



Style manual for academic writing

Article 1

(Format and style guidelines)

1. It is the purpose of the present manual to achieve a methodological standardization of the scientific work developed in all the courses at UFP – Fernando Pessoa University (graduation and post-graduation courses, regardless of being conducive to academic degree).

1.1. Scientific works included in this manual can be papers or short essays, graduation projects or monographs, training reports, dissertations or theses.

2. A paper or short essay, when undertaken within the assessment framework of a discipline, must not exceed 15 (fifteen) pages, which must be formalized according to the rules described in the following article.

2.1. This type of work is essentially expositive by nature and reveals a personal reading on a given subject, duly supported and confirmed by the most updated bibliography on the subject undertaken.

3. A graduation project or a monograph is an academic work of about 30 (thirty) to 60 (sixty) pages, focussed on a discipline or a disciplinary area within the course at stake, on which the student is expected to reveal a reasonable grasp of scientific research methods and techniques and sufficient autonomy of analysis of the different bibliographic, empirical and/or experimental data collected.

3.1. In all graduation courses lectured at UFP, the graduation project or monograph corresponds to a compulsory curricular unit, whose purpose is to undertake a final quality control of the scientific formation acquired by the student.

4. A dissertation, focussed on a specific subject and normally associated with the attainment of an MA degree, is based on a critical, pertinent and reasonably informed bibliographical revision, including (or not) an empirical and/or experimental and/or clinical 'case study'.

4.1. The M.A. dissertation is a work that demonstrates formal and content expertise, which should range between 70 (seventy) and 100 (one hundred) pages.

5. A thesis, normally prepared with a view to obtaining the degree of Doctor, is a work of profound scientific research on a given subject, which values the originality of the theoretical and/or empirical and/or experimental and/or clinical research, the scope of the data gathered

and/or constructed and the contribution given to the furthering of knowledge within the area at stake.

5.1. The PhD thesis, supported by a methodologically sustained and technically accurate discourse, should range between 150 (one hundred and fifteen) and 300 (three hundred) pages.

6. Whenever a given second cycle involves the writing of a 'Final training report' or a 'project report' instead of a strictly scientific work (subparagraph b, article 20 of Law Decree 107/2008 of 25 June), these works must be structured as follows:

6.1. The final training report will include, besides the title, date and addressee, a short abstract, a normal tripartite structure (*Introduction*, with objectives, the circumstances involving the writing of the report and the major guideline; *body of the report*, with the description of the context and event succession, relevant remarks, results, objective critical analysis and proposal for resolution/alteration or continuity – *Conclusion*, in which is established the connection between the expected objectives and final results) plus *Bibliography*.

6.1.1. The extension of the final report should range from 60 (sixty) to 80 (eighty) pages.

6.2. The Project Report, besides complying with the respective normal text, must reflect a methodology that includes a theoretical and practical approach, set out and developed according to the following stages: *Problem Identification/ formulation; stages of the field work* carried out (data collection and recording, strategies used, literature adequate for dealing with data collected, final assessment of results); *Final conclusions* and *General and specific Bibliography*.

6.2.1. The extension of the Report of a Project Work must range from 60 and 80 pages.

Article 2

(Edition guidelines)

1. With the exception of papers or short essays, all other scientific works must be bound in UFP's own binding, which should be acquired at the Photocopy Services. Works which do not comply with this regulation will not be accepted.

2. The title page must contain, firstly, the student's name, followed by the title of the work and the name of the institution, followed, lastly, by the place and year of submission.

2.1. This page will be followed by a blank page and by another that repeats the information contained in the title page.

2.2. The fourth page will display the name of the author, the title of the work, the signature of the student certifying the originality of the work and, on the lower right side of the page, the following text: 'Work presented submitted to Fernando Pessoa University as a requirement for the attainment of the degree of... in...'

2.3. On the following page, an abstract in Portuguese and in English will be presented. This abstract will focus on the main aspects of the work and on the results obtained.

2.4. After this page, although it is not mandatory, there can be a page with dedications, followed by another page with acknowledgements.

2.5. The table of contents should be placed after the dedications and acknowledgements or after the abstract, when the former do not exist. It should include the different titles and subtitles used in the body of work, as well as 'Bibliography', 'Appendixes' and 'Attachments', should they exist.

2.5.1. 'Figures', 'Questionnaires', 'Maps' and 'Tables' should be listed on a separate table of contents, immediately after the main one and according to the same order.

2.6. Whenever there are several attachments and their extent is excessive (over 50 pages in total), it is preferable that they are presented under separate volumes. Likewise, maps and figures, when not directly relevant for the understanding of the exposition, and when too numerous, should be, according to textual harmony, placed as attachments, duly classified and numbered.

3. The work should be presented on white A4 pages, Times New Roman, size 12.

3.1. The text will be justified, with 1,5 line spacing and double spacing in case of paragraphs.

3.2. The body text will have the following margins: top and bottom 2,5 cm; left and right 3 cm.

3.3. Page numbers will use Times New Roman, size 10. Page numbers will be placed on the bottom centre of the page.

3.4. The header containing the title (in full or short form) will be centred, Times New Roman, size 10, placed on the top of the page.

3.5. The chapters of the work will be numbered in upper case Roman numerals; subchapters, should they exist, will be numbered in Arabic numerals; subparagraphs, should they exist, will be numbered in lower case roman numerals.

4. Except in dedications and acknowledgements, or in the case qualitative data is being presented (parts of interviews, etc.), or yet in the case of a properly exposed and justified methodological strategy, only impersonal language is accepted, by means of the use of the third personal singular or first person plural.

5. The specific nature of some of the courses lectured at UFP can imply exceptions to the above guidelines, since the peculiarities of the different areas of knowledge can entail specific criteria, namely as far as graphics and other non-documental sources of exposition are concerned.

Article 3

(Inner Structure of the Work)

1. The inner structure of a scientific work normally consists of three parts: 'Introduction', 'Development' and 'Conclusion'.

1.1 The 'Introduction' should contain the following elements, in a summarized manner:

- The object of the work (the theme);
- The personal and academic motivations of the author (justification of the theme);
- The objectives of the work (questions to be answered or hypotheses to be tested);
- The method(s) and technique(s) used (the types of research and respective tools);
- The temporal and/or spatial limits (the restrictions of the research); and
- What has been accomplished with the work (the results of the work).

1.2. In 'Development', besides the rest of the expositive work, the following elements should be present:

- an adequate bibliographic review with the theories pertaining to the theme and object at stake, where the following is undertaken: explanation of the object(s) and underlying issue(s) implied; verification of the diverse sub-themes stemming from the general theme; exposition of concepts and its possible implementation (characterization of the main theme);
- Development of the methodological and technical explanations that were previously enounced (methods used) and reference to laboratorial or field work, questionnaires applied, and/or other forms of research that might have been undertaken (explanation on how the work was devised).
- Exposition of the original contribution of the work to the furthering of knowledge and/or the opening of new horizons of scientific research on the subject.

1.3. In 'Conclusion', one should:

- Be succinct, resuming the main points enounced during the stages of 'Introduction' and 'Development';
- Avoid the formulation of ideas that are not in accordance with the rest of the themes previously developed; avoid the use of quotations; avoid mentioning authors that were not mentioned before or including new data;
- Get back to the key points that were previously enounced, namely as a form of ascertaining whether the objective of the work has been effectively accomplished.

2. The bibliography, in alphabetical order and listed by typologies, if that is the case, should be presented according to the Harvard System or according to the Portuguese Norm.

2.1. As to the application of the Harvard System, the following general structure should be followed:

Surname, N. [Name] (Year). Work Title [in italics]. Place of Publication, Publisher's Name.

Example:

Aaker, D. (1984). *Developing Business Strategy*. New York, John Wiley & Sons.

Ansoff, I. and McDonnell, E. (1990). *Implanting Strategic Management*. London, Prentice Hall International.

Smith, M. Thorpe, R. and Lowe, A. (1991). *Management Research: An Introduction*. London, Sage Publications.

2.1.1. In the case of works with more than three authors, only the first should be mentioned, followed by the abbreviated Latin expression '*et alii*'.

2.1.2. In the case of chapters inserted in books, these should be indicated by the name(s) of the author(s), title in normal lettering, followed by '*In:*' and the editor(s) (author) and title of the original source in italics. In this case, at the end of the entry, should be added the page range corresponding to the chapter:

Surname, N. [Name] (Year). Article's Title. *In:* Surname, N. [Name] (Ed.). Work Title [in italics] Edition [whenever existent]. Place of publication, Publisher's Name, p. X [or, pp. x-xx].

Example:

Axelrod, R. (1976). Decision for Neoimperialism: The Deliberations of the British Eastern Committee in 1918. *In:* Axelrod, R (Ed.) *The Structure of Decision. The Cognitive Maps of Political Elites*. Princeton, NJ, Princeton University Press, pp. 23-55.

2.1.3. In the case of articles inserted in journals, they should be indicated with the title in normal lettering, followed by the title of the original source in italics, volume, issue number and range of pages corresponding to the article:

Surname, N. [Name] (Year). Article's Title on the Journal, Journal's Title [in italics], Volume (Number x / Trimester / Month, etc), p.x [or, pp. x-xx].

Example:

Aaker, D.A. (1983). Organizing a Strategic Information Scanning System. *California Management Review*, 25(2) pp. 76-83.

2.1.4. Articles without mention of author's name (for instance, newspaper article or companies' reports) should be alphabetically listed starting from the name of the organization or responsible source:

Example:

Horwath Consulting.(1991). *Portuguese Hotel Industry 1990*. Lisbon, Horwath Consulting.

2.1.5. In the case of documents available on the internet, they should be indicated in the following manner:

Surname, N. [Name] (Year). Title of document [Online]. Available at<address> [Accessed on date]

Example:

Schaum, D. (1996). Blind Signature Technology and Digital Privacy. [Online] Available at <<http://www.digicash.com/publish/sciam.htm>>, [Accessed on 06/09/1999]

2.1.6. In the case sites on the internet, main pages, personal pages or institutional pages are mentioned, the following format should be used:

Example:

The International PGP Home Page. [Online] Available at <<http://www.pgpi.com/>>.[Accessed on 06/09/1999].

2.1.7. In the case publication in digital journals are mentioned, the following format should be used:

Example:

Zack, M. (1999). Managing Codified Knowledge. *Sloan Management Review*, 40(4). [Online] Available at <<http://mitsloan.mit.edu/smr/past/1999/smr4044.html>>.[Accessed on 06/09/1999].

2.1.8. If only the journal is to be quoted:

Example:

Information Strategy.[Online].Available at <<http://www.infostrategy.com/front.cgi/>>.Monthly. [Accessed on 06/09/1999].

2.1.9. In the case of CD-ROM publications, the following format should be adopted:

Example:

Association for Computing Machinery (1997).*1997 Electronic Catalog*.[CDROM].

New York, John Wiley & Sons, Inc. IBM PC and compatible, Macintosh.

International Business Machines (1997).*An Introduction to JAVA Programming using VisualAge*.[CDROM].MindQ Publishing. IBM and compatible.

2.2. The Portuguese norm differs from the Harvard System essentially in the following points: the surname of the author is written in upper case; the name cannot be shortened, unless it appears in that form on the book cover: the date of edition is always placed after the name of the publisher.

Example:

LUFT, Lya. *Losses&Gains*. Rio de Janeiro: Record, 2003.

Article 4

(Treatment of Bibliographical Sources)

1. The core of all scientific work is based on the gathering of all the possible and relevant data on a given subject, scientifically relating everything that is exposed, by means of a correct grounding of the data implicated in the study, namely by the use of quotations and confrontation of different authors.

2. Solely the references used in the text, and only those, should appear in the final bibliography listing.
3. Classroom notes, conference notes, etc, are not scientifically admissible, unless they have been published and duly referenced.
4. One should avoid references to sources which are difficult or impossible to consult, such as personal communications, events without published proceedings and documents with restricted or temporary circulation.
5. Original sources should be indicated by the 'author-date' methodology or 'Harvard System', next to the quotation of the referenced author(s). In the case one is dealing with a direct quotation, or the personal and exact reconstruction of a given part of the original text, one should add to the elements given the indication of the consulted pages (cf. the following examples).

Example 1:

The first author to address this issue was Aguilar (1967), in a study on the forms by which managers obtain relevant data on the events that take place in the external sphere of the company.

Example 2:

The research undertaken to the present day in this area demonstrated that the importance that strategic analysis carries for businesses may be inferred by the way analytic activities are integrated in the process of strategic planning (Costa, 1997, p.3).

6. The quotations withdrawn from the original text can be one of two types: paraphrased or direct. Direct quotations correspond to the faithful transcription of the author's text, which, in case it is shorter than two lines, will appear between quotation marks in the body of the document (example 3). In the case the quotation exceeds two lines of text, it will be set apart, using a smaller lettering size (size 10), as represented in example 4.

Example 3:

In fact, and as Costa (1997, p.3) points out, '(...) as companies grow in size and complexity, their needs in terms of formal strategic planning also increase.'

Example 4:

The knowledge about these events allows managers to identify the main trends in their area of business, enabling them to direct the actions of their companies in a consonant manner. Based on the results of this study, Aguilar (1997, p. VII) has defined external strategic analysis as:

The collection and analysis of data on events taking place on the external entrepreneurial environment, whose knowledge will help managers with their task of programming and leading the future paths of their companies.

- 6.2. When one wishes to quote an author who was previously quoted by another – indirect source – the indication *cit. in* should be used.

Example 5:

According to Jain (*cit. in* Costa 1997), the efficiency of strategic planning is directly related with the ability of undertaking external strategic analysis.

Example 6:

The efficiency of strategic planning is directly related with the ability of undertaking external strategic analysis (Jain *cit. in* Costa 1997).

6.3. Interpretations and summaries of the author of the academic work inside the quotations should be indicated with square brackets [].

Example 7:

The efficiency of strategic planning [as a means of formal development of the strategy] is directly related with the ability of undertaking external strategic analysis (Jain *cit. in* Costa 1997).

6.4. In the cases of inclusion or textual reference to works with three or more authors in the body text, the reference will appear as follows: Smith et al. (1991), or (Smith et al, 1991).

Example 8:

According to Costa et al (1997), in order to be able to take strategic decision in a well-informed manner, it is necessary that managers are properly briefed on their entrepreneurial environment.

In order to be able to take strategic decision in a well-informed manner, it is necessary that managers are properly briefed on their entrepreneurial environment (Costa et al, 1997).

Article 5

(General Information on Style)

1. Notes must appear as footnotes. Notes refer to data that does not need to appear in the body text. The excessive use of footnotes can, however, hinder the reading of the work; therefore, one is advised to carefully assess their pertinence.
2. In the same manner, one should avoid excessive use of many different graphic styles, such as italics, bold, quotation marks or underlined words. It is preferable to adopt a coherent and uniform style, in such a manner that it does not detract from the reading of the text.
3. Learning of the essential characteristics of word processor being used is advisable, since it will ease the process of writing. The most common mistakes, and the easiest to avoid, are the following:
 - 3.1. use of minus (-), instead of dash (– or -). Their length is different, and their use in a text obeys strict rules;
 - 3.2. separation of two words in two different lines when these words should be together in the same line. Whenever two words are meant to be together, with a space between them, one should insert an 'indivisible space' (cf. the word processor manual)
4. A document is not written all at once. It is advisable that one starts by defining the main titles and subtitles, and progressively fulfils each of the sections thus defined.
5. Due to the synthetic nature of this Manual, it is advisable to consult other works available at UFP's library, where these and other textual and methodological aspects are dealt with in a more extensive manner.

Article 6

(Criteria for Work Assessment)

1. The work should be previously evaluated by all members of the jury according to the parameters in the following tables:

1.1. Identification Form

Title:

Student:

Date of Reception:

Name(s) of Evaluator(s):

Date of Assessment:

1.2. Assessment: analysis of the written work

1. Compliance with editing norms

No 1 2 3 4 5 Yes

Comments:

2. Graphic quality of the written report

Low 1 2 3 4 5 High

Comments:

3. Clarity of the written report

Low 1 2 3 4 5 High

Comments:

4. Validity of the theme chosen

Low 1 2 3 4 5 High

Comments:

5. Complexity and quality of bibliographical research

Low 1 2 3 4 5 High

Comments:

6. Structure

None 1 2 3 4 5 Adequate

7. Depth of analysis and work development

Low 1 2 3 4 5 High

Comments:

8. Originality

Low 1 2 3 4 5 High

Comments:

9. Scientific Methodology

None 1 2 3 4 5 Adequate

Comments:

10. Application of concepts acquired

None 1 2 3 4 5 Adequate

Comments:

11. Interpretation of results

Nul 1 2 3 4 5 Adequate

Comments:

12. Relation of conclusions with problem under investigation

Low 1 2 3 4 5 High

Comments:

13. Scientific Opinion

2. The opinion on the previous assessment should be formulated in the following manner:

2.1. accept the assessed version without modifications;

2.2. accept, subject to modifications suggested;

2.3. refuse, with recommendations for resubmission.

3. The student will receive a copy of the modifications or recommendations suggested.

4. In either of the following two situations, the student must reformulate the work:

4.1. At least one of the items of analysis of the written work was scored 1 (one);

4.2. At least six items of analysis of the written work were scored 2 (two).

5. During the presentation and viva voce examination of the work, the jury must take into account, namely, the following aspects:

14. Clarity of presentation

Inadequate 1 2 3 4 5 Adequate

Comments:

15. Quality of support material

Low 1 2 3 4 5 High

Comments:

16. Relevance of the answers given

None 1 2 3 4 5 Adequate

Comments:

17. Posture during presentation

Non professional 1 2 3 4 5 Professional

Comments:

18. Final Comment