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ADVERTISEMENTS

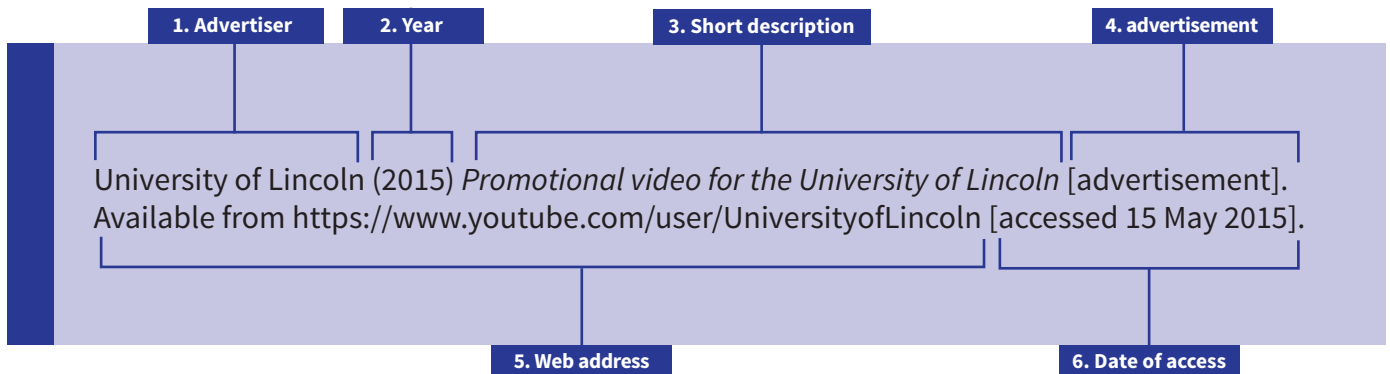
Online

In-text citation

(University of Lincoln, 2015)

Reference list

University of Lincoln (2015) *Promotional video for the University of Lincoln* [advertisement]. Available from <https://www.youtube.com/user/UniversityofLincoln> [accessed 15 May 2015].



Checklist:

- Advertiser
- Year of publication in round brackets
- A short description of the advertisement in italics
- In square brackets put advertisement, followed by a full stop
- Put Available from, followed by the web address



Print

In-text citation

(Friends of the Honey Bee, 2015)

Reference list

Friends of the Honey Bee (2015) Bee a hero: bee-come a friend and help get Britain buzzing again [advertisement]. *The Big Issue*, 4-10 May (1152) p.32.

Checklist:

- Advertiser
- Year of publication in round brackets
- Headline of the advertisement (or a short description if more appropriate)
- In square brackets put advertisement, followed by a full stop
- Title of the publication where you found the advert, in italics, followed by a comma
- Day and month of publication (if given)
- Volume number, followed by a comma (only if there is no part/issue/month/season)
- If there is a part/issue/month/season, put this in round brackets
- Page number(s): p. followed the page number and a full stop

Broadcast

In-text citation

(British Red Cross, 2015)

Reference list

British Red Cross (2015) *Appeal for donations* [advertisement]. ITV, 14 May, 14:30.

Checklist:

- Advertiser
- Year of publication in round brackets
- In square brackets put advertisement, followed by a full stop
- Broadcast channel where you saw/heard the advertisement, followed by a comma
- Day and month of broadcast, followed by a comma
- Time of broadcast (if relevant) using the 24 hour clock, followed by a full stop