

Ymarfer Adnabod Llên-ladrad (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’r byd 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: Mae’r person yma wedi cymryd darnau mawr o gymalau yn uniongyrchol o’r testun gwreiddiol, wedi hepgor ambell air ac wedi newid rhai geiriau gan ddefnyddio thesawrws. Er bod cyfeirnod wedi cael ei gynnwys o fewn y testun, nid yw’r person yma wedi newid digon ar y gwreiddiol i brofi ei ddealltwriaeth ei hun. Gan amlaf, rydych chi ond yn gwybod eich bod wedi dysgu rhywbeth pan fedrwch chi ei roi yn eich geiriau eich hun.

2. “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: Nid yw hwn yn llên-ladrad oherwydd mae'r person wedi defnyddio dyfynodau, ond mae'r rhif tudalen ar goll yn y cyfeirnod. Nid oes angen i chi gynnwys rhif tudalen ar gyfer aralleiriad neu grynoded, ond mae angen wrth ddyfynnu'n uniongyrchol. Fodd bynnag, nid yw dyfynnu cymaint â hyn yn arfer academaidd da, ac nid yw'r testun gwreiddiol yn llawn terminoleg pwnc-benodol, felly nid oes esgus dros beidio ag aralleirio fan hyn.

3. 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: Crynodeb yw hwn, sy'n crisialu hanfod y gwreiddiol, sydd hefyd yn cynnwys cyfeirnod o fewn y testun.

4. 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: Mae strwythur y testun gwreiddiol dal i fod yn amlwg, ac ni cheir dehongliad. Mae rhai geiriau wedi cael eu haddasu gan ddefnyddio thesawrws, ond eto, nid oes ymgais yma i ddangos dealltwriaeth o'r hyn mae'r awduron yn ddweud.

5. 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: Er bod hwn yn grynodeb effeithiol, nid yw'r person wedi cydnabod ei ffynonellau. Yr hyn sydd angen ar y gwaith yw cyfeirnod o fewn y testun.

6. 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: Mae'r person yma wedi llwyddo i ymgorffori rhan o'r testun gwreiddiol fel dyfyniad o fewn ei frawddeg ei hun, ac mae'n mynd ymlaen i egluro wrth y darlennydd beth mae hyn yn ei olygu.

Identifying Plagiarism Exercise 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: This person has taken chunks of phrases directly from the original text, skipped a few words and changed some words using a thesaurus. Although an in-text citation is included, this person has not changed enough of the original to demonstrate their own understanding. Usually, you only know you have learned something when you can put it into your own words.

2. “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: This is not plagiarism because the person has used quotation marks, but what is missing is the page number. You do not need to include a page number for your paraphrases or your summaries, but you do need to include page numbers when you use direct quotations. However, quoting this much text is not good academic practice, and the original text is not full of content-specific terminology, therefore there is no excuse not to paraphrase here.

3. 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: This is a summary, which captures the gist of the original, which also includes an in-text citation.

4. 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: The structure of the original text is still apparent, and there is no interpretation. Some words have been adapted with the use of a thesaurus, but again, there is no attempt here to show any understanding of what the authors say.

5. 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: Although this is an effective summary, this person hasn't acknowledged his/her source(s). What is needed is an in-text citation.

6. 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: This student has successfully embedded a part of the original text as a direct quote within the writing, and goes on to explain to the reader what this tells us.