

## **Seaver College Thesis/Project Guidelines MA in Strategic Communication**

Students should work with their faculty advisor throughout the thesis/project process. This manual focuses on formatting and submission procedures. Your thesis/project should be scholarly and accurate in every way, including style and mechanics.

### **Thesis/Project Submission Process:**

After you have successfully defended your thesis/project, please submit the following to the Seaver Graduate Programs office ([SeaverSAP@pepperdine.edu](mailto:SeaverSAP@pepperdine.edu)):

- Signed routing sheet
- Thesis/Project digital archive submission release form
- PDF copy of your thesis/project emailed to the above address
- Hard copy of your thesis/project

A reader will review your thesis/project for compliance with this document, and the guides listed below under Manuals of Style. Those revisions will be emailed to you. You will be expected to make those changes and resubmit the corrected electronic copy. At this point, the Assistant Dean and Dean of Seaver College will read your thesis. Once approved, it will be sent to the library for electronic storage per your selections on the thesis/project submission release form. In order to participate in the Seaver Commencement ceremony, students must successfully complete all degree requirements and have received final thesis/project approval from the Dean of Seaver College.

### **Deadlines:**

Thesis deadlines for each semester can be found in the Seaver Academic Catalog or at the link below. These deadlines must be met in order for you to participate in the Seaver Commencement ceremony. Your division may also have earlier deadlines; please consult with your advisor for these [requirements](#).

### **Manuals of Style:**

- Seaver College uses *Form and Style: Research Papers, Reports, Theses* (Thirteenth Edition), written by Carole Slade. This manual of style applies primarily to the front matter.
- *Publication Manual of the American Psychological Association*, (6th ed., 2nd printing) is used for the body of the thesis/project.

### **Font & Size:**

12-point

Times New Roman

Double-spaced

½" indentation for first line of a paragraph

### **Margins & Spacing**

The top margin will be set differently for front matter vs. the body of the thesis/project. In the front matter page numbers are on the bottom. Set the top margin at 1". In the body of the text page numbers are at the top. Set the top margin at 1.4". This will put the top page number at 1". The intention is that every page throughout the thesis/project has a 1" margin from the top of the page to the first line of printing.

Front Matter

Top = 1”  
Bottom = 1”  
Left = 1”  
Right = 1”

Body of Thesis/Project

Top = 1.4”  
Bottom = 1”  
Left = 1”  
Right = 1”

*Note:* If you are having a copy bound for your personal use, please review that section for information on the left margin.

**Headings:**

*Form and Style* recommends the use of six levels of heading: the chapter number (all letters capitalized), levels one and two for titles and subtitles, and levels three, four, and five for text. Review sample pages for an example.

**Table of Contents:**

Only include chapter titles and first-level headings.

**Tables & Figures:**

Tables and figures may be placed in the body of the text and/or placed in an appendix. All table and figure headings must be consistent throughout the document. Sample pages are available in Slade. Tables and figures that are too large for the margins should be reduced.

**References:**

Follow the APA style guide for formatting of all works cited within the thesis/project.

**Appendices:**

If your thesis/project has one appendix it should be titled Appendix. For more than one appendix, follow the APA Style and title Appendix A, Appendix B, etc.

**Page Numbering & Arrangement of Materials:**

With the exception of the title page, every page in the thesis/project must be numbered. The title page is not numbered but is counted as the first page of the document.

	Page	Page # Type	Page # Location	Page #
1.	Title Page	NA	NA	NA
2	Copyright page	Italic lowercase roman numeral	Bottom Center	<i>ii</i>
3.	Signature page	Italic lowercase roman numeral	Bottom Center	Continuous numbering
4.	Dedication and/or Acknowledgements page (optional)	Italic lowercase roman numeral	Bottom Center	Continuous numbering
5.	Table of Contents	Italic lowercase roman numeral	Bottom Center	Continuous numbering
6.	Table page (list of table)	Italic lowercase roman numeral	Bottom Center	Continuous numbering

7.	Abstract (always the last preliminary page)	Italic lowercase roman numeral	Bottom Center	Continuous numbering
8.	Body text starting with Introduction or Chapter 1	Arabic	Upper right corner	1
9.	Appendices (if any)	Arabic	Upper right corner	Continuous numbering
10	References	Arabic	Upper right corner	Continuous numbering

*Note:* Anything that follows the table of contents should be listed in the table of contents (e.g., table page, abstract, body text, appendixes, references).

### **Optional Binding**

If you would like a copy of your thesis/project bound, please submit a bindery ready hard copy along with \$25 for each bound copy you wish to purchase. Checks should be made out to Pepperdine University. Bindery order and payments should be submitted to the Seaver Graduate Programs office. In order to accommodate the space needed for binding, you will need to change all left margins to 1.5". This will mean the pagination of your bound copy will not be the same as the electronic copy. It is recommended that bound copies be printed on paper meeting the following criteria: 8½ x 11 inches, 20 lb. bound weight, 25% cotton, (Acid and lignin-free paper, Alkaline-buffered such papers will usually register on a pH scale between 7.5 and 8.5). Students are responsible for the out of pocket expenses incurred for printing bindery ready hard copies of their thesis in addition to the \$25 binding fee.

### **Formatting Checklist**

The checklist below addresses errors frequently made by students. Please take the time to meticulously review each of these elements in your thesis/project before submitting it to the Graduate Programs Office.

#### Overall Document

- After printing, measure all margins with a ruler. Some printers do not actually print the exact size specified in the settings.

#### Front Matter

- Make sure the date is correct on the title page and the signature page.
- Table of Contents
  - o Check each title in the table of contents against the title in the document. They should match exactly; there should be no variation in the wording of titles.
  - o Check the page numbers listed in the table of contents against the document to make sure they are correct.
  - o Make sure you have used the "dot leader" function.

#### Text

- Check the formatting of each heading. Pay particular attention to indentations.

- Review all titles of other works for appropriate formatting.
- Review each occurrence of a number in your text. Use your manual of style to review when numbers should be spelled out and when they should be numerals.
- Quotation Marks—make sure that all the quotation marks in your paper are consistent, either as smart quotes (“”) or straight quotes ("). Both are correct—just be sure you are consistent. This is set in the preferences of Microsoft Word.
- Check all dashes. 1) Make sure you used the correct type, and 2) check the spacing surrounding the dash.
  - o An ‘em’ dash is a longer dash (the width of the letter m—). This is used to set off words, phrases or sentences as either parenthetical material, as an explanation, or for other such reasons.
  - o An ‘en’ dash is shorter (the width of the letter n-). It is used as a hyphen.
  - o Neither the ‘en’ nor the ‘em’ dash should have spaces on either side of it. (Example: Coca-Cola, potato chips, and brevity—these are the marks of a good study session.)
  - o MS Word will automatically convert two “en” dashes into an “em” dash.
  - o Three or more “en” dashes together are never acceptable.
- Block quotes
  - o Block quotes should be left justified. Nothing in the text of your thesis/project should be full-justified text.
  - o Block quotes do not have quotation marks. The formatting change signals that the material is a quote.
  - o Review other formatting specific to manual of style.
- Lists
  - o Use the Oxford comma. Lists of three items or more within a sentence should have a comma before the “and.” For example: “I purchased a roast, potatoes, and rolls for dinner.”
- Spacing after periods
  - o One space after a period is preferred. It is important that you are consistent. Using the find and replace function can be useful in checking spacing. However remember to check each occurrence rather than using “replace all.”

### Appendices

- Page numbers continue uninterrupted from text to appendixes to references.
- Margins remain the same. However, within those margins your text may vary from the standard formatting as long as all print is at least 10-point type.

### References

- Each work cited in the text must be in References section. To check this, go through page by page with the references page in hand, and check off each citation.
- Review every entry in your references for compliance with manual of style.
- Confirm that entries are in alphabetical order.

SAMPLE TITLE PAGE  
FOR SEAVER THESES/PROJECTS

A Thesis [or Project]

Presented to

the Faculty of the Communication Division

Pepperdine University

In Partial Fulfillment

of the Requirements for the Degree

Master of Arts

by

Your Name [exactly as on your diploma]

April, May, July, or December 20\_\_

© Year

Your Name [exactly as on your diploma]

ALL RIGHTS RESERVED

This thesis [or project], written by

**YOUR NAME**

(exactly as on your diploma)

under the guidance of a faculty committee and approved by its members, has been submitted to and accepted by the graduate faculty in partial fulfillment of the requirements for the degree of

**MASTER OF ARTS**

April, May, July, or December 20\_\_

Faculty Committee

[First Name Last Name, Suffix, Title]

John Smith, Ph.D., Chairperson

[First Name Last Name, Suffix, Title]

Name, Ph.D. Member

[First Name Last Name, Suffix, Title]

Name, Ph.D. Member

[First Name Last Name, Suffix, Title]

Name, Ph.D. Dean

## ACKNOWLEDGEMENTS/DEDICATION (optional)

Begin typing your acknowledgements here (single-spaced, half-inch paragraph indents, no more than one page in length). Acknowledgements and/or dedication should be expressed simply and tactfully.



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FULL TITLE  
of THESIS/PROJECT

by

Your Name [exactly as on diploma]  
April, May, July or December 20\_\_  
Dr. Albert Einstein, Chairperson

ABSTRACT

Begin typing your abstract here (single-spaced, half-inch paragraph indents, no more than one page in length).

## CHAPTER 1

**Title of Chapter is the First-Level Heading**

## Second-level heading

Text following second level is double-spaced and the first line of paragraph is indented one-half inch. If there is no second-level heading after the chapter title, the following text should be double-spaced and indented one-half inch.

*Third-Level Heading (left-justified, italicized, all main words capitalized, no period)*

Double-space the text that follows. Indent the first line of paragraph one-half inch.

Fourth-level heading (left-justified, not italicized, only first word capitalized, no period)

Double space to text that follows. Indent the first line of paragraph one-half inch.

*Fifth Level.* (Indented one-half inch, text follows the period on the same line, italicized, only the first word is capitalized.)

Divisions beyond the third level should generally be avoided. If fourth-level headings are necessary, they should take the form of enumerated paragraphs. At least one paragraph of text should be placed between a heading and its first subheading.