



This example shows MLA (7<sup>th</sup> edition, 2009) citation format for an academic journal article in electronic format from a subscription database.

(1) (2)

Choi, Sejung Marina, and Nora J. Rifon. "Who Is the Celebrity in Advertising?

(3)

Understanding Dimensions of Celebrity Images." *Journal of Popular Culture*

(4) (5) (6) (7) (8)

40.2 (2007): 304-24. *Academic Search Premier*. Web. 15 May 2007.

### PROVIDE ALL THAT APPLY TO YOUR ITEM, IN THIS ORDER:

1. **Author(s)** of article. Last-name-first for *first* author only. End with period.  
 One author: Lennon, John  
 Two authors: Lennon, John, and Paul McCartney  
 Three authors: Lennon, John, Paul McCartney, and George Harrison  
 More than three authors: Lennon, John, et al.
2. **Title of article** - capitalized, in quotation marks, end with period.
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 Capitalized, italicized, **no period** at end. Drop leading articles (A, An, The).  
 For **newspapers**, give city in [ ] if *not* named in the title: *Statesman Journal* [Salem, OR]
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**Scholarly Journal** – volume.issue (year): pages 18.3 (2009):  
**Magazines & Newspapers** Day Month Year as available  
 Aug. 2005: 8 June 2010:  
 For **Newspapers** – include edition if given: 9 Oct. 2008, Sunrise ed.:
5. **Page numbers** (inclusive, end with period) 6-17. 83-88. 221-76. 472-82.  
 For newspapers, if page numbers show the section: 27 Dec. 2009: A3.  
 But if page numbers do not show the **section**, state it: Arts sec.:3.
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 Use 3-letter **abbreviations** for months except: May, June, July, Sept.  
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