University of Ljubljana
Faculty of Social Sciences



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Guidelines for writing and editing professional and scientific works at the Faculty of Social Sciences

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Preface to the first edition

Language for professional purposes includes various forms of specialised expression. It is implemented in both, oral and written form, namely in the form of lectures, presentations, round tablediscussions and similar, or in the form of seminar papers, scientific essays, film criticism etc. Duringthe course of your studies you will be in constant contact with both of the forms, while also having to create and actively use many of the genres within the two forms. With oral presentations and the writing of professional and scientific texts you will demonstrate not only your knowledge of the subject area, but also your research, methodological and linguistic skills.

The focus of the Guidelines for writing and editing professional and scientific works at the Faculty of Social Sciences (FSS) (from here on referred to as Guidelines) is on written works, and they are founded upon basic content, design and bibliographical elements of the final work that students are required to produce upon finishing their first, second and third study level, namely diploma thesis, master's thesis and doctoral dissertation. The Guidelines are compulsory both, for the listed final works, as well as for the preparation of other professional and scientific study papers (e.g. seminar papers, essays and similar). They are further supplemented with the advices of the supervising mentor.

Our goal was to write a structured and clear text, enabling a swift adaptation to the new guidelines. The form, i.e. the format or the image will thus come to be seen as secondary to what is more important, namely the content; the form will become a routine, and adherence to academic honesty consistent. For the same reason the Guidelines aim at fundamental knowledge and skill of scientific writing on the basis of most common practices, and not all that exist at the moment or are still in the process of evolving.

The Guidelines are a translation of the original text titled *Navodila za pisanje in oblikovanje strokovno-znanstvenih del FDV* into the English language. The present translation is intended for foreign language students, who have not yet mastered Slovenian language sufficiently to follow the Slovenian guidelines; therefore the guidelines offer additional information in Slovenian language in the part where examples are provided, as they are based on the premise that these students should start to write their professional texts in Slovenian as soon as

possible. Examples of prescribed APA citation style in Slovenian are available here. Foreign students who will submit their works in English only can find the instructions for content formation and design of their works in these Guidelines; however, the original English examples of prescribed APA citation style can be found in the Publication manual of the American Psychological Association (available at the Central Social Sciences Library). To form APA style bibliographic record in English we also recommend you use cite and export options in DiKUL, and reference management options in Endnote, Zotero or other reference management software (see chapter 6).

Authors

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1 FORMAL AND CONTENT STRUCTURE OF TECHNICAL AND SCIENTIFIC

WORK

A scientific work has a well-defined subject. It provides new knowledge about its subject, or

discovers new connections among what is already known. It builds on knowledge in a way that

cannot be bypassed by other researchers working on the same topic, and contains all the

information needed to test the validity of hypotheses and conclusions (Verovnik, 2001, pp. 10–

12). Technical work is distinguished from scientific work mainly by the fact that it does not yet

provide new insights into the subject to a relevant extent, but both technical and scientific work

have many features in common. These Guidelines cover many of these, so we have included

both under the heading 'technical and scientific', although in what follows, as explained in the

accompanying text, we will initially focus on the final thesis.

The elements of the final thesis can be divided into three parts: the opening section, the central

section, and the closing section (Verovnik & Logar, 2001; Logar, 2017, pp. 53-58; Krnjajić,

2017). Within these sections, the elements (note that these are not chapter or subchapter

headings) must follow each other in the following order:

Opening section:

Cover page

First inner page

Identification of examiners (for doctoral thesis only)

Acknowledgements (optional)

Title, abstract, and keywords in Slovene and English

Index(es)

List of acronyms (optional)

Central section:

Introduction

Theoretical and empirical part

Conclusion

Closing section:

Long abstract (for doctoral thesis only, optional)

Sources

Subject and name index (for doctoral thesis only)

7

1.1 Opening section

1.1.1 Cover page

UNIVERSITY OF LJUBLJANA FACULTY OF SOCIAL SCIENCES Name and surname of the author Title of the final thesis in Slovenian Title of the final thesis in English Diplomsko delo/Magistrsko delo/Doktorska disertacija Ljubljana, year

The above sample contains all the elements that a cover page should contain: at the top, in capital letters, the words UNIVERSITY OF LJUBLJANA, and below that the FACULTY OF SOCIAL SCIENCES. This is followed by the name of the author, the title of the thesis, and the subheading Diploma Thesis (or Master's Thesis/Doctoral Thesis or Essay/Seminar Thesis/Paper/Report, etc., if it is the result of a course) in lower-case letters. Ljubljana is written at the bottom, followed by a comma, and then the year. All text on the cover page is centred and in Times New Roman font. The title of the thesis is in font size 16, all other text is in font size 14. The title of the thesis is in bold, and the rest of the text is in regular font.

1.1.2 First inner page

UNIVERSITY OF LJUBLJANA

FACULTY OF SOCIAL SCIENCES

Name and surname of the author

Mentor: Title, name, and surname

Co-mentor: Title, name, and surname

Title of the diploma thesis in Slovenian

Title of the diploma thesis in English

Diplomsko delo/Magistrsko delo/Doktorska disertacija

Ljubljana, year

The first inner page is formatted in the same way as the cover page and contains all the information on the cover page, plus the name of the mentor and the name of the co-mentor (where applicable) placed above the title of the thesis. The names of the mentor and the co-mentor should be preceded by their full teaching or research titles. Titles should be checked and the most recent should be given.

1.1.3 Identification of doctoral thesis examiners

The doctoral thesis examiners are listed with their full teaching or research titles. Titles should be checked and the most recent should be given. In addition to the examiner's title and name, the examiner's role on the panel should be indicated.

1.1.4 Acknowledgements

Acknowledgements are optional. If they are included, they are placed on a new page, on the bottom third of the page. They acknowledge by name all the people who have contributed in any way to the successful completion of the final thesis, and the organisations that have supported the research financially, with data, or in any other way.

1.1.5 Title, abstract, and keywords

The *title* of the thesis should be short, concise, and focused on the central question of the final thesis. Under no circumstances should the title be a rewrite of the research question or the (hypo)thesis. A good title reflects both the conceptual approach to the problem and the empirical reality of the research. If the author wants to make the title attractive, only the first part of the title should be so, and the second part of the title should place the content in a scientific field.

The title of the thesis should be written in lower-case letters and bolded. The title is followed by a blank line and then the abstract.

The *abstract* is a concise presentation of the content of a text without explanations or critical exposition. It includes a brief description of the subject of the research, the objectives and methodology, and the main findings. It does not contain information that is not included in the thesis, nor does it include very detailed information. It is usually written in the form of a single paragraph. The abstract is written with 1 line spacing (the rest of the text in the final thesis is 1.5 line spacing - see more about this in Section 3). The abstract is between 150 and 250 words

for a diploma thesis and a master's thesis, and up to 300 words for a doctoral thesis.¹ Doctoral students may, if they wish, add a *long abstract* (and its English translation) to their thesis. This is placed in the closing section of the thesis (before the Sources section).

The abstract is followed by *keywords* on a new line. In diploma and master's theses, between 3 and 5 keywords are listed, in doctoral theses at least 5, and in shorter pieces of writing they are not necessary. Keywords are words and phrases (or proprietary names) that best describe the content of the thesis. You can find keywords by searching the bilingual (Slovenian and English) search engine of subject headings ODKJG (*Predmetne oznake v katalogu ODKJG*, n.d.).

The title, abstract, and keywords are translated into English. For the diploma and the master's theses, all three parts must be printed together on one page in both languages.

1.1.6 Index

Only the Table of Contents is required. Other indexes are added only if there are at least three units for them (i.e. at least three tables or at least three figures). In this case, we change the title from Index to Table of Contents.

The Table of Contents must include the full headings of the chapters and all subchapters, with the page numbers at which each chapter or subchapter begins. Chapters and subchapters are numbered in decimal form in several levels (1, 1.1, 1.2, 1.2.1, etc.). The introduction is numbered 1. If the thesis has appendices, the heading Appendices (always in plural) should appear first in the table of contents, followed by the full titles of all the appendices, together with the pages on which they begin. Appendices are identified by capital letters; see subsection 1.3.3 for more information on appendix headings.

The Table of Contents is followed by the Index of Tables and the Index of Figures (but, as mentioned, only if there are at least three units). These two indexes give the serial numbers and titles of the tables or figures, and the page number on which they appear. For the numbering of tables and figures, see subsection 1.2.2.1.

¹ Students who submitted their doctoral thesis topic application before 14 October 2017 are subject to a different rule, i.e. they must write a *long abstract* of 2 to 4 pages. It is placed at the beginning, just after any acknowledgements. For some other deviations from these Guidelines that these students must follow, see <u>Rules of Studies for the Third Degree Programme</u> (Faculty of Social Sciences, 2014).

1.1.7 List of acronyms

In this list, we explain (a) acronyms that we have invented ourselves for the purposes of our text, and (b) acronyms that, although not invented by us, are known only to a small circle of experts. Common acronyms such as EU, VAT, GDP are not explained here.

The list is in alphabetical order, with tabs in two or three columns (1. the acronym; 2. the word or phrase from which the abbreviation is derived, with the foreign-language phrase in italics; 3. the English or Slovenian translation, if the acronym is not in English, or if it makes sense to add a Slovenian translation).

GE Genetic Engineering

ICRC International Committee of the Red Cross Mednarodni odbor Rdečega križa
WHO World Health Organization Svetovna zdravstvena organizacija

ZZDej Zakon o zdravstveni dejavnosti Health Services Act

If symbols and acronyms are also added to the list (see Slovenski pravopis I: pravila, 2001, pp. 121–122), the title is changed to List of acronyms.

1.2 Central section

1.2.1 Introduction

The introduction introduces the reader to the topic. It sets out the background and aims of the thesis, and briefly outlines the relevant professional context or field of study relevant to the chosen problem. Known solutions from the literature are summarised and their relevance to our thesis is assessed. The research questions to be answered, the propositions (theses) to be strengthened or weakened, or the hypotheses to be tested are identified (Bučar et al., 2002, pp. 41–44). The research methods are also specified. The structure of the thesis is outlined and any major limitations of the research are identified.

1.2.2 Theoretical and empirical part

The theoretical and empirical part is essentially the main part. It is divided into chapters and subchapters, each of which is numbered in decimals. Care should be taken to ensure that the headings of each chapter are not too long or complex, and that the text is not too scattered. It is recommended that the thesis does not contain more than four sub-levels.

The text is loosely divided into two parts. The *theoretical part* describes and critically evaluates the state of research on the problem at hand, based on the information available in the national and international professional and scientific literature. Known theoretical knowledge and thinking is presented in a summarised, coherent, and transparent way. The *empirical* part follows with a detailed description of how our own research was conducted and what was found. The results are presented in a systematic way, adding (self-)critique to the discussion. Where relevant and useful, results are also presented in the form of tables and figures.

1.2.2.1 Tables and figures

Tabular and pictorial illustrations are preferred when they contribute to the comprehensibility and clarity of the thesis; their purpose is to provide a synthetic presentation of the collected data or findings. Only the generic terms "table" and "figure" are used, rather than terms such as graph, sketch, diagram, etc. (i.e. figures) or spreadsheet (i.e. table).

Tables and figures should be accompanied by precise headings that are as explanatory as possible. Headings should appear above the table or figure and should be numbered. Tables and figures are numbered separately in two digits: the first number is the number of the main chapter, and the second number is the sequential number of the table or figure in that chapter. There is no period after the heading of a table or figure.

Each table or figure should be referenced at least once in the text (e.g. see Table 2.1, Figure 2.1 shows that ...) and explained further if necessary. Tables and figures should be embedded in the text as close as possible to where they are referenced (not, for example, two pages later).

If a table or figure is taken in its entirety from another source, the source of the table or figure must be given immediately below it in the form of a citation (see Section 4). Below the table is the word "Source", followed by the citation after a colon, with a period at the end. The font size of this citation is 10 pt. If we have produced the figure or table ourselves using data from one or more other sources, the citation is adapted, e.g. in the Data Source, Data Sources, or Data Source in the second column. If we have not included a reference to another source below a table or figure, it goes without saying that both the data and the production of the figure or table are the result of our own work.

1.2.2.2 Footnotes

Footnotes are formatted as notes below the line and numbered consecutively from the beginning to the end of the entire thesis (technically this is done by the text editor using the "Insert Footnote" function). The footnote number is written in left-handed characters, i.e. without a space after the previous character. The footnote should be placed immediately after the part of the text we want to clarify (either after the selected word whose meaning the footnote is intended to clarify, or at the end of the sentence if we are clarifying the meaning of the whole sentence or paragraph). The font size of footnotes is 10, the line spacing is single, and the text is aligned on both sides. Each footnote should begin with a capital letter and end with a period. If a footnote is placed next to a punctuation mark, the punctuation mark precedes the footnote. Footnotes are generally not used in headings and subheadings, and rarely in the introduction or conclusion. URLs are not allowed in footnotes, unless they are technical footnotes required by an indirect source quotation, in which case the source is (also) in the URL (see also the following paragraph). We also do not cite the sources of quotations or summaries in footnotes - with the exception already mentioned: when quoting or summarising indirectly (see also below).

Footnotes are of either substantive or technical nature (Požgan & Bojinović Fenko, 2022, p. 55). A *substantive footnote* provides a more detailed explanation that is not crucial to the focus of our discussion, but is merely informative. It may also indicate which authors have also dealt with a topic, but it is not included in our thesis because it is not a central issue for us. *Technical footnotes* refer to indirect quotations: They give the bibliographical details of source A, which is quoted or summarised indirectly, i.e. from source B (see also subsections 1.2.2.3 and 4.3). Technical footnotes may also give basic information about the document or other information if it is relevant to the discussion (e.g. the number of states party to an international treaty, see subsection 4.1.2).

1.2.2.3 Quotations and references

Any non-proprietary text used by the author in his/her writing should always be acknowledged with a reference to the text or the source of the information. This applies both to direct references (quotations) and to the use of other authors' ideas and conclusions in one's own words (summaries).

Quotations are indicated by double quotation marks. If quotation marks are already used in the original text being quoted, they are changed to single quotation marks in the quotation (i.e. 'x' instead of "x"). Page numbers are mandatory for quotations and summaries, except for references to the whole work (see subsection 4.1 for more information). Wherever possible, the quotation should be from the original work; indirect quotation is allowed only in exceptional cases, i.e. when the original work is not accessible.

Short quotations (five lines or fewer) are included in the body of the text without a new paragraph. The source is cited in the sentence introducing the quotation, at the end of the quotation, or elsewhere, but reasonably close. Quotations are not set in italics.

If the quotation is longer than five lines, it must be placed on a new line with an increased indent from the left margin that applies to the entire quoted paragraph. The increased indent from the margin is 1.5 cm. Such a quotation is printed in a smaller font size (11) and with smaller line spacing (i.e. 1 line spacing). In this case, the quotation is not enclosed in quotation marks (i.e. double quotation marks in the original text are also not converted to single quotation marks; see above). The source of the quotation is included in the sentence that introduces the quotation, or slightly earlier, and is not part of the quoted paragraph.

In the text, another source is referenced in the form of a citation, following the examples in Section 4.

1.2.2.3.1 Plagiarism

Plagiarism is a breach of academic honesty. All technical and scientific work is based on the knowledge, analysis and information of other authors written in books, articles, documents, media articles, etc., collected in databases, or given orally in interviews, consultations, etc. The use of these sources must be acknowledged and clearly referenced in the text. Presenting the work and knowledge of other authors as one's own without acknowledging the source is plagiarism. Failure to disclose the use of various artificial intelligence tools is also considered plagiarism. Plagiarism in the current and final study products constitutes theft of intellectual property and disregard for scientific ethics, and is a serious violation of the *Rules on the Disciplinary Responsibility of Students of the University of Ljubljana* (Pravilnik o disciplinski odgovornosti študentov Univerze v Ljubljani, Univerza v Ljubljani, 2023).

1.2.3 Conclusion

In the conclusion, the research findings are critically and comprehensively evaluated and, where possible, compared with the findings of other authors. Research questions are answered, theses are strengthened or weakened, and hypotheses are confirmed or refuted. The most surprising and important findings are highlighted, as are potential problems with the research and weaknesses in the thesis. The conclusion does not provide new information and usually does not reference other sources. It assesses whether the aims set out in the introduction have been achieved, and presents ideas that have emerged from the research that could be the subject of new or complementary research, or identifies any outstanding questions and suggests directions for their resolution. Conclusions should be accurate, concise, and clear.

1.3 Closing section

If, in addition to the short abstract, a doctoral student wishes to include a long abstract (2-4 pages) in his/her dissertation, he/she should place it at the beginning of the closing section of the doctoral thesis. Otherwise, the closing section begins with a list of sources.

1.3.1 Sources

Sources are repositories of knowledge and data. The Sources chapter (rather than List of Literature, Sources and Literature, Literature, etc.) lists all works that have been referenced in the text. Works that are not referenced in the text are not included. It is very important that the rules set out in Sections 4 and 6 are carefully followed, both for in-text referencing and for the list of sources.

1.3.2 Subject and Name Index

First and second level final theses do not have a Subject and Name Index, but such an index is mandatory for doctoral theses. It can be formatted as a single index or as two separate indexes.

The Subject Index lists the key terms from the text in alphabetical order, followed by the page references where they appear. If it's a very common term, the top 10 occurrences are listed. The Name Index lists the names of people who appear in the text alphabetically by their surname, followed by their first name after a comma – as in the Subject Index, the name is followed by

the pages on which the name appears. This allows the reader to get to know the authors of the concepts effectively and to search the printed text more easily.

1.3.3 Appendices

Appendices contain any information which, although necessary for completeness, would either detract from the main message by diverting the reader's attention from the main topic, or is too large to be included in the main text, but is important for the credibility of the main text (long lists, questionnaires, large photographs, etc.). The Appendices chapter is numbered in the same way as the other main chapters. Appendices should be titled and arranged in the same order as they appear in the text. They are identified by capital letters (Appendix A, Appendix B, etc.). If appendices are further subdivided internally, the individual subunits should be identified by Arabic numerals (e.g. Appendix A.1). Each appendix should be referenced at least once in the main text.

As in the main text, it is important that the data in the appendices are published in accordance with the legislation on the protection of personal data and copyright, and in accordance with the *Code of Ethics for Researchers at the University of Ljubljana* (Etični kodeks za raziskovalce Univerze v Ljubljani, Univerza v Ljubljani, 2014).

2 LANGUAGE OF TECHNICAL AND SCIENTIFIC WORK

The final thesis is written in Slovene. The exception – writing in English and, in this case, the structure of the final thesis – is regulated by the *Rules on the Final Thesis in First and Second Level Programmes* (Pravilnik o zaključnem delu na programih prve in druge stopnje, Fakulteta za družbene vede, 2023a) and the *Rules on the Organisation and Conduct of the Interdisciplinary Doctoral Programme in Humanities and Social Sciences* (Pravilnik o organizaciji in izvajanju interdisciplinarnega doktorskega študijskega programa Humanistika in družboslovje, Fakulteta za družbene vede, 2023b).

Technical and scientific work must be comprehensible, clear, precise, and concise. It is primarily concerned with describing, defining, analysing, justifying, and explaining. Its main purpose is informative and cognitive. Spelling and grammatical errors should not appear in scientific texts, nor should vocabulary that is less appropriate or inappropriate for this type of text.

Special attention should be paid to technical terms. Established terminology should be used that is consistent with the standard of literary language. If there are several names for the same term (concept), only one should be used. If there is both a Slovenian and an adopted term for the same concept, the Slovenian term will generally take precedence. For terms that do not yet have a name in Slovene, a Slovene equivalent (either a local term or an adopted term) should be proposed. This is done by putting the original name in parentheses at the first mention and then consistently using only the suggested term.

The principles of non-discriminatory and inclusive language should also be followed when researching and writing the final thesis. This means that descriptions and labels that could be perceived as derogatory, demeaning, or hostile towards minorities should not be used (Motl and Bajt, 2016). In relation to gender, care must be taken to adapt our wording to the gender of the person we are addressing or writing about (Mrakovčić, 2017; Evropski parlament, 2018; Univerza v Ljubljani, 2022, pp. 8, 14).

3 SCOPE AND APPEARANCE OF THE TECHNICAL AND SCIENTIFIC WORK

First, we would like to remind you that the instructions given here and on some of the previous pages can also be followed by using the <u>template</u>.

The length of a *diploma thesis* varies according to the study programme (see the *Introductory Compendium of First Degree Study Programmes /.../* – <u>Predstavitveni zbornik študijskih programov prve stopnje /.../</u>, Fakulteta za družbene vede, n. d.-c), while the length of a *master's thesis* is expected to be between 45 and 80 pages (or 15,000 to 20,000 words), and the length of a *doctoral thesis* is expected to be between 160 and 350 pages (these lengths do not include any appendices).

The margins are 2.5 cm on all sides. The text is aligned on both sides, the typeface is Times New Roman, the font size is 12 pt. The line spacing is 1.5 (exceptions are longer quotations – see subsection 1.2.2.3, and the abstract – see subsection 1.1.5). The first line of paragraphs are not tab delimited to the right. Paragraph spacing is 10 pt at the bottom and 10 pt at the top. Exceptions are numbered, indented, or otherwise marked bulleted paragraphs – which do not have the extra 10 pt spacing as this would make the lines too wide. Spacing may also be omitted for examples (usually in smaller font) and for similar parts of text.

Each main chapter (but not subchapters) starts on a new page. The headings of the main chapters are followed by a single blank line, while the headings of the subchapters are followed by a blank line only at the top, which may be omitted from the third-level subheading onwards (i.e. before a subheading numbered e.g. 1.2.3).

The header of the text is blank and the footer contains only page numbers (footnotes inserted using the "Insert Footnote" function are not part of the footer). The pages of the text must be numbered consecutively in Arabic numerals from the inside cover page to the last page (the pages of the appendices must also be numbered; if the pages of the appendices cannot be numbered electronically, they must be numbered manually). Page numbers are displayed at the bottom centre of the page, and displayed from the index onwards (i.e. previous pages are counted but do not have a visible page number). Technical instructions for creating such numbering in Word can be found here (Fakulteta za družbene vede, n. d.-a).

The final thesis is submitted by the student only in electronic form in PDF format to the Online Office of the Faculty of Social Sciences. More detailed instructions on the submission of the final thesis are provided to the student by the Student Affairs Office and are also partly contained in the *Rules on the Final Thesis in First and Second Level Programmes* (Pravilniku o zaključnem delu na programih prve in druge stopnje, Fakulteta za družbene vede, 2023a) and the *Rules on the Organisation and Conduct of the Interdisciplinary Doctoral Programme in Humanities and Social Sciences* (Pravilniku o organizaciji in izvajanju interdisciplinarnega doktorskega študijskega programa Humanistika in družboslovje, Fakulteta za družbene vede, 2023b). When submitting the final thesis, the student clicks on the declaration and agrees, among other things, that his/her final thesis will be stored in the documentation system of the University of Ljubljana.

4 REFERENCES IN THE TEXT

Knowledge is the result of the work of many. References place our contribution in the context of the contributions of other researchers. Reference is made to those works, theories, or research that have directly influenced our findings. As already mentioned in subsection 1.2.2.3, the source is referenced both in quotations and in summaries, i.e. whenever we use anything that is not our own in writing (and also when we present technical content orally). The same applies to figures and tables (whether freely available on the web or not), questionnaires, statistics, maps, and (other) appendices, such as transcripts of interviews or focus groups that have been conducted and published by other researchers, and that we have taken into account in our research.

The source is cited in two places: in the text, in the form of a citation, and at the end of the thesis, in the bibliographical section titled Sources. There are only three exceptions: (a) works that are indirectly referenced (see subsection 4.3 below), (b) works such as the Bible and the Qur'an whose chapters or paragraphs are standardised across all editions, and (c) personal communication that is not stored in publicly accessible archives (see subsection 4.4 below) are fully identified in the main text, but not in the Sources chapter.

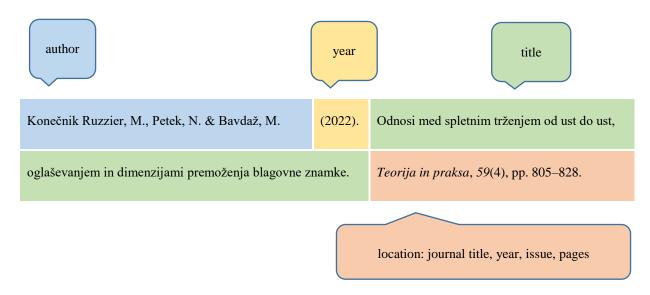
For the rules of citation formatting and the list in the Source section, we have followed the 7th edition of the Handbook of the American Psychological Association, known as the APA (American Psychological Association, 2020).²

A source has several identifying elements. For example, the elements of an article in a scientific journal are shown in Figure 4.1.

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² For cases not shown here, we follow – as far as possible – the remaining instructions in the 7th edition of that manual. The handbook can be borrowed from the Jože Goričar Central Social Sciences Library, Faculty of Social Sciences.

Figure 4.1: Identifying elements of a source: example of an article in a scientific journal



Source: Adapted from APA (2020, p. 182).

There are many different ways to include a reference to a source in a sentence. E.g.:

Word-of-mouth marketing is the oldest form of communication (Dellarocas, 2003; Chan & Ngai, 2011), estimated by Katz & Lazarfeld (1955) more than half a century ago to be /.../.

Chan & Ngai (2011) in a review of 94 articles on online word-of-mouth marketing conclude that /.../.

Jančič quotes his definition of advertising, emphasising the importance of creative communication and the offering of deliverable promises: "Advertising is a planned, commissioned and signed creative (mass) communication, the purpose of which is to stimulate the process between the offerer and the consumer by making deliverable promises" (Jančič, 2013, p. 27).

It is related to the price premium achieved by the brand, price (in)elasticity and stock returns (Aaker, 1996).

Brand loyalty – according to Aaker the basic element of brand equity in the eyes of the user – includes buying behaviour and attitudes that /.../.

Source: See the article in Figure 4.1, pp. 807, 808, 809, 810; we have added emphasis and, in the fourth example, adapted the page notation to the instructions here.

Regardless of how it is included in the sentence, the important thing to remember is that each reference must have each of the parts of a citation, which are discussed in more detail below.

When creating citations and then compiling a complete bibliographic list of sources, we distinguish between:

1. whether we are referring to the whole source or just part of it (e.g. specific pages),

- 2. how many authors the source has and whether we know who they are; and
- 3. whether the source is not a typical scientific or technical source (e.g. not a scientific monograph, article, or chapter in a journal).

4.1 Reference to the whole source

4.1.1 Books, articles, theses, dictionaries, websites, broadcasts, etc.

A. When referencing an **entire work with a known author** (i.e. a **person**, e.g. a writer of a text, an editor of a collection, a film director, a podcast presenter; or an **institution**, e.g. a ministry, an NGO, a company, an association), the surname of the author or the name of the institution are given first in parentheses, followed by the year of publication of the work after a comma.

```
(Oblak Črnič, 2020)
(Global Environment Coordination, 1994)
```

If there are two authors, the surnames of both authors are given, separated by an "&" or, in narrative citations, "and":

```
(Macionis & Plummer, 2012)
Macionis and Plummer (2012)
```

If there are three or more authors, only the first author is listed, followed by "et al".

```
(Della Porta et al, 2003)
(Žilič Fišer et al, 2013)
```

In all these cases, the order of authors is kept as given in the source (i.e. we do not "correct" it to alphabetical order).

When referencing several works by the same author published in the same year, the letters of the alphabet are added in order after the year. The letter "a" is given to the work whose title comes first in the alphabet, then the letter "b" to the work whose title comes second in the alphabet, and so on.

```
(Vobič, 2021a)
(Vobič, 2021b)
```

In the same way, the works are included in the list of sources, where they are listed alphabetically and by year among the other sources.

If several works by the same author are referenced in the same place, they are separated by a comma and the author's surname is not repeated.

```
(Vobič, 2021a, 2021b)
```

The same applies if a work is written by several authors and the order of authors in the source is exactly the same.

If several works are referenced in the same place in the text, they are separated by a semicolon. (Moynihan, 1997; Weinstein, 1998/1999; Brezovšek & Črnčec, 2010)

In this case, the older sources are listed first, then the newer ones, and alphabetical order is used among sources produced in the same year.

If the same source (i.e. the same work by the same author and, in the case of pages, the same page) is referenced in the text consecutively and without a long gap (e.g. two pages), the citation should not be repeated, but the following should be written in parentheses: "(ibid.)". If the pages are different, do the same, but change the page references.

The authors note that criminalisation became the norm (Zavratnik & Šori, 2016, p. 28) and that the authorities responded to the uprising with a repressive apparatus (ibid., p. 29).

B. The second element of a source is the **year of publication**. If a source was published in several parts, or if several volumes, issues, etc. are included in the thesis, the range from the first to the last in the year is given.

```
(Oblak Črnič, 2020)
(Koch, 1959–1963)
```

If the result is more precise, the month and day are also given, but only in the list of sources, while the year is sufficient in the citation. If **it is not clear** when the work was published, the abbreviation **n. d.** (no date) is used instead of the year. If there are several works by the same author, all without a year of publication, the letters a, b, c, etc. are added to the abbreviation n. d. after a hyphen (taking into account the alphabetical order of the titles).

```
(Slabe, 2017)
(Kraizer, n. d.)
(Fakulteta za družbene vede, b. d.-a)
```

C. If the **author of the source is unknown** (either a person or an institution), if it is a collective work (e.g. an entire journal), or if it is a mass-produced reference work (e.g. an encyclopaedia),

it is referenced by **title** and year of publication. If the title is long, a shorter form may be introduced at the first mention and used thereafter.

```
(Poletna noč in Jože Privšek, 2017)
(Cosmopolitan, 2010)
(Slovar slovenskega knjižnega jezika, 1970–1991; hereafter: "SSKJ")
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Other combinations of missing elements are possible - see Appendix A.

4.1.2 Documents

Documents are **legal**, **legislative**, **executive**, and other (Požgan & Bojinović Fenko, 2022, pp. 43–49). Legal sources are essentially the judgements of national and international courts. Legislative sources are essentially the decisions of political bodies and are both national (constitution, laws, regulations, etc.) and international (decision of the decision-making body of an international governmental organisation). Executive documents are the materials and strategic documents of a national (governmental) body and the bodies of an international governmental organisation. Other documents are minutes, rules, etc. Documents are obtained from reliable official institutions in the context of which the document was produced.

A. Legal and legislative documents are identified in the text by the title of the document and, in most cases, by the year in which it was adopted (with the exception of international treaties, see below). If the document in question is in a foreign language, the Slovenian translation of the title of the document is given in the text (i.e. the title of the document in the foreign language is not given in the text). At the same time, this source is identified in a footnote with all data except the place of access. The titles of trial judgements are always italicised, regardless of the language, and in the case of legislative documents, only the foreign-language titles are italicised.

Ustava Republike Slovenije (2006)³ Dublinska uredba (2013)⁴

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³ Constitution of the Republic of Slovenia – *Ustava Republike Slovenije*. (2006). *Official Gazette of the Republic of Slovenia No 68/06*, 30 June.

This reference indicates the Constitution of Slovenia has been read in Slovenian language.

⁴ Regulation (EU) No 604/2013 of the European Parliament and of the Council of 26 June 2013 establishing the criteria and mechanisms for determining the Member State responsible for examining an application for international protection lodged in one of the Member States by a third-country national or a stateless person (recast)

In the text, after the title of the document, the year of adoption is given for all documents except international treaties (see the example of the Charter of the United Nations above). Since the text of an international treaty is signed in a particular place on a particular date, but then has to be ratified by national parliaments, the second date on which a sufficient number of countries ratified the treaty for it to enter into force is also extremely important; so no year is given in the text, but both dates are given in the footnote and in the list of sources, i.e. the date of signature and the date of ratification.

An abbreviation or acronym may be used in place of the title of the document, or a professionally accepted adaptation of the name may be used, but the abbreviation, acronym, or adaptation should be used only in the text and not in a bibliographical footnote or the list of sources. The names of institutions, groups, organisations, corporations, etc. may also be abbreviated. As with the titles of sources, this is done by placing the abbreviated name in parentheses for the first citation (optionally after the term "hereinafter referred to as" or "below") and then using only this form throughout.

The Statistical Office of the Republic of Slovenia (SURS) collects data on /.../

The Declaration on Principles of International Law concerning Friendly Relations and Cooperation among States in accordance with the Charter of the United Nations (hereinafter referred to as the Declaration of Seven Principles) provides that /.../

In this case, the short form is used in the citation, e.g. for the last example: (Declaration of Seven Principles, 1970).

B. Executive documents are cited differently from legal and legislative documents. Executive documents, which are typically the strategic documents of a national (governmental) body and of bodies of an international governmental organisation (e.g. the strategy of a ministry, or a white paper of the European Commission), are cited as an ordinary source by the author of the document (institution) and without a footnote.

Ministrstvo za zunanje zadeve (2015)

26

⁵ Charter of the United Nations, signed in San Francisco on 26 June 1945, in force since 24 October 1945.

⁶ Prosecutor v. Radislav Krstic (trial judgement). (2001). IT-98-33-T. ICTY, 2 August.

Evropska komisija (2017)

The name of the institution that produced the executive document is given in the language of the source (exactly the same as for sources such as reports, data from the website of a ministry or international organisation, etc.). For example, if a European Commission report is analysed in Slovenian, the author is Evropska komisija. And, if data is cited from the World Trade Organization website, where the text is in English (but not in Slovenian), the author should be the World Trade Organization.

4.2 Referencing part of a source

When only part of a source is referenced, the pages of the source that are relevant should also be cited. If it makes more sense (and is possible) to cite an article, paragraph, chapter, figure, table, equation, etc. rather than a page, the article, paragraph, chapter, etc. should be cited after the year. If the work has no page numbers, either the number of pages is determined by counting them, if possible (e.g. in a PDF document), or the page number is omitted.

When quoting, the pages from which the quotation is taken must be explicitly cited. If it is a single page (or, in the case of documents, a single article, paragraph, etc.), only that page (or only that article, paragraph, etc.) should be cited. If the quotation in the original is spread over several pages, the entire range of pages should be cited.

If summarising from several pages, but intermittently, only the pages summarised should be cited, but if the whole range of pages is relevant, the first page on which the summary begins should be cited, followed by a dash (not a hyphen) and the last page of that range.

(Oblak Črnič, 2020, p. 25) (Global Environment Coordination, 1994, pp. 5, 9, 12) (Macionis & Plummer, 2012, pp. 14–16) (Ustava Republike Slovenije, 2006, Article 14) (Dublinska uredba, 2013, preamble)

4.3 Indirect quotation and summaries

If the quotation or summary was not taken or made from the original work because that work could not be found, this should be indicated in parentheses after "in":

/.../ as already noted by Prijatelj (1908, p. 50, in Lukšič, 2015, p. 715),

which means that Prijatelj's thought, published in 1908 on page 50, was quoted from Lukšič's 2015 work, from page 715. Lukšič's work is cited in the final bibliographical list of sources, while Prijatelj's work is cited with all bibliographical data at this point in the text, in a footnote (see the description of technical notes in subsection 1.2.2.2). The formatting of such a source in a footnote (first the surname, then the abbreviated first name, followed by the year in parentheses, etc.) follows the rules set out in Section 6.

4.4 References to personal communications and interviews that are not in the public archives

An author who has spoken to us in a **personal communication** (conversation, letter, etc.), or who has written thoughts that we wish to quote or summarise, but whose text is no longer stored, should be cited in the preceding sentence by abbreviating the first name, spelling out the surname in full, and then completing the citation in parentheses as follows:

/.../ said by B. Pahor (personal communication, 2015, 17 May)

If the day cannot be given, at least the month (in the form: 2015, May), and if not, at least the year should be stated. Such texts are not cited in the final Sources chapter.

If such communication is stored in our archives, e.g. in the form of emails, screenshots, handwritten letters, etc., the source is still not listed in the final list of sources, but the in-text citation is annotated:

(Pahor, personal communication, 2015, 17 May)⁷

⁷ A personal message in the form of an email/screenshot (etc.) is available from the author.

Recorded **interviews** – the recordings and transcripts of which are kept only in our archives, and are therefore not publicly available – are also not included in the list of sources, and the citation is as follows:

(Pahor, personal interview, 2015, 17 May)⁸

However, if the interviews are documented, published, or stored in a research data archive or media archive, and are publicly available, they are referenced in the usual citation format and also included in the list of sources.

4.5 Reference to AI tools

If an AI tool has been used to produce a text, in any form or at any stage of the thesis (idea generation, research design, choice of methodology, direct use of the generated text, etc.), it is referenced using the following example:

(OpenAI ChatGPT, 2023, 13 March)

The date in the reference is the date when the tool returned the result or answer. In the text, before or after the citation, the purpose for which the tool was used is stated. The text generated by the AI tool, or any text generated in this way, is also attached as an appendix.

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⁸ The audio recording of the interview is available in raw data format from the author. / The audio recording and the transcript of the interview are available in raw data format from the author.

5 BEFORE SUBMISSION

Before submitting the thesis, it is a good idea to check the body of the text: that abbreviations are consistent, that only one set of quotation marks has been used, that there are not too many spaces, and that none of the headings have been left alone on the last line of a page (i.e. without any further text). The indexes should also be checked. The accuracy, usefulness, and linguistic uniformity of all headings should be re-evaluated and, if the indexes show that the structure of the thesis and the headings of the tables and figures are not systematic and uniform, the body of the text reorganised.

Table 5.1 shows whether the technical aspect of the text is also complete. If any of the elements in the document are not ticked, reread the relevant pages in the document and edit the element according to what is written there.

Table 5.1: Key elements of the technical design of the final thesis

✓	Text element	☞ Page in this document
	Title, abstract, and keywords in Slovenian and English are all on one page.	10–11
	The heading Index has been changed to Table of Contents because my thesis also contains an Index of Tables and/or and an Index of Figures.	11
	The Introduction chapter is numbered 1.	11
	Each main chapter starts on a new page (but not the subchapters).	19
	Main chapter headings are followed by a single blank line, while the subchapter headings have a blank line only at the top and only for second level headings. Third-level headings (e.g. 1.2.2) no longer have a blank line at the top or bottom.	19
	Appendices are identified by letters. Even if there is only one appendix, the chapter is still called Appendices (not Appendix). The title and number of the first page of the appendices are also given in the Table of Contents.	17, 11
	The headings of tables and figures accurately reflect their content and are written ABOVE the table/figure. Headings are numbered with two numbers; the first number is the number of the main chapter, followed by the sequential number of the table/figure in that chapter.	13

Where an image/table has been taken from another source, the following is written underneath: Source: + citation.	13–14
Pages (not just years) are included in quotations and summaries.	15
A quotation in my thesis is longer than five lines. The source is cited in the accompanying sentence, and the quotation is set in its own paragraph, indented 1.5 from the left margin, with a font size of 11 and a line spacing of 1. There are no quotation marks in this quotation.	15
Quotations are not set in italics.	15
When referring to the work of two authors, there is an "and" between their surnames; if there are three or more authors, only the first author's surname is given, followed by "et al".	23
There is only one indirect reference to the source, and that is because the original work could not be found. The full bibliographic record of this source is therefore given in a footnote (but not in the final list of sources).	14, 28
Legal and legislative sources are identified in the main text in a footnote with all information except the place of access.	25–26
Where reference is made to consultations, emails, and interviews conducted by me and that are in my possession only, a footnote is added with the text as specified.	28–29
All referenced works are listed at the end in a list called Sources (not Sources and Literature, or just Literature). The list is in alphabetical order and numbered. URLs and DOIs are used as hyperlinks.	16, 33
The Sources chapter does not include sources that are not referenced in the main text.	32
The Sources chapter is laid out in accordance with the examples in Section 6 here and in Appendix A and Appendix B.	32–39, 42, 43

6 FORMATING THE BIBLIOGRAPHIC LIST OF SOURCES

The Sources chapter provides full bibliographical information on the works referenced in the text. Citing sources that are not referenced in the text is ethically questionable and is not permitted. Final theses found to contain such elements during examination or assessment will be penalised.

The Sources chapter does not differentiate between sources, so they are all included in a single list. All items in this list are arranged alphabetically by the surname of the first author or the institution that published the work, or by the title of the work if the authorship is unknown or collective. The list is numbered in Arabic numerals and is in the form of hanging paragraphs (i.e., the number is aligned with the left margin and all lines of the rest of the text are slightly offset to the right, see, for example, the list of sources in these Guidelines on pp. 35-37).

The bibliographic citation of sources in the Sources chapter is detailed in subsection 6.1 and Appendix B, but the basic rules are as follows:

- The identifying elements of sources are the answers to the questions *who*, *when*, *what*, and *where*. They are separated by a full stop.
- If the author of the work is a person, the surname is given first, followed by the initial of the first name. If the source has up to 20 authors, all are listed.
- Several works by the same author are ordered according to the year of publication of the work. The oldest work is cited first.
- Editors should be acknowledged for contributions to the proceedings. For these, the first initial of the first name is given first, followed by the surname (the opposite order as used for authors). If the source has up to 20 editors, all are listed.
- The overall title of the publication (usually a book or journal) is in italics.
- If an acronym has been used in the main text to identify the institution as the author, this acronym should be given in square brackets immediately after the full name of the institution in the list of sources. If an acronym has not been used, it is not given here. The same applies to titles: if an acronym has been used for a title in the main body of the text, it should be given in square brackets immediately after the full title in the list of sources. If no acronym has been used for the title, no acronym is given here.

- If the title ends with a final punctuation mark (exclamation mark, question mark, tricolour), there is no period after it.
- There is a colon between a title and a subtitle. A subtitle begins with a lower-case letter in both Slovenian and English sources (except, of course, for subtitle that begin with a proprietary name).
- For English titles of monographs, dictionaries, theses, articles, etc., all common words should be written in lower-case. The only exception is the English titles of journals and proceedings, where all full words are capitalised. In addition, all full words in the names of English publishers are capitalised. For other foreign languages, the language's own spelling rules for initials in titles and publishers' names are followed.
- Titles of otherwise untitled artworks, social media posts, etc. are created by us and are written in italics in square brackets.
- For ease of understanding, the title may be translated into Slovenian. The translation is given in italics in square brackets immediately after the original title.
- Sources for which the year of publication is not known are given as n. d., which means 'no date', where the year should appear.
- If the source is a version of the work that has been submitted for printing or is about to be printed, this is indicated by a phrase in print where the year would otherwise appear.
- The place of publication is not indicated.
- If there are two or more publishers, they are separated with a comma.
- Internet links are formatted as working hyperlinks. If the source has a unique identifier, such as a DOI, this is given (rather than the URL address). The DOI address is also presented as a working hyperlink.
- Phrases such as accessible via, viewed + date, etc. are not used. The exception is the phrase retrieved + date + on + link, which is written when the content of the link changes periodically or intermittently, making it important to specify when the data was retrieved from it.
- When citing sources originally written in a non-Latin script (Greek, Cyrillic, Hebrew, etc.), the citation must be transliterated into the Latin script (see Slovenski pravopis I: pravila, 2001, from Article 1106, and Pravopis 8.0, 2023, chapter O prevzemanju iz posameznih jezikov [On Taking from Individual Languages]).

6.1 Basic examples

The examples on the official website of the citation system https://apastyle.apa.org/, and the Slovenian guide (Navajanje po pravilih FDV, Kalan & Logar, n.d.) on the library's website for documents, can be helpful in preparing the list of sources.

Do not deviate in any way from what is shown in the abbreviations (e.g. abbreviations of names or words such as off., p., etc.), punctuation (parentheses, periods, commas, colons, etc.), order and type of data (in the case of an author, first the surname, then the first name, followed by the year of publication of the work, etc.), type of printing (portrait or landscape), and uniform wording (e.g. in the typeface).

The easiest way to cite the source correctly and comprehensively is to use the tools available in most catalogues, search engines, and publishing platforms. For example, COBISS will suggest the correct citation when you click on the "I" (quotation) icon in the description of the selected source and select the APA7 style. It can then be simply copied and pasted into the thesis.

7 SOURCES

- 1. American Psychological Association [APA]. (2020). *Concise guide to APA style: the official APA style guide for students* (7. ed.). American Psychological Association.
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- 6. Fakulteta za družbene vede. (n.d.-a). *Diplomsko delo: številčenje strani v urejevalniku besedil Word*. https://www.fdv.uni-lj.si/docs/default-source/dodiplomski-studij-1-stopnje/diplomsko-delo-stevilcenje-strani.docx?sfvrsn=12
- 7. Fakulteta za družbene vede. (n.d.-b). *Predloga za pisanje zaključnih del*. https://www.fdv.uni-lj.si/studij/studij-na-fdv/dodiplomski-studij-1-stopnje/navodila-pravila-in-obrazci/zakljucek-studija
- 8. Fakulteta za družbene vede. (n.d.-c). Predstavitveni zbornik univerzitetnih študijskih programov (1. stopnja 4-letni program) in visokošolskega študijskega programa

- Fakultete za družbene vede. https://www.fdv.uni-lj.si/docs/default-source/dodiplomski-studij-1-stopnje/zbornik-%c5%a1tudijskih-programov-1-stopnje.pdf?sfvrsn=37
- 9. Konečnik Ruzzier, M., Petek, N. & Bavdaž, M. (2022). Odnosi med spletnim trženjem od ust do ust, oglaševanjem in dimenzijami premoženja blagovne znamke. *Teorija in praksa*, 59(4), pp. 805–828.
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Appendix A: Citation in the text and bibliographic citation in the Sources section when one or more elements of the source identification are missing

Missing element	Basic in-text citation	Citation in the list of sources
Author	(Title, year of publication)	Title. (year of publication). Location.
Year of publication	(Author, n.d.)	Author (n.d.). Title. Location.
Title	(Author, year of publication)	Author. (year of publication). [Description of work]. Location.
Author and year of publication	(Title, n.d.)	Title. (n.d.). Location.
Author and title	([Description of work], year of publication)	[Description of work]. (year of publication). Location.
Year of publication and title	(Author, n.d.)	Author. (n.d.). [Description of work]. Location.
Author, year of publication and title	([Description of work], n. d.)	[Description of work]. (n. d.). Location.

Source: Adapted from APA (2020, p. 215).