

# 7

## DIAGRAMS, FIGURES, IMAGES AND TABLES



### Diagrams, figures, images and tables

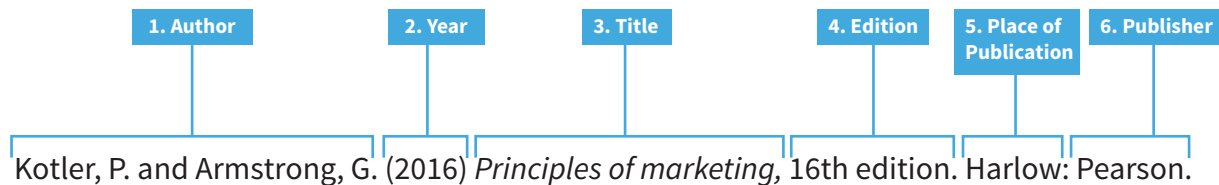
If you reproduce any diagrams, figures, images or tables you should provide a short description.

#### Short description

*Consumer and business marketing channels* (Kotler and Armstrong, 2016, p. 379).

#### Reference list

Kotler, P. and Armstrong, G. (2016) *Principles of marketing*, 16th edition. Harlow: Pearson.



#### Checklist:

- **Author (surname, initials)**
- **Year of publication in round brackets**
- **Title (and subtitle if applicable) of book in italics, followed by a full stop if it is the first edition or a comma if it is a subsequent edition**
- **Edition (only if not the first edition) followed by a full stop**
- **Place of publication, followed by a colon**
- **Publisher, followed by a full stop**
- **If accessed online**
  - Put Available from, followed by the web address
  - In square brackets put accessed and the date you accessed the diagram, followed by a full stop

# 8

# FILM, RADIO AND TELEVISION



## Film

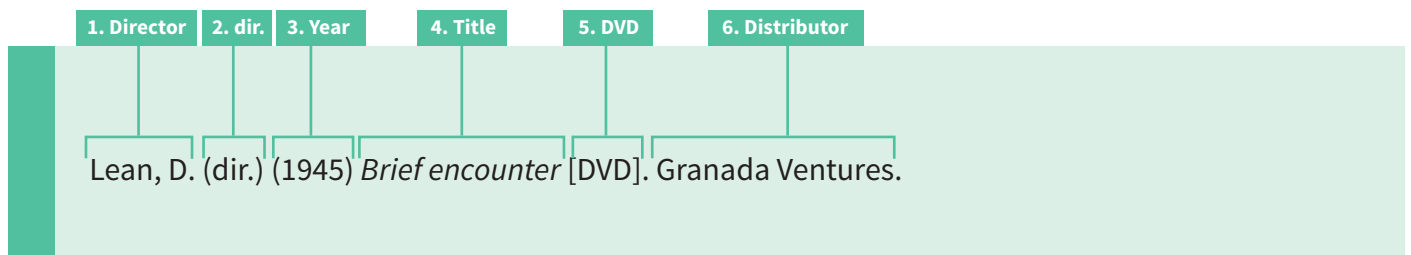
The example below refers to a film viewed on DVD format, indicated by writing DVD inside square brackets. As necessary, change the information in the square brackets to the format on which you viewed the film (for example: downloaded or viewed at the cinema).

### In-text citation

(Lean, 1945)

### Reference list

Lean, D. (dir.) (1945) *Brief encounter* [DVD]. Granada Ventures.



### Checklist:

- **Director (surname, initials)**
- **Put dir. (abbreviation for director) in round brackets. If there is more than one director, put dirs.**
- **Year of release in round brackets**
- **Title (and subtitle if applicable) in italics**
- **In square brackets put DVD/film/download/etc, followed by a full stop**
- **Location of distributor (if known), followed by a colon**
- **Distributor (if known), followed by a full stop**
- **If accessed online**
  - Put Available from, followed by the web address
  - In square brackets put accessed and the date you accessed the film, followed by a full stop

## Radio or television programme

### In-text citation

(David Attenborough meets President Obama, 2015)

### Reference list

David Attenborough meets President Obama (2015) [television]. BBC One. 28 June 2015, 22:30.