works of third parties or my own works that have been included either literally or in spirit have been appropriately marked and the respective source of the information has been clearly identified with precise bibliographical references (e.g. in footnotes);
- To date, I have not submitted this paper to an examining authority either in Austria or abroad and that
- The digital version of the paper submitted for the purpose of plagiarism assessment is fully consistent with the printed version.

I am aware that a declaration contrary to the facts will have legal consequences.

(Signature)

(Place, date)

Appendix 5: Example of a Table of Figures

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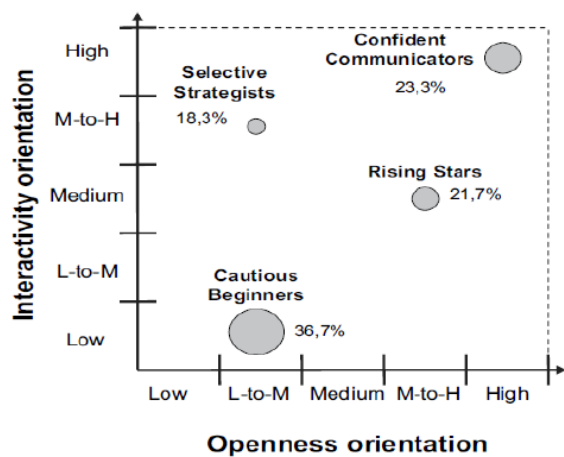


Figure 1: Cluster diagram (Vernuccio 2014: 225)

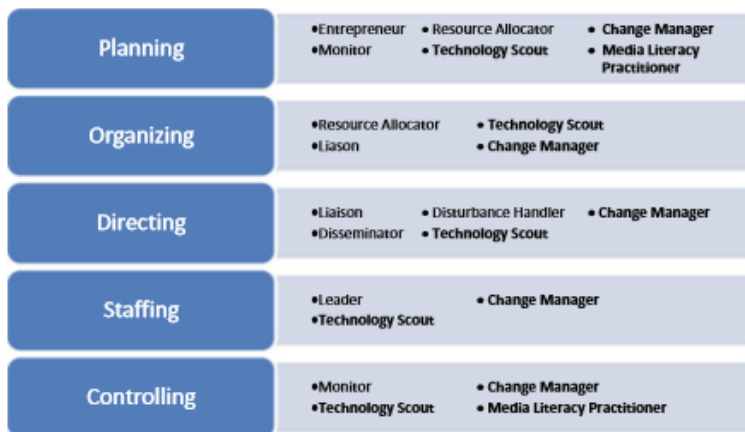


Figure 1: Management roles in different management levels (based on Mintzberg 1980: 91f.)

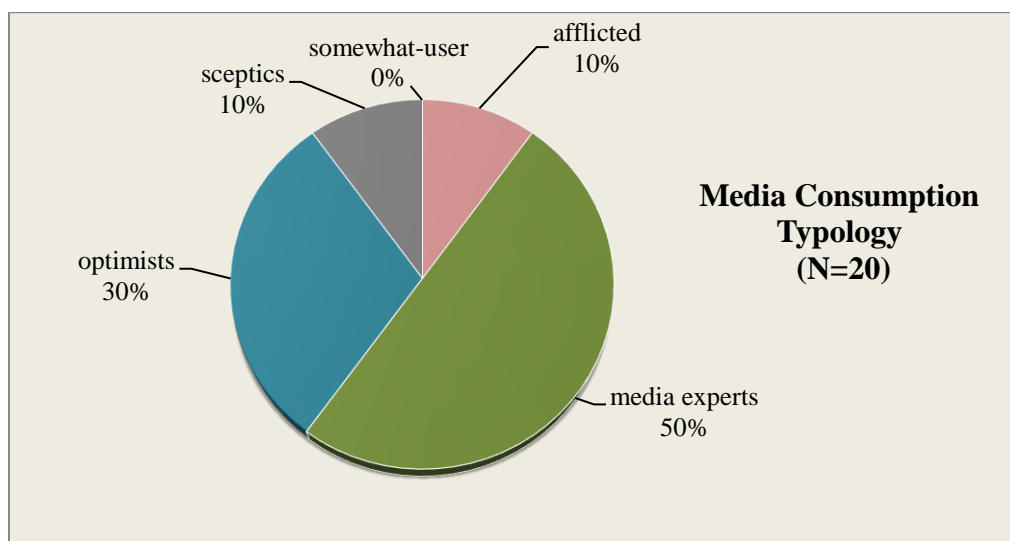


Figure 3: Media Consumption Types (own illustration)

	Customer value proposition	Profit formula	Key resources	Key processes
Brokering between industries e.g., Chipmaker	Possibility to build cross-industry products and services based on a toolkit-like approach	Sales of the platform to third parties; indirect success participation	Broad product and service know-how, which spans technological boundaries	Scalable production; experienced B2B processes
Opening up the ecosystem e.g., Devicemaster	Extension of products and services toward customer segments from different markets, using network effects	Application use; directly linked to customer base	Strong core product and brand name, which can be leveraged in another industry through marketing investments	Fast and agile production pipeline; established customer feedback system
Attacking head-on e.g., PhoneLine	Extension of product and service portfolio for existing customers, with the purpose of building and sustaining customer loyalty	Complementary products and services as driver for profit in core business	Strong and established technological infrastructure; large customer base; strong brand name in service business	Established, dynamic customer relationship management systems; fast and agile marketing platform

Table 1: Three archetypal business models (Hacklin et al. 2013: 28)

Place	Space
concrete	abstract
safety	freedom
standstill	movement
develops from experiences/routines	impersonal
place of residence/home	state

Table 2: Differentiation place - space (based on Streit 2011: 81)

Age	Number	
	m	f
20 – 30	3	2
31 – 40	3	4
41 – 50	4	4
Total	10	10

Table 3: Age and Sex of the Interviewees (own illustration)

Appendix 7: Example of a List of References

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