

MLA, APA, ETC.



2007
EDITION

CITATION STYLES

FOR

EVERY-1

***DIFFERENCES
BETWEEN
SYSTEMS AREN'T
ARBITRARY--
IT JUST SEEMS
THAT WAY!***

***STYLE MANUALS
ACTUALLY MAKE
SENSE TO ME
NOW!***





Tedious Work, Trivial Details? ***A Fresh Look at Bibliographic Citation***

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Some Definitions of Rhetoric

- “Rhetoric may be defined as the faculty of observing in any given case the available means of persuasion.”—Aristotle, *Rhetoric*
- “The word *eloquence* in its greatest latitude denotes, ‘That art or talent by which the discourse is adapted to its end.’”—George Campbell, *The Philosophy of Rhetoric*



Some Definitions of Rhetoric

- “All utterance, except perhaps the mathematical formula . . . may be interpreted rhetorically by being studied in terms of its situation . . . as if it were an argument.”—Thomas O. Sloane, “Rhetoric,” *Encyclopaedia Britannica*



Five Canons of Rhetoric

- Invention (*inventio*)
- Arrangement (*dispositio*)
- Style (*elocutio*)
- Memory (*memoria*)
- Delivery (*pronuntiatio*)



Theoretical Basis

“There are degrees of objectivity, and there are various disciplines which have their own rules for expressing their laws or their content in the most effective manner for their purpose. But even this expression can be seen as enclosed in a rhetorical intention. [. . .] If one looks widely enough, one can discover its rhetorical dimension, to put it in still another way” (Weaver 222).



Theoretical Basis

Every social circle or milieu is distinguishable in terms of its dominant opinions and unquestioned beliefs, of the premises that it takes for granted without hesitation: [. . .] an orator wishing to persuade a particular audience must of necessity adapt himself to it. Thus the particular culture of a given audience shows so strongly through the speeches addressed to it that we feel we can rely on them to a considerable extent for our knowledge of the character of past civilizations. (Perelman and Olbrechts-Tyteca 20-21)



Conclusions

- MLA and APA documentation styles are at once similar and different
- Many, but not all, of the differences are rhetorically significant, reflecting divergent disciplinary assumptions regarding the apprehension and communication of knowledge



Conclusions

- APA
 - Effaces author identity and gender
 - Emphasizes research findings, not the written text
 - Emphasizes priority of research
 - Privileges published, empirical sources
 - Privileges journal literature
 - Anticipates co-authorship



Conclusions

- MLA
 - Positively identifies author
 - Emphasizes interaction with *verbiage* (not just ideas)
 - Shows less concern for currency of sources
 - Emphasizes authorship of texts, with concomitant impulse to discourage plagiarism
 - Uses abbreviations heavily
 - Prefers authoritative sources but allows for others
 - Is uncomfortable with electronic sources
 - Views bibliographic style as essence of scholarly apparatus



Conclusions

- Emerging scholars need to be acculturated purposively to the discourse standards of their respective communities.
- Authors should consciously choose documentation systems and publication venues that match their research methodology and rhetorical aims.



Works Cited

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