**Plagiarism**

**Where does it start, and where does it end?**

The following uses of source material start with a plagiarising approach and end with an acceptable technique. Consider each approach in turn and draw a line between the last approach that would produce plagiarism, and the first approach that would produce acceptable work.

1. Copying a paragraph verbatim (word for word) without any acknowledgement of where the information came from.
2. Copying a paragraph and making a few minor changes, e.g. replacing a few verbs, or replacing an adjective with a synonym. Including a footnote citation and a full reference in the bibliography.
3. Cutting and pasting a paragraph by putting one or two sentences in a different order and leaving one or two out.
4. Cutting and pasting a paragraph by putting one or two sentences from the original in a different order and leaving one or two out. No quotation marks. Footnote citation included and a full reference in the bibliography.
5. Composing a paragraph by taking short phrases of 10 to 15 words from a number of sources and putting them together with some words of your own to make a coherent whole. All sources included in the bibliography.
6. Paraphrasing a paragraph or sentence, making substantial changes in language, organisation, amount of detail, and examples. In-text citation and a full reference supplied in the bibliography.
7. Summarising in your own words the main idea of part of a text, or a whole text, and citing the source of the original information within the text and in full in the bibliography.
8. Quoting a paragraph verbatim and – depending on length – placing it in single or double quotation marks or as an indented paragraph. Citing the source and including a full reference in the bibliography

Adapted from Swales, J.M. and C.B. Feak, *Academic Writing for Graduate Students* (University of Michigan Press 1994) 126, and J. Carrol, *A handbook for deterring plagiarism in higher education*. (Oxford Centre for Staff and Learning Development 2002) 42.

**Llên-ladrad**

**Pryd mae’n dechrau a phryd mae’n gorffen?**

Mae rhif 1 yn y rhestr isod yn enghraifft o lên-ladrad, ac mae rhif 8 yn enghraifft o dechneg cyfeirnodi derbyniol. Ystyriwch y pwyntiau a rhowch linell rhwng y pwynt olaf sy’n cael ei gyfrif yn lên-ladrad a’r pwynt cyntaf sy’n cael ei gyfrif fel gwaith derbyniol ac arfer academaidd da.

1. Copïo paragraff air am air heb unrhyw gydnabyddiaeth o darddiad y ffynhonnell.
2. Copïo paragraff gan wneud mân newidiadau, e.e. disodli rhai berfau, neu ailosod gair sy’n gyfystyr ag ansoddair. Cynnwys cyfeirnod ar ffurf troednodyn a chyfeirnod llawn yn y rhestr lyfryddiaeth.
3. Torri a gludo paragraff gan newid trefn brawddegau a hepgor un neu ddwy frawddeg.
4. Torri a gludo paragraff gan newid trefn brawddegau a hepgor un neu ddwy frawddeg. Dim dyfynodau. Cyfeirnod ar ffurf troednodyn wedi’i gynnwys a chyfeirnod llawn yn y rhestr lyfryddiaeth.
5. Creu paragraff gan gymryd cymalau byrion o 10 i 15 gair o wahanol ffynonellau gan eu rhoi at ei gilydd gan gynnwys rhai o’ch geiriau eich hun i greu cyfanwaith. Pob ffynhonnell wedi’u cynnwys yn y rhestr lyfryddiaeth.
6. Aralleirio paragraff neu frawddeg, gan wneud newidiadau sylweddol i’r iaith, y drefn, y manylion a’r enghreifftiau. Cyfeirnodi o fewn y testun a chyfeirnod llawn yn y rhestr lyfryddiaeth.
7. Crynhoi yn eich geiriau eich hun ddarn o waith yr awdur, gan gyfeirnodi tarddiad y ffynhonnell wreiddiol a chynnwys cyfeirnod llawn yn y rhestr lyfryddiaeth.
8. Dyfynnu paragraff air am air a – yn dibynnu ar ei hyd – ei osod rhwng dyfynodau o fewn y testun neu fel paragraff wedi’i fewnosod ar wahân. Cyfeirnodi’r ffynhonnell a chynnwys cyfeirnod llawn yn y rhestr lyfryddiaeth.

Addaswyd o Swales, J.M. a C.B. Feak, *Academic Writing for Graduate Students* (University of Michigan Press 1994) 126, a J. Carrol, *A Handbook for Deterring Plagiarism in Higher Education* (Oxford Centre for Staff and Learning Development 2002) 42.

**Plagiarism Test for Business Students**

*Sample text:*

“It has long been acknowledged in marketing management circles that successful IMC strategies clearly reflect the values articulated in an organization’s mission statement and contribute to the fulfilment of the organization’s performance goals. To accomplish these objectives, the elements of the promotion mix are carefully coordinated so the information transmitted to the marketplace through these elements consistently communicates a unified message that broadly reflects the organization’s fundamental values. For example, the promotional efforts conducted by Procter and Gamble (P&G) or General Electric (GE) illustrate the underlying values of these organizations as articulated in their respective mission statements and statements of strategic principles (General Electric, 2008; Procter and Gamble, 2008). When these two organizations entered the social media arena, they carefully crafted their communications with the marketplace to consistently reflect their organizational values. By doing so, both organizations acknowledged the importance of incorporating social media into their IMC strategies and promotional efforts.”

**Mangold, W.G. & Faulds, D.J. 2009. Social media: The new hybrid element of the promotion mix. Business Horizons, 52, pp.357-365**

1. It has been recognised in marketing management circles that successful IMC strategies clearly reflect the values expressed in an organization’s mission statement and contribute to the fulfilment of the organization’s performance goals. To achieve these objectives, the features of the promotion mix are carefully coordinated so the information transmitted to the marketplace through these features consistently communicates a unified message that reflects the organization’s fundamental values. For example, the promotional efforts conducted by Procter and Gamble (P&G) or General Electric (GE) show the underlying values of these organizations as articulated in their respective mission statements and statements of strategic principles (General Electric, 2008; Procter and Gamble, 2008). When these entered the social media arena, they carefully crafted their communications with the marketplace to consistently reflect their organizational values. By doing so, both organizations acknowledged the importance of incorporating social media into their IMC strategies and promotional efforts (Mangold & Faulds, 2009).

 Plagiarism? Yes No Reason:

1. “It has long been acknowledged in marketing management circles that successful IMC strategies clearly reflect the values articulated in an organization’s mission statement and contribute to the fulfilment of the organization’s performance goals. To accomplish these objectives, the elements of the promotion mix are carefully coordinated so the information transmitted to the marketplace through these elements consistently communicates a unified message that broadly reflects the organization’s fundamental values. For example, the promotional efforts conducted by Procter and Gamble (P&G) or General Electric (GE) illustrate the underlying values of these organizations as articulated in their respective mission statements and statements of strategic principles (General Electric, 2008; Procter and Gamble, 2008). When these two organizations entered the social media arena, they carefully crafted their communications with the marketplace to consistently reflect their organizational values. By doing so, both organizations acknowledged the importance of incorporating social media into their IMC strategies and promotional efforts.” (Mangold & Faulds, 2009)

 Plagiarism? Yes No Reason:

1. Successful IMC strategies enable organisations to express their core values and principles clearly, which can be achieved through a measured process of communication to maintain consistency in the marketplace (Mangold & Faulds, 2009). One example mentioned by Mangold and Faulds (2009) is how Procter and Gamble and General Electric integrated social media into their IMC strategies and marketing tools to better reflect their goals.

Plagiarism? Yes No Reason:

1. Successful IMC strategies in marketing management circles clearly reflect the values articulated in an organization’s mission statement and therefore add to the fulfilment of the organization’s performance goals. To achieve these objectives, a careful coordination of the elements of the promotion mix is considered so the information conveyed to the marketplace through these elements consistently communicates a unified message that broadly reflects the organization’s fundamental values. For instance, the promotional efforts conducted by Procter and Gamble (P&G) or General Electric (GE) illustrate the fundamental values of these organizations (General Electric, 2008; Procter and Gamble, 2008). When these organizations entered the social media arena, to consistently reflect their organizational values they carefully crafted their communications with the marketplace. By doing so, both organizations acknowledged the importance of incorporating social media into their IMC strategies and promotional efforts (Mangold & Faulds, 2009).

 Plagiarism? Yes No Reason:

1. Successful IMC strategies enable organisations to express their core values and principles clearly, which can be achieved through a measured process of communication to maintain consistency in the marketplace. One example is how Procter and Gamble and General Electric integrated social media into their IMC strategies and marketing tools to better reflect their goals.

 Plagiarism? Yes No Reason:

1. It is now accepted within marketing management circles that “…successful IMC strategies clearly reflect the values articulated in an organization’s mission statement and … elements of the promotion mix are carefully coordinated so the information transmitted to the marketplace through these elements consistently communicates a unified message that broadly reflects the organization’s fundamental values” (Mangold & Faulds, 2009, p.358). This demonstrates that…

 Plagiarism? Yes No Reason:

**Prawf Llên-ladrad i fyfyrwyr Busnes**

*Darn gwreiddiol:*

“It has long been acknowledged in marketing management circles that successful IMC strategies clearly reflect the values articulated in an organization’s mission statement and contribute to the fulfilment of the organization’s performance goals. To accomplish these objectives, the elements of the promotion mix are carefully coordinated so the information transmitted to the marketplace through these elements consistently communicates a unified message that broadly reflects the organization’s fundamental values. For example, the promotional efforts conducted by Procter and Gamble (P&G) or General Electric (GE) illustrate the underlying values of these organizations as articulated in their respective mission statements and statements of strategic principles (General Electric, 2008; Procter and Gamble, 2008). When these two organizations entered the social media arena, they carefully crafted their communications with the marketplace to consistently reflect their organizational values. By doing so, both organizations acknowledged the importance of incorporating social media into their IMC strategies and promotional efforts.”

**Mangold, W.G. & Faulds, D.J. 2009. Social media: The new hybrid element of the promotion mix. Business Horizons, 52, pp.357-365**

1. Mae wedi cael ei gydnabod mewn cylchoedd rheoli marchnata fod strategaethau IMC llwyddiannus yn adlewyrchu’n eglur y gwerthoedd a fynegir yn natganiad cenhadaeth sefydliad ac yn cyfrannu at gyflawniad nodau perfformiad y sefydliad. Er mwyn cyflawni’r amcanion hyn, mae nodweddion y “promotion mix” wedi’u cydlynu’n ofalus er mwyn i’r wybodaeth a gyflëir i’r farchnad drwy’r nodweddion hyn fod yn gyson yn y modd mae’n cyfathrebu neges unedig sy’n adlewyrchu’n fras werthoedd sylfaenol y sefydliad. Er enghraifft, mae’r ymdrechion hyrwyddo a wnaed gan ‘Procter and Gamble’ (P&G) neu ‘General Electric’ (GE) yn dangos gwerthoedd creiddiol y sefydliadau hyn, a fynegwyd yn eu datganiadau cenhadaeth priodol a’u datganiadau o egwyddorion strategol (General Electric, 2008; Procter and Gamble, 2008). Pan aeth y sefydliadau hyn i mewn i fyd y cyfryngau cymdeithasol, aethant ati’n ofalus i lunio dulliau cyfathrebu o fewn y farchnad er mwyn adlewyrchu’n gyson eu gwerthoedd sefydliadol. Drwy wneud hyn, roedd y ddau sefydliad yn cydnabod y pwysigrwydd o ymgorffori cyfryngau cymdeithasol i mewn i’w strategaethau IMC a’u hymdrechion hyrwyddo (Mangold & Faulds, 2009).

Llên-ladrad? Ydi Nac ydi Rheswm:

1. “It has long been acknowledged in marketing management circles that successful IMC strategies clearly reflect the values articulated in an organization’s mission statement and contribute to the fulfilment of the organization’s performance goals. To accomplish these objectives, the elements of the promotion mix are carefully coordinated so the information transmitted to the marketplace through these elements consistently communicates a unified message that broadly reflects the organization’s fundamental values. For example, the promotional efforts conducted by Procter and Gamble (P&G) or General Electric (GE) illustrate the underlying values of these organizations as articulated in their respective mission statements and statements of strategic principles (General Electric, 2008; Procter and Gamble, 2008). When these two organizations entered the social media arena, they carefully crafted their communications with the marketplace to consistently reflect their organizational values. By doing so, both organizations acknowledged the importance of incorporating social media into their IMC strategies and promotional efforts.” (Mangold & Faulds, 2009)

Llên-ladrad? Ydi Nac ydi Rheswm:

1. Mae strategaethau IMC llwyddiannus yn galluogi sefydliadau i gyfleu eu gwerthoedd a’u hegwyddorion craidd yn eglur, sy’n medru cael eu cyflawni drwy broses ystyriol o gyfathrebu i gynnal cysondeb o fewn y farchnad (Mangold & Faulds, 2009). Un enghraifft a soniwyd gan Mangold and Faulds (2009) yw’r modd yr integreiddiodd ‘Procter and Gamble’ a ‘General Electric’ gyfryngau cymdeithasol i mewn i’w strategaethau IMC a’u harfau marchnata i adlewyrchu eu nodau yn well.

Llên-ladrad? Ydi Nac ydi Rheswm:

1. Mae strategaethau IMC llwyddiannus o fewn cylchoedd rheoli marchnata yn adlewyrchu’n eglur y gwerthoedd a fynegir yn natganiad cenhadaeth sefydliad ac sydd felly yn ychwanegu at gyflawni nodau perfformiad y sefydliad. Er mwyn cyflawni’r amcanion hyn, ystyrir cydlynu gofalus o’r elfennau o’r “promotion mix” er mwyn i’r wybodaeth a gyflëir i’r farchnad drwy’r elfennau hyn fod yn gyson yn y modd mae’n cyfathrebu neges unedig sy’n adlewyrchu’n fras werthoedd sylfaenol y sefydliad. Er enghraifft, mae’r ymdrechion hyrwyddo a wnaed gan ‘Procter and Gamble’ neu ‘General Electric’ yn darlunio gwerthoedd sylfaenol y sefydliadau hyn (General Electric, 2008; Procter and Gamble, 2008). Pan aeth y sefydliadau hyn i mewn i fyd y cyfryngau cymdeithasol, aethant ati’n ofalus i lunio dulliau cyfathrebu o fewn y farchnad er mwyn adlewyrchu’n gyson eu gwerthoedd sefydliadol. Drwy wneud hyn, roedd y ddau sefydliad yn cydnabod y pwysigrwydd o ymgorffori cyfryngau cymdeithasol i mewn i’w strategaethau IMC a’u hymdrechion hyrwyddo (Mangold & Faulds, 2009).

Llên-ladrad? Ydi Nac ydi Rheswm:

1. Mae strategaethau IMC llwyddiannus yn galluogi sefydliadau i gyfleu eu gwerthoedd a’u hegwyddorion craidd yn eglur, sy’n medru cael eu cyflawni drwy broses ystyriol o gyfathrebu i gynnal cysondeb o fewn y farchnad. Un enghraifft yw’r modd yr integreiddiodd ‘Procter and Gamble’ a ‘General Electric’ gyfryngau cymdeithasol i mewn i’w strategaethau IMC a’u harfau marchnata i adlewyrchu eu nodau yn well.

Llên-ladrad? Ydi Nac ydi Rheswm:

1. Bellach mae’n cael ei gydnabod o fewn cylchoedd rheoli marchnata fod “…successful IMC strategies clearly reflect the values articulated in an organization’s mission statement and … elements of the promotion mix are carefully coordinated so the information transmitted to the marketplace through these elements consistently communicates a unified message that broadly reflects the organization’s fundamental values” (Mangold & Faulds, 2009, p.358). Mae hyn yn dangos…

Llên-ladrad? Ydi Nac ydi Rheswm: