

RESEARCH PAPER FORMAT GUIDE

ENGL 102.3

WRITING AND RESEARCH

APA TITLE PAGE FORMAT GUIDE

For the APA paper, note that:

1. **All** pages of an APA paper are numbered, including the title page and the abstract. The text does not begin until page **3** of the paper.
2. Your **title** is expected to be reflective of the entire and specific content of your paper, and yet not use unnecessarily vague language. APA recommends a title length of approximately **10 to 12 words**.
3. You must label and include a **running head** on the title page. The running head is what will be used on the top of the page when the essay is published. It is a condensed version of your full title. It should never exceed **50** characters or one line. It should also be written in ALL CAPS.
4. You must also use a **brief title** (different from the running head) **5** spaces to the left of your page number in the upper right hand corner of EVERY page. The brief title should be no more than **2 or 3 words** long.
5. You must include an **abstract** as your second page, immediately following the title page. An abstract is a summary of your paper that is a one paragraph, one page MAXIMUM condensation of the entire paper's argument. The abstract should be written objectively, not in 1st person. The abstract should also not go into specific details of the paper, just the basic concepts/ideas.

Being a research paper, your paper will also have:

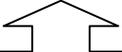
1. 1 inch margins all around: top, bottom, left and right
2. everything double spaced
3. a References page that is a numbered page beginning on the first page following the last page of your text.

REALIZE THAT THESE ARE THE GUIDELINES FROM THE APA PUBLICATION MANUAL. YOUR INSTRUCTOR MAY REQUIRE A DIFFERENT FORMAT. ALWAYS BE WILLING TO ADAPT TO THE INSTRUCTOR'S PREFERENCES, AS THEY GIVE THE GRADE.

Running Head: NEGATIVE PUBLIC PERCEPTION OF COMICS



Running Head is labeled as such and the actual head itself written in all capitals. This form of the title can be no longer than 50 characters or one line long. It is located at the top of the page at the margin..



Brief Title (2 to 3 words) and 5 spaces from the page #

Title should be very descriptive and around 10 or 12 words long. Written normally, with no underlining, bold print, or different style fonts.

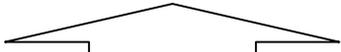
Causes and Effects of a Negative Public Perception

This block should be centered both vertically and horizontally

of Comics as a Medium

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This is the official APA format. Notice how much information isn't given here. If an instructor requires something different for form, it will usually be to add more information here like course title, date, or the instructor's name

Text starts with no paragraph indent and double spaced from word "abstract"

The word "abstract" is centered at top margin

The abstract is numbered as page 2

Abstract

Comics as a communicative medium has always had a negative reputation. Critics from the very beginning have condemned the medium as being childish and not worthy of attention. This criticism has regularly led the publishers to lower their standards and publish what was expected of them. Critics regularly ridicule and condemn any attempt to publish adult or intellectual material using comics, but then use this paucity of content to prove their contention that comics is unable to publish such material. Publishers have even gone so far as to voluntarily implement the most rigid and stifling of guidelines ever seen in publishing. The problems of negative public perception will not get better until creators are able to be recognized for the material they are creating, and not the material that they are suspected or perceived of creating.

Abstracts are a summary of the paper following the abstract. They must be objective. They must not be too detailed. And they absolutely are **not** written using first person. Do not say things like "In this paper, I prove ..." or "and then I give the example of ...". Abstracts are supposed to sound as though they were written by somebody other than the author of the paper.

Abstracts may never, never go beyond this one page or be multi-paragraph. One paragraph, that's all you get.

Causes and Effects of a Negative Public Perception

Full title is written again and centered, in plain text, not underlined, no bold print or fancy fonts

Of Comics as a Medium

First page of your writing is actually page 3 of the research paper

In the June 11, 1984, issue of *The New Yorker*, noted comic book creator Scott McCloud stated, "The basic misconception most people share is that comics are a genre. They're not -- they're a medium" (36). This quote neatly summarizes the basic problem facing the medium of comics today. To most people, comics is a style of communication that can communicate only a certain type or genre of story. If commix is used as a comic strip, it is expected that the content will be humorous, such as Garfield, Peanuts, or even Doonesbury, or sentimental like Mary Worth. If comics is used in comic books, the typical reader will expect the content to include stories about superhuman characters like Batman and Superman, or stories intended for children with characters like Little Lulu or Donald Duck. Each of these forms of comics is limited by what the public has been conditioned to expect from them. In turn, the creators and publishers of comics have acquiesced to the public's limited vision and only created works that fit within the reader's expectations.

Ragged right margin, don't right justify

This limited vision of what comics can contain not only limits the content, it also limits the medium itself by defining the medium not by what it is, but rather by its content. Comics is unique among communicative mediums in this respect. A creator who uses prose to communicate has no limitations of content placed on him/her.

1 inch margins all around: top, bottom, right, and left