

General Guidelines

- The footnotes are used solely for the broader discussion about the researched topic, remark by the authors, for stating an example, comparing the information with additional date, or to specify the time segment, specific part of the work.
- The first mention of a scientific term is written in *italics*, e.g. *virtual reality*. Further mentions are not in *italics*, however.
- Quoting marks are written as follows: “English.”
- *Italics* is used when naming monographs, academic journals, websites, textbooks, encyclopaedias, dictionaries, research reports, titles of films, television works, musical works, digital games. It is also used to emphasise algebraic symbols, e.g., Cohen’s *d* or a Likert scale (1 = *strongly disagree* to 5 = *strongly agree*). It is not used in the case of media organisations and their abbreviations (Home Box Office, MTV, RTVS, Reuters).
- When using an abbreviation for the first time, e.g. The United States of America (USA), it is necessary to introduce the abbreviation like this. After that, only the abbreviation can be used.
- Each new paragraph in the text is tab-aligned to 1.25 cm.
- Both single-author and co-authored works use the first-person plural.
- The principle of (unknown) gender identity should be respected., e.g. The viewer expresses their (NOT ~~his/her~~) preferences by saying that ...
- Each source of information referenced in the text must be included in References; it is always listed only once. Each item listed must also appear in the body of the text. The exception is the situation when a private communication is identified as the source of the information, e.g. a discussion via e-mail that cannot be verified.
- If a reference included in the text refers to a work written by two authors, the names of the authors are given as follows: (Čábyová & Krajčovič, 2020). If three or more persons are involved, the model (Kusá et al., 2022) is used instead. The order in which individual persons are originally listed must be preserved.

Long URLs (hyperlinks) can be written in shortened versions (created using so-called URL shorteners). URL shortening is possible, but not recommended unless the URL is really long.

Use of quotation marks in texts (except in short quotations)

- Emphasis of a particular letter – the letter “A”
- Phrase – The respondent answered to the stated question “yes.”
- Interpreting the results of different types of research, surveys – The first question in questionnaire was “How often do you use social media?” There is no longer full stop after the interrogative sentence.
- Irony – e.g. “normal” behaviour, to act below one’s “level”
- If the title of a study in the journal, conference paper, or chapter in publication is mentioned in the text (however, the quotation marks are not in the bibliographic reference) – e.g. Solík and Mináriková (2014), in a study titled “Social recognition in a global space: Possibilities and limits of media reflection”, state that...
- BUT: *Synergy of sectors in the globalised media industry* (Radošinská et al., 2022) state that... (titles of entire publications are in *italics*, not in “quotation marks”).

Quoting and Paraphrasing

Quote shorter than 40 words

Kvetanová and Radošinská explain: “Today’s television dramas, specifically audio-visual products provided by Internet-distributed television, are fully adapted to the needs of the mainstream viewer” (2023, p. 82).

Quote longer than 40 words

In their study “Taboo topics in limited series offered by Internet-distributed television” (2023), Kvetanová and Radošinská conclude that contemporary television dramas involve prominent female characters associated with taboo topics.

Some of the most prominent taboo topics in today’s limited series are inherently associated with female characters and their struggles – such as a pragmatic middle-aged woman who is much more intelligent and efficient than fellow (male) policemen, a young girl facing mockery and irony while doing everything in her power to prove that she was raped, a young mother working as a house cleaner and building her future after she left her abusive partner, or teenaged girls and boys facing adversity while striving to define and establish their identities. Topics such as sexual violence, self-harm, suicide and mental and/or physical abuse are depicted quite often and explicitly. These stories merge the given topics with various expressions of racism, sexism and gun violence. Their ability to ‘mirror’ the complex realities of hypermodern society is therefore quite extraordinary. (Kvetanová & Radošinská, 2023, p. 83)

Quote exceeding the boundaries of a specific page (p. is replaced by pp.).

Kvetanová and Radošinská explain: “Text text text text text text text text” (Kvetanová & Radošinská, 2023, pp. 82–83).

OR

Kvetanová and Radošinská (2023) explain: “Text text text text text” (pp. 82–83).

Paraphrasing (a work written by a single author)

Text text text text text text text (Mago, 2020).

OR

Mago (2020) text text text text text text text.

OR

In his publication, Mago (2020) text text text text.

Paraphrasing (a work written by two authors)

Text text text text text text text (Madleňák & Švec, 2021).

OR

Madleňák and Švec (2021) text text text text text text text.

OR

According to Madleňák and Švec (2021), text text text text text.

Paraphrasing (a work written by three or more authors)

Višňovský et al. (2022) text text text text text text text.

OR

As noted by Višňovský et al. (2022), text text text text text text text.

OR

Text text text text text text text text (Višňovský et al., 2022).

Paraphrasing monographs, textbooks, encyclopaedias, brochures, research reports with no specified authorship

Knowledge Encyclopedia Human Body! (2017) claims that text text text text text text text text text text.

OR

Text text text text text text (*Knowledge encyclopedia human body!*, 2017).

Paraphrasing chapters in edited volumes, articles, blogs, web pages with no specified authorship. Multiple items are separated by semi-colons.

Similar development tendencies are specified by multiple professional websites as well (see, for example, “Five Top Marketing Trends to Keep an Eye on in 2021”, 2021; “Ten Marketing Trends and Predictions for 2023”, 2023).

Specific Cases

Summarising a topic – referring to multiple items. The items are separated by semi-colons. Multiple works written by the same author are arranged chronologically, those published earlier are mentioned first.

This issue has recently been addressed by several authors (see, e.g. Pravdová, 2009; Pravdová, 2022; Radošinská et al., 2021).

Anonymous author (no specified authorship)

Text text text text text text text (Anonymous, 2023).

More than just one work published by the same author(s) or organisation(s) in the same year

Several reports published by World Health Organization have confirmed this claim (2023a, 2023b, 2023c, 2023d).

More than just one work published by the same author(s) or organisation(s) is not dated.

Several reports by Slovak Radio and Television (n.d.a, n.d.b., n.d.c) prove that....

Private communications (e.g. e-mails, short text messages and chats, expert opinions, unrecorded conversations, telephone conversations, unrecorded university lectures or webinars, private correspondence) should be used minimally, only when necessary. If used as a source of information, an item like this is referred to in the text as follows.²

Based on Gálik's opinion (e-mail communication, June 30, 2023), text text text text text text text.

OR

Text text text text text text text text (M. Švecová, personal conversation, May 18, 2024).

Web content (websites, blogs, research reports, podcasts, etc.) with clear authorship

Text text text text text text text text (Jenkins, 2018).

Text text text text text text (see Jackman & Reddy, 2020), text text text text text text.

As stated by World Trade Organization (2022), text text text text text.

According to Gerbner et al. (1982), text text text text text text.

Quoting digital sources, e.g. journalistic content available online – sections, paragraphs or their titles need to be specified.

Quote exceeding 40 words

The Oscar-winning actor Alan Arkin has passed away aged 89. The news that confirmed Arkin's passing was published on June 30, 2023, specifying his most critically acclaimed roles.

Arguably the most high-profile role of Arkin's early career came in 1970, when he was cast as Yossarian in the Mike Nichols-directed adaptation of Catch-22 – though that film was somewhat overshadowed by the similarly themed M*A*S*H*, released the same year. (Pulver, 2023, para. 3)

² Note: Information sources of this type are unverifiable and generally inaccessible, and thus not included in lists of bibliographic references.

Quote shorter than 40 words

World Health Organization claims: "It is important to note that concerns about the potential harmful effects of opioids are valid, such as their potential to lead to opioid use disorder" (World Health Organization, 2023, "Reasons for the Disparity" section, para. 3).

References

- Hypertext references can be underlined.
- No academic titles are included.
- A missing date is processed as follows: n.d. (no date).
- A date specifying when exactly content was accessed is only necessary if the content is permanently updated.
- Hypertext references are not followed by a full stop.
- DOI (Digital Object Identifier) is supposed to be included if it is available.
- Personal communications (mentioned in the text) are not included.
- Only a publishing house's name is specified, not the town/city where the company is located.
- If a reference originally starts with a number, e.g. 10 Marketing Trends and Predictions for 2023, it is re-written in References as follows: Ten Marketing Trends and Predictions for 2023.
- References are sorted alphabetically according to the surnames of the first authors. First names are not given, only their initials (including the initials of middle names). The function of the surname of the first author is also taken over by the names of organisations, e.g. World Health Organization. Titles of publications without listed authors, e.g. of encyclopaedias are moved forward by the years of publication and arranged alphabetically, excluding possible definite and indefinite articles (in English A, An, The), which are not taken into account in the alphabetical arrangement.
- If a reference exceeds one line, all following lines are aligned through tabs (1.25 cm).
- **Titles of publications and sources published in a language other than in English (e.g. sources written in Slovak used in an English-written paper) are not to be translated.**
- **When specifying names of publishing houses, no forms of corporate structures should be indicated (e.g. Sage Publications Ltd.).**

- **When referring to dialogues, specific parts, segments of media products (films, music videos, podcasts, videocasts, TV broadcasts, streamed content, television dramas, or specific episodes, songs, videos shared via social media, etc.), a footnote reference should be created to determine the time segment. Example: In the film *Dune* (Villeneuve, 2021), the characters of Paul Atreides and his mother, Lady Jessica, discuss this matter multiple times.³**

Monograph, textbook, dictionary, encyclopaedia. DOI or URL is included (when available)

No specified authorship

Knowledge encyclopedia human body! (2017). DK Children.

In text: (*Knowledge encyclopedia human body!*, 2017)

Single author

Pravdová, H. (2022). *From homo ludens to homo medialis: Cultural dimensions of game principles and media*. Wolters Kluwer.

In text: (Pravdová, 2022)

At least two, up to twenty authors

Radošinská, J., Točená, Z., & Macák, M. (2022). *Synergia odvetví globalizovaného mediálneho priemyslu*. Wolters Kluwer.

In text: (Radošinská et al., 2022)

Publication in press

Radošinská, J., Mináriková, J., & Višňovský, J. (in press). *Východiská mediálnych a komunikačných štúdií*. University of Ss. Cyril and Methodius.

In text: (Radošinská et al., in press)

Second or other than first edition (specified only if a publication has multiple editions)

Hartley, J. (2002). *Communication, cultural and media studies: Key concepts* (3rd ed.). Routledge.

In text: (Hartley, 2002)

³ Note: The dialogues occur in the time frame 01:23:45 – 01:34:56.

Publication with author(s) and editor(s)

Janssen, J., & Stoyanov, S. (2012). *Online consultation on experts' views on digital competence* (A. Ferrari, & Y. Punie, Eds.). JRD Publications Repository. <https://publications.jrc.ec.europa.eu/repository/handle/JRC73694>

In text: (Janssen & Stoyanov, 2012)

Edited volume – without referring to specific chapter/paper included in the publication

Zillmann, D., & Vorderer, P. (Eds.). (2000). *Media entertainment: The psychology of its appeal*. Lawrence Erlbaum.

In text: (Zillmann & Vorderer, 2000)

Electronic publication with no print version and no publisher

Leeuwe, M. (2021). *How to create a portfolio*. No publisher. <https://www.scribd.com/document/648355126/How-to-create-a-portfolio-Mitch-Leeuwe>

In text: (Leeuwe, 2021)

Chapter with author(s) in a publication, in which each chapter is realised by specific authors in authors collective (without the role of editor)

Bôtošová, L. (2019). Rozhlasové vysielanie. In J. Proner, L. Bôtošová, & S. Mičová, *Ako na mediálne výstupy. Praktická príručka pre začínajúcich novinárov* (pp. 23–48). Faculty of Mass Media Communication, University of St. Cyril and Methodius.

In text: (Bôtošová, 2019)

Web dictionary (no date specified, permanently updated content; the date of accessing the data is needed).

Merriam-Webster. (n.d.). Retrieved June 30, 2023, from <https://www.merriam-webster.com/>

In text: (Merriam-Webster, n.d.)

Web dictionary with a reference to specific term (no date specified, permanently updated content; the date of accessing the data is needed)

Cambridge Dictionary. (n.d.). Rating. Retrieved June 4, 2024, from <https://dictionary.cambridge.org/dictionary/english/rating>

In text: (Cambridge Dictionary, n.d.)

Web dictionary with authorship

Sjøvaag, H., & Ohlsson, J. (2019). Media ownership and journalism. In *The Oxford encyclopedia of journalism studies*. Retrieved June 4, 2024, from <https://doi.org/10.1093/acrefore/9780190228613.013.839>

In text: (Sjøvaag & Ohlsson, 2019)

Conference paper, chapter in an edited volume, dictionary entry

Jurišová, V. (2021). Architektúra značky. In P. Krajčovič, J. Radošinská, & J. Višňovský (Eds.), *Slovník vybraných pojmov z masmediálnej a marketingovej komunikácie* (pp. 10–12). University of Ss. Cyril and Methodius.

Zillmann, D. (2000). The coming of media entertainment. In D. Zillmann, & P. Vorderer (Eds.), *Media entertainment: The psychology of its appeal* (pp. 1–20). Lawrence Erlbaum.

In text: (Jurišová, 2021)
(Zillmann, 2000)

Scholarly study in an academic journal (print only, print and digital, digital with or without DOI). Titles of journals are capitalized, in italics (volumes as well).

Deuze, M. (2020). The role of media and mass communication theory in the global pandemic. *Communication Today*, 11(2), 4–16.

Hudíková, Z., & Pravdová, H. (2022). Reality show as a controversial format of socialisation. *Communication Today*, 13(2), 24–47.
https://communicationtoday.sk/wp-content/uploads/02_HUDIKOVA_PRAVDOVA_CT-2-2022.pdf

Radošinská, J., Rusňáková, L., Točená, Z., & Schwarz, M. (2023). The blockbuster biopic Bohemian Rhapsody as an expression of cinema/music synergy. *Communication Today*, 14(1), 4–20.
<https://doi.org/10.34135/communicationtoday.2023.Vol.14.No.1.1>

In text: (Deuze, 2020)
(Hudíková & Pravdová, 2022)
(Radošinská et al., 2023)

Study in a scientific journal that has been published repeatedly (reprint). There are multiple correct notations.

Ilomäki, L., Kantosalo, A., & Lakkala, M. (2011). What is digital competence? [Reprint]. University of Helsinki Open Repository. <http://hdl.handle.net/10138/154423>

Kumar, S., & Shah, N. (2018). *False information on web and social media: A survey* [Reprint]. arXiv:1804.08559. <https://doi.org/10.48550/arXiv.1804.08559>

In text: (Ilomäki et al., 2011)
(Kumar & Shah, 2018)

Newspaper/magazine article (online)

Pulver, A. (2023, June 30). Alan Arkin, Oscar winning actor in *Little Miss Sunshine*, dies aged 89. *The Guardian*.
<https://www.theguardian.com/film/2023/jun/30/alan-arkin-oscar-winning-actor-little-miss-sunshine-dies-aged-89>

In text: (Pulver, 2023)

Online article, which does not have print version (or it does, but it is not necessary a journalistic content)

Coombs, C. (2021, June 18). Gen Z 'most problem-solving generation ever' survey finds.
<https://thred.com/hustle/gen-z-most-problem-solving-generation-ever-survey-finds/>

In text: (Coombs, 2021)

Daily newspaper article (print). Its page range is needed.

Zemko, T. (2023, June 30). Elektrické autá spochybňujeme už len my, nikto iný. *Pravda*, pp. 8–9.

In text: (Zemko, 2023)

Article in newspaper/magazine (print). Its range, date of publication, volume and number are needed.

Lyons, D. (2009, June 15). Don't 'iTune' us: It's geeks versus writers. Guess who's winning. *Newsweek*, 153(24), 27.

In text: (Lyons, 2009)

Websites providing statistical data and researches (also from third parties)

Statista Research Department. (2026, August 4). Popularity of South Korean dramas worldwide as of December 2025.
<https://www.statista.com/statistics/999239/south-korea-korean-drama-popularity-worldwide/>

Petrosyan, A. (2024, April 10). *Global consumers on spotting deepfake videos 2022*.
<https://www.statista.com/statistics/1367702/global-consumers-detecting-deepfakes/>

In text: (Statista Research Department, 2024)
(Petrosyan, 2024)

Research report

Newman, N., Fletcher, R., Eddy, K., Robertson, C. T., & Kleis Nielsen, R. (2023). *Reuters Institute digital news report 2023*. Reuters Institute for the Study of Journalism.
https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2023-06/Digital_News_Report_2023.pdf

In text: (Newman et al., 2023)

Chapter in the research report with specific author(s)

Chlebcová Hečková, A., & Smith, S. (2023). Slovakia. In N. Newman, R. Fletcher, K. Eddy, C. T. Robertson, & R. Kleis Nielsen, *Reuters Institute digital news report 2023* (pp. 96–97). Reuters Institute for the Study of Journalism.
https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2023-06/Digital_News_Report_2023.pdf

In text: (Chlebcová Hečková & Smith, 2023)

Press release

CNN Press Room. (2013, January 29). *Chris Cuomo joins CNN Worldwide* [Press release].
<https://cnnpressroom.blogs.cnn.com/2013/01/29/chris-cuomo-joins-cnn/>

In text: (CNN Press Room, 2013)

Websites, which are continuously updated

Similarweb. (n.d.). *Chat.openai.com*. Retrieved May 30, 2024, from <https://www.similarweb.com/website/chat.openai.com/#overview>
Gemius Audience. (n.d.) *Websites*. Retrieved May 30, 2024, from <https://e-public.gemius.com/sk/rankings/14345>

In text: (Similarweb, n.d.)
(Gemius Audience, n.d.)

Review

Šašalová, V. (2023). From homo ludens to homo medialis: Cultural dimensions of game principles and media [Review of the monograph *From homo ludens to homo medialis: Cultural dimensions of game principles and media*, written by Hana Pravdová, 2022]. *Communication Today*, 14(1), 210-212.
https://communicationtoday.sk/wp-content/uploads/13_REVIEWS_TODAY_CT-1-2023.pdf

In text: (Šašalová, 2023)

Graduation thesis

Macák, M. (2023). *Vývojové tendencie a znaky priemyslu digitálnych hier* [Unpublished doctoral dissertation]. University of Ss. Cyril and Methodius.

In text: (Macák, 2023)

Film, music video. The production company is specified; multiple producers are separated by semi-colons.

Villeneuve, D. (Director). (2021). *Dune* [Film]. Legendary Pictures.

In text: (Villeneuve, 2021)

Television broadcasting (linear). The production company is specified; multiple producers are separated by semi-colons.

Sámelová, A. (Director of News and opinions section). (2023, June 30). *Správy RTVS* [TV broadcast]. RTVS.

In text: (Sámelová, 2023)

Radio broadcast

Oliver-Taylor, C. (Program director). (2024, June 4). *RN breakfast* [Radio broadcast]. ABC.

OR (if the content is provenly created by the radio presenters)

Karvelas, P. (Radio presenter). (2024, May 31). *RN Breakfast with Patricial Karvelas* [Radio broadcast]. ABC.

In text: (Oliver-Taylor, 2024)
(Karvelas, 2024).

Radio news

Lane, S. (Radio news anchor). (2024, June 4). *AM with Sabra Lane* [Radio news broadcast]. ABC.

In text: (Lane, 2024)

Television drama. The production company is specified; multiple producers are separated by semi-colons. Two different variations of references should be used – based on the work's production status.

Benioff, D., & Weiss, D. B. (Executive producers). (2011-2019). *Game of Thrones* [TV drama]. HBO Entertainment; Television 360; Grok! Television; Generator Entertainment; Startling Television; Bighead Littlehead.

Condal, R., & Sapochnik, M. (Executive producers). (2022-present). *House of the Dragon* [TV drama]. HBO Entertainment; 1:26 Pictures.

In text: (Benioff & Weiss, 2011-2019)
(Condal & Sapochnik, 2022-present)

Specific season of a TV series. The date of releasing the season or its first episode should be declared. The production company is specified; multiple producers are separated by semi-colons.

White, M. (Producer). (2022, October 30). *The White Lotus season 2* [TV series]. HBO Entertainment.

In text: (White, 2022)

Specific episode of a TV series. The production company is specified; multiple producers are separated by semi-colons.

Favreau, J. (Writer), & Filoni, D. (Director). (2019, November 12). Chapter 1 (Season 1, Episode 1) [TV series episode]. In J. Favreau, D. Filoni, K. Kennedy, & C. Wilson (Executive Producers), *The Mandalorian*. Lucasfilm; Golem Creations.

In text: (Favreau & Filoni, 2019)

Musical recording, song. The production company is specified; multiple producers are separated by semi-colons. The date of the first release of the song should be declared as follows.

May, B. (2018). *Who wants to live forever* [Song recorded by Queen]. On *Bohemian Rhapsody original soundtrack*. Universal International Music. (Original work published 1986)

In text: (May, 1986/2018)

BTS (featuring Megan Thee Stallion). (2021). *Butter* [Song]. BigHit Music.

In text: (BTS, 2021)

Music album. The production company is specified; multiple producers are separated by semi-colons.

BTS. (2014). *Dark & wild* [Album]. BigHit Entertainment; LOEN Entertainment; Pony Canyon.

In text: (BTS, 2014)

Remastered music album. The production company is specified; multiple producers are separated by semi-colons.

Pink Floyd. (2016). *The dark side of the moon* (Remastered) [Album]. Pink Floyd Records. (Original work published 1973)

In text: (Pink Floyd, 1973/2016)

Mobile app. The platform where the app is available for download is specified.

Meta. (2023). Facebook (Version 421.0) [Mobile app]. App Store. <https://apps.apple.com/us/app/facebook/id284882215>

In text: (Meta, 2023)

Podcast. The production company is specified; multiple producers are separated by semi-colons.

Blaško, A., Hlavatovič, V., Janščová, K., & Gyuríková, K. (Hosts). (2023, April 28). *Piatoček: Chlieb náš každodenný* [Audio podcast]. Petit Press. <https://podcasty.sme.sk/c/23162486/piatocek-chlieb-nas-kazdodenny.html>

In text: (Blaško et al., 2023)

Videocast. The production company is specified; multiple producers are separated by semi-colons.

Kelce, T., & Kelce, J. (Hosts). (2023, May 22). *New Heights Live with Patrick Mahomes, Roger Goodell, Tony Gonzalez, Eric Stonestreet & more* [Videocast]. Jukes. <https://www.youtube.com/watch?v=v4R0C1WhLAA>

In text: (Kelce & Kelce, 2023)

Streamed video content. Its publication date is declared.

Pinkfong Baby Shark – Kids' Songs & Stories. (2016, June 18). Baby Shark Dance | #babys shark Most Viewed Video | Animal Songs | PINKFONG Songs for Children [Video]. YouTube. <https://www.youtube.com/watch?v=XqZsoesa55w>

In text: (Pinkfong Baby Shark – Kids' Songs & Stories, 2016)

Legal act – no additional data on amendments and supplements is needed.

Gender reassignment amendment bill 2015 (2015). <https://www8.austlii.edu.au/cgi-bin/viewdoc/au/legis/wa/bill/grab2018290/>

Zákon č. 264/2022 Z. z. o mediálnych službách (2022). <https://www.slov-lex.sk/pravne-predpisy/SK/ZZ/2022/264/20220801.html>

In text: (Gender reassignment amendment bill 2015, 2015)
(Zákon č. 264/2022 Z. z. o mediálnych službách, 2022)

Web content (unspecified, no date, no authorship)

IMDb. (n.d.). Most popular movies. https://www.imdb.com/chart/moviemeter/?ref_=nv_mv_mpm

In text: (IMDb, n.d.)

Social media content (a photo, a video, etc.)

Messi, L. [@leomessi]. (2022, December 18). Campeones del Mundo!!!!!! [Instagram photographs]. Retrieved from https://www.instagram.com/p/CmUv48DLvxd/?utm_source=ig_web_copy_link

In text: (Messi, 2022)

Publicly available social media post. Only the first 40 words are included.

Facebook. [@facebook]. (2022, May 4). “As a Latino in the gaming world, the challenges that we faced every day were obvious. We created the organization to support each other, but quickly realized it could help make the industry a more inclusive and accessible place for [Facebook post]. Retrieved from <https://www.facebook.com/facebook/photos/a.376995711728/10161400496991729/>

Geneva Ashdene. [@Geneva-Ashdene]. (2019, January 9). Boy and girl falls in love, but has to date another or give up because of family opposition/socio-economic gap/education gap/hidden family secrets/arranged marriage/family feud/etc, when finally being able to be together then they find out that one of them has [Answer on Quora]. Retrieved from <https://www.quora.com/What-are-the-typical-storylines-of-Korean-drama/answer/Geneva-Ashdene/log>

In text: (Facebook, 2022)
(Geneva Ashdene, 2019)

Social media profile (e.g., on Facebook, Instagram, Twitter/X). A specific profile segment is declared (i.e., posts, IGTV, tagged) in italics. It is necessary to state the date when the content was retrieved, as it might be updated multiple times.

Swift, T. [@taylorswift]. (n.d.). Posts [Instagram profile]. Instagram. Retrieved February 5, 2024, from <https://www.instagram.com/taylorswift>

In text: (Swift, n.d.)

TikTok profile. Not divided into segments; therefore, first 20 words included in caption are stated in italics. If no caption is available, information is omitted. The date when the content was retrieved is stated, as it might be updated multiple times.

The Rock. [@therock]. (n.d.). CEO of #RockTok [TikTok profile]. TikTok. Retrieved February 5, 2024, from <https://tiktok.com/@therock>

In text: (The Rock, n.d.)

Video on TikTok/Twitter(X)/Instagram. Authorship is held by the person/organization/institution named in the profile. Date of publication is declared. The video's title is in italics, consisting of the first 20 words in caption. An emoji, a link or a hashtag is always considered as a single word. Emojis are not written in italics.

Guinness World Records. [@guinnessworldrecords]. (2022, December 1). *Most viewed video on @tiktok - 2.2 billion by @zachking #harrypotter #illusion #gwr2023* [Video]. TikTok. <https://www.tiktok.com/@guinnessworldrecords/video/7172183875538488582>

In text: (Guinness World Records, 2022)

Blog. Its publication date is declared.

Frade, R. (2023, June 5). Catherine D'Ignazio and Lauren Klein interviewed by Renata Frade: The future of tech feminism in the present with artificial intelligence and storytelling. <https://henryjenkins.org/blog/2023/6/5/catherine-dignazio-and-lauren-klein-interviewed-by-renata-frade-the-future-of-tech-feminism-in-the-present-with-artificial-intelligence-and-storytelling>

In text: (Frade, 2023)

Electronic publication. If it is not available in print, URL where it is published is specified.

Johnson, C. (2019). *Online TV*. Routledge.

In text: (Johnson, 2019)

Audio book. "Narr." refers to a narrator. The date of the first release of the book should be declared as follows.

Brontë, C. (2006). *Jane Eyre* (J. Stevenson, Narr.) [Audiobook]. BBC Audiobooks. https://www.audible.com/pd/Jane-Eyre-Audiobook/B002V5CWOY?ref=a_ep_FreeLi_c7_product_1_3&pf_rd_p=386dd20b-1f95-4f70-aec4-3c61759376a5&pf_rd_r=XC3CWCX3F0K28JG4FH4D&pageLoadId=kWoJyr0QAm3fCTIH&creativeId=fe89080d-b720-4f55-b9ba-b8875f975b13 (Original work published 1847)

In text: (Brontë, 1847/2006)

Digital game (its hosting platform or version included). No difference between digital games in physical and digital-only distribution. A digital game is authored by its developer(s). The game's publisher is also declared.

Naughty Dog. (2022). *The Last of Us part I*. (PS5 version) [Digital game]. Sony Interactive Entertainment.

In text: (Naughty Dog, 2022)

Digital game available online, via mobile apps, social media, etc. A digital game is authored by its developer(s). The game's publisher is also declared.

Zynga. (2021). *Farmville 3* [Digital game]. Zynga. <https://zynga.social/Fv3FB>

In text: (Zynga, 2021)

Digital game series including different titles, possibly developed and published by different entities. A digital game series is authored by the developers of specific titles. The individual titles' publishers are also declared.

Core Design, Crystal Dynamics, Eidos-Montréal, & Square Enix Montréal. (1996-2023).
Tomb Raider (series) [Digital game]. Eidos Interactive; Square Enix; Microsoft Studios.

In text: (Core Design et al., 1996-2023)

Art exhibition, exhibitions of works of art with authorship. Attach the official link of exhibition, if available. In parentheses, write beginning and end (2024-2026), do not write present.

Martinez, J.-L., & Douar, F. (Curators). (2018-2019). *Archaeology goes graphic* [Exhibition].
Louvre, Paris, France.

In text: (Martinez & Douar, 2018-2019).

Art exhibition, exhibitions of works of art without authorship. Attach the official link of exhibition, if available. In parentheses, write beginning and end (2024-2026), do not write present.

Design for eternity: architectural models from the ancient Americans [Exhibition]. (2015-2016). The Met Fifth Avenue, New York, NY, United States.
<https://www.metmuseum.org/exhibitions/listings/2015/design-for-eternity>

In text: (*Design for eternity: Architectural models from the ancient Americans*, 2015-2016).

Photography artwork, fine art (painting, 2D and 3D printed, drawings, sculptures, pottery), multimedia, digital art and installations. Include an official gallery link with exact reference, if available. Always include description of the type of art. This may be simple notation of [Painting], but [Oil painting] or [Oil on canvas], [Oil on wood] is also acceptable. In case of an untitled work, a description in square brackets should be included in place of the title.

van Gogh, V. (1889). *The starry night* [Painting]. The Museum of Modern Art, New York, United states. <https://www.moma.org/collection/works/79802>

Písařík, P. (1968). [Combined technique on canvas]. Private collection.

In text: (van Gogh, 1889)
(Písařík, 1968)

Specific Cases

Multiple references to publications written by the same author – listed in accordance with their publication date, not alphabetically. Those published earlier are listed first.

Pravdová, H. (2009). *Determinanty kreovania mediálnej kultúry*. University of Ss. Cyril and Methodius.

Pravdová, H. (2022). *From homo ludens to homo medialis: Cultural dimensions of game principles and media*. Wolters Kluwer.

Multiple references to the works of a specific author, if some of them are co-authored – the order of their listing is not determined by the title according to the alphabet. The works that the given person published without co-authors are always listed first (according to the year of publication, not alphabetically).

Murár, P. (2017). *Marketingové výzvy web stránok*. University of Ss. Cyril and Methodius.

Murár, P. (2021). *Methods of planning, researching and evaluating websites*. Wolters Kluwer.

Murár, P., & Piatrov, I. (2022). *Digitálny marketing*. University of Ss. Cyril and Methodius.

Multiple references to works published by the same author, in the same year. Their numerical designation is needed (2012a, b, c, d, etc.), which is assigned chronologically, according to the order of use of the individual sources in the text.

Višňovský, J. (2012a). *Problematika štruktúry a kompozície v novinárstve*. University of Ss. Cyril and Methodius.

Višňovský, J. (2012b). *Premeny žurnalistického profilu novín*. In D. Petranová, M. Solík, & A. Plencner (Eds.), *Nové diskurzy mediálnych štúdií – Megatrendy a médiá 2012* (pp. 153–169). University of Ss. Cyril and Methodius.