



Pisanje i prezentovanje akademskog rada

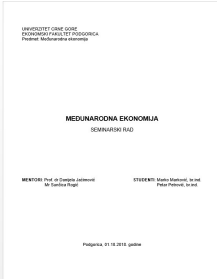
Sunčica Rogić
suncica.rogić@hotmail.com

Proces pisanja rada

- 1 Izbor i definisanje teme
Odabir istraživačkog pitanja / hipoteze – cilj istraživanja
- 2 Kreiranje „kostura“ rada
Prikupljanje literature
- 3 Pisanje prve verzije
Revizija
- 4 Konačan sadržaj rada

Struktura rada

1. Naslovna strana
2. Apstrakt (nije obavezno)
3. Uvod
4. Razrada teme
5. Zaključak
6. Reference
7. Prilog (nije obavezno)

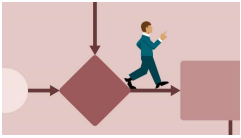


Smjernice za pisanje rada

- 01 Rad je potrebno pisati u trećem ili prvom licu množine.
- 02 Stranice u radu je neophodno numerisati.
- 03 Ukoliko se u tekstu daje tabelarni prikaz podataka, tabele je potrebno jasno i koncizno nasloviti i numerisati (npr. Tabela 1. ili Tab. 1). Slike i priloge se takođe naslovljavaju i numerišu.
- 04 Izvori preuzetih tabela, slika ili drugih priloga se moraju navesti. Takođe, sve navode u tekstu koji su u originalu preuzeti ili parafrazirani iz literature i drugih izvora potrebno je citirati.

Smjernice za pisanje rada

- 05 Uvod i Zaključak se najčešće pišu na kraju
- 06 Uvod u budućem vremenu, najavljuje strukturu rada i predmet istraživanja
- 07 Zaključak u prošlom vremenu, opisuje ukratko ključne djelove rada



Smjernice za pisanje rada

33% Coca-Cola

- 22% M&S
- 19% ADOL
- 14% TELECOM ITALIA
- 14% PANOS TELECOM
- 14% VOLKSWAGEN

11% B&W SPORT

- 10% CARLISBERG
- 9% ELECTRONIC ARTS
- 9% S&P INVESTMENT

06% 11. Najbolji svetovni proizvođači automobila


04% 11. Najbolji proizvođači automobila u Evropi

03% 11. Najbolji proizvođači automobila u Americi

02% 11. Najbolji proizvođači automobila u Aziji

01% 11. Najbolji proizvođači automobila u Australiji

Numeriše se




Ne numeriše se

Smjernice za formatiranje rada

- 1 Rad treba da sadrži minimum 10 strana kucanog teksta (uvod, razrada teme i zaključak)
- 2 Papir je veličine A4
- 3 Font – Times New Roman 12 ili Arial 11 za osnovni tekst
- 4 Prored - Single

Check-list za finalnu verziju

- o Gramatičke greške
- o Greške u kucanju
- o Nedovršene rečenice i ponavljanje riječi
- o Navedene reference i u tačnom formatu
- o Logičan prelaz između pasusa/naslova
- o Jasan zaključak

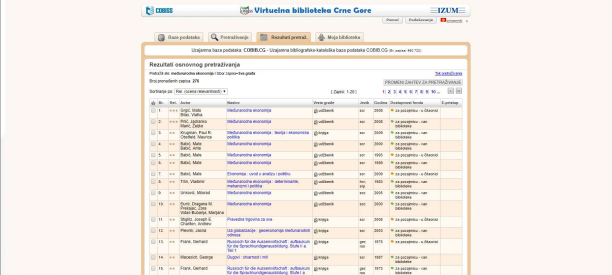


Prikupljanje literature – Virtuelna biblioteka Crne Gore

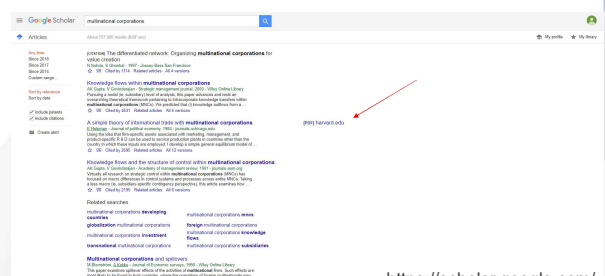


<http://vbcg.vbcg.me/>

Prikupljanje literature – Virtuelna biblioteka Crne Gore



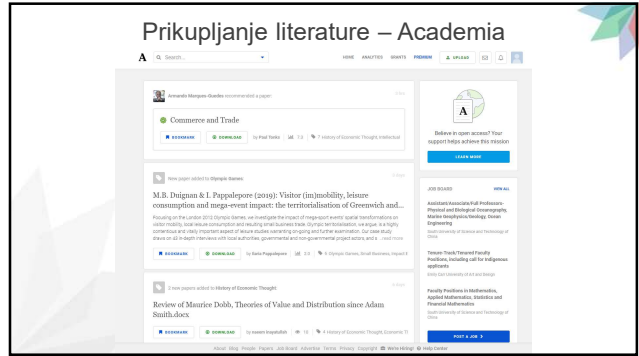
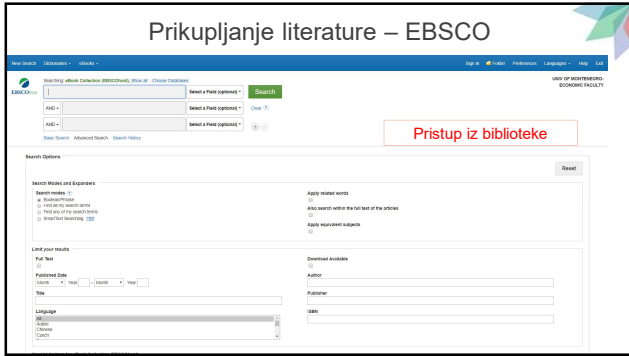
Prikupljanje literature – Google Scholar



<https://scholar.google.com/>

Prikupljanje literature – EBSCO





Prikupljanje literature – korisni linkovi

- 1 <https://www.academia.edu/>
- 2 <https://www.researchgate.net/>
- 3 <https://core.ac.uk/>
- 4 <http://citeseerx.ist.psu.edu/>

Citiranje – APA stil

Knjiga:

- Author, F. M. (Year of Publication). *Title of work*. Publisher City, State: Publisher.
- James, H. (2009). *The ambassadors*. Rockville, MD: Serenity.

Poglavlje u knjizi:

- Author, F. M. (Year of Publication). Title of chapter. In F. M. Editor (Ed.), Title of book (pp. xx-xx). Publisher City, State: Publisher.
- Shuhua, L. (2007). The night of MidAutumn Festival. In J. S. M. Lau & H. Goldblatt (Eds.), *The Columbia Anthology of Modern Chinese Literature* (pp. 95-102). New York, NY: Columbia University Press.

E-knjiga:

- Author, F. M. (Year of Publication). *Title of work* [E-reader version]. Retrieved from URL
- Stoker, B. (2000). *Dracula* [Kindle HDX version]. Retrieved from <http://www.overdrive.com/>

Citiranje – APA stil

Akademski časopisi - online:

- Author, F. M. (Year of Publication). Article title. *Journal Title*, *Volume Number* (Issue Number), pp-pp. <http://dx.doi.org/xxxx> or Retrieved from homepage URL
- Trier, J. (2007). "Cool" engagements with YouTube: Part 2. *Journal of Adolescent & Adult Literacy*, 50(7), 598-603. <http://dx.doi.org/10.1598/JAAL.50.7.8>

Akademski časopisi - Print:

- Author, F. M., Author, F. M. & Author, F. M. (Year of Publication). Article title. *Journal Title*, *Volume Number*(Issue Number), page range.
- Lin, M.G., Hoffman, E.S., & Borengasser, C. (2013). Is social media too social for class? A case study of Twitter use. *Tech Trends*, 57(2), 39-45.

Citiranje – APA stil

Novine – online

- Author, F. M. (Year, Month Day of Publication). Article title. *Newspaper Title*. Retrieved from newspaper's homepage URL
- Kaplan, K. (2013, October 22). Flu shots may reduce risk of heart attacks, strokes and even death. *Los Angeles Times*. Retrieved from <http://www.latimes.com>

Novine - Print:

- Author, F. M. (Year, Month Day of Publication). Article title. *Newspaper Title*, pp. xx-xx.
- Bowman, L. (1990, March 7). Bills target Lake Erie mussels. *Pittsburgh Press*, p. A4.

Citiranje – APA stil

Neakademski časopis/Magazin - Print:

- Author, F. M. (Year, Month of Publication). Article title. *Magazine Title*, *Volume number*(Issue number), page range.
- Luckerson, V. (2014, January). Tech's biggest promises for 2014. *TIME*, 183, 23-25.

Neakademski časopis/Magazin – Online:

- Author, F. M. (Year, Month of Publication). Article title. *Magazine Title*, *Volume number*(Issue number). Retrieved from URL of magazine's homepage or DOI number.
- Luckerson, V. (2014, January). Tech's biggest promises for 2014. *TIME*. Retrieved from <http://time.com/>

Web sajt:

- Title of web page [Format]. (Year, Month Day of Publication). Retrieved from URL
- Mongolia. (2016, December 5). Retrieved from <https://travel.state.gov/content/passports/en/country/mongolia.html>

Citiranje – APA stil

Magistarska/ doktorska disertacija:

- Author's Last name, F. M. (Year published). *Title of dissertation or thesis* (Doctoral dissertation or Master's thesis). Retrieved from Database Title. (Order number or Accession number).
- Knight, K.A. (2011). *Media epidemics: Viral structures in literature and new media* (Doctoral dissertation). Retrieved from MLA International Bibliography Database. (Accession No. 20134 20395)

Rad predstavljen na konferenciji:

- Author's Last name, F. M. (Year presented, month). *Title of conference paper*. Paper presented at the meeting of Name of Organization, Place of Meeting. Retrieved from URL
- Briden, J., Burns, V., & Marshall, A. (2007, March). *Knowing our students: Undergraduates in context*. Paper presented at ACRL National Conference, Baltimore, MD. Retrieved from <http://www.ala.org/acrl/sites/ala.org/acrl/files/content/conferences/confsanpreprints/national/baltimore/papers/184.pdf>

Citiranje – APA stil (citiranje u fusnoti)

U fusnotit treba navesti pune bibliografske podatke i broj stranice, kada se taj navod pojavi prvi put.

¹⁸³ Chien P. M., Cornwell T. B., Pappu R. (2011). Sponsorship portfolio as a brand-image creation strategy. *Journal of Business Research*. Volume 64, Issue 2, February 2011, str. 142–149.

¹⁸⁴ *Ibid*

¹⁸⁵ TOP sponzorski program biće detaljnije predstavljen u narednom dijelu rada.

¹⁸⁶ *Olympic Marketing Fact File 2016 edition*, dostupan na - https://stillmed.olympic.org/Documents/IOC_Marketing/olympic_marketing_fact_file_2016.pdf, datum pristupa 04.08.2017.

¹⁸⁷ Trkulja, op.cit., str. 172.

68

Citiranje – APA stil (citiranje u fusnoti)

¹⁸³ Chien P. M., Cornwell T. B., Pappu R. (2011). Sponsorship portfolio as a brand-image creation strategy. *Journal of Business Research*. Volume 64, Issue 2, February 2011, str. 142–149.

¹⁸⁴ *Ibid*

¹⁸⁵ TOP sponzorski program biće detaljnije predstavljen u narednom dijelu rada.

¹⁸⁶ *Olympic Marketing Fact File 2016 edition*, dostupan na - https://stillmed.olympic.org/Documents/IOC_Marketing/olympic_marketing_fact_file_2016.pdf, datum pristupa 04.08.2017.

¹⁸⁷ Trkulja, op.cit., str. 172.

68

„Ibid“ se koristi ako se bilješke vezane za određeno djelo navode jedna za drugom.

Citiranje – APA stil (citiranje u fusnoti)

¹⁸³ Chien P. M., Cornwell T. B., Pappu R. (2011). Sponsorship portfolio as a brand-image creation strategy. *Journal of Business Research*. Volume 64, Issue 2, February 2011, str. 142–149.

¹⁸⁴ *Ibid*

¹⁸⁵ TOP sponzorski program biće detaljnije predstavljen u narednom dijelu rada.

¹⁸⁶ *Olympic Marketing Fact File 2016 edition*, dostupan na - https://stillmed.olympic.org/Documents/IOC_Marketing/olympic_marketing_fact_file_2016.pdf, datum pristupa 04.08.2017.

¹⁸⁷ Trkulja, op.cit., str. 172.

68

Za svako sljedeće navođenje uz prezime i ime autora koji se citira treba staviti oznaku **"Op. cit."**, popraćenu brojem stranice s koje je navod preuzet ili oznakom za stranice (od-do) ako je preuzet veći dio teksta citiranog autora.

Citiranje – APA stil (citiranje u tekstu)

Two authors

Example: Reference List Citation	Example: In-Text Citation
Kelley, J. C., & Chang, P. L. (2007).	(Kelley & Chang, 2007)

Three to five authors

Example: Reference List Citation	Example: In-Text Citation
Hughes, J. C., Bresnan, E. Y., & Valle, L. A. (2004).	First citation: (Hughes, Bresnan, & Valle, 2004) Subsequent citations: (Hughes et al., 2004)

When a work has more than 2 authors, subsequent in-text citations consist of the first author's name followed by "et al." (Latin for "and others") and the date.

What You Are Citing	In-Text Citation
The entire work	(Smith, 2004)
A specific page	(Smith, 2004, p. 39)
If the author's name is included in the text of the sentence where the citation takes place	Smith (2004, p. 39) claims that... Use only the date or date and page number.

Citiranje – korisni linkovi

Detaljna pravila i primjere citiranja u APA formatu možete pronaći na:

http://sites.umuc.edu/library/libhow/apa_examples.cfm

<http://www.bibme.org/citation-guide/apa/>

Pravila i primjere citiranja u Harvard formatu možete pronaći na:

Piši pravilno - Vodič za Harvardski („autor-datumi“) sistem navođenja referenci - http://www.ucg.ac.me/skladiste/blog_21804/objava_28390/fajlovi/Write%20it%20Right.pdf

<https://www.mendeley.com/guides/harvard-citation-guide>

<http://libguides.gwumc.edu/c.php?g=27798&p=170464>

Generator citata:

<http://www.citationmachine.net/apa/cite-a-book>

Generisanje citata iz Google Scholar-a

Google Scholar search results for "international business". A citation popup is visible for the article "International business: Competing in the global market place" by J. P. Dunning, 1988, in "Journal of International Business Studies".

Generisanje citata putem CitationMachine.net

CitationMachine.net interface showing a "Grammar and Plagiarism Checker" and a "Plagiarism Detection" section. The page includes a search bar and various tool options.

Primjer citiranja i parafraziranja

Primjer parafraziranja:

Rješavanju krize pomažu stručnjaci za krizno komuniciranje primjenjujući strategije kao odgovor na krizu, čiji je cilj očuvanje ugleda i poslovanja organizacije. Međutim, izbor odgovarajuće strategije, kako ističu Tomić i Milas (2007), zavisi od same prijetnje koju kriza predstavlja.

Primjer citiranja:

"Stručnjaci za krizno komuniciranje u krizama primjenjuju strategije kao odgovor na krizu. Svrha je tih strategija očuvanje ugleda organizacije. Ugled organizacije je bitan resurs koji može utjecati na zaposijavanje stručnjaka, osobito u upravi, cijenu dionica i prodaju. Stoga, situacijska krizna teorija komunikacije dokazuje da je najbolji način da se zaštiti reputacijski resurs izbor strategije koja će najbolje odgovarati reputacijskoj prijetnji koju predstavlja kriza. Strategija kao odgovor na krizu ono je što organizacije kažu i čine nakon što se kriza dogodi" (Tomić & Milas, 2007, str. 147-148).

Redosled referenci

A

Z

- 1 Knjige i udžbenici
- 2 Naučni članci
- 3 Ostala dokumentacija (Propisi, Vladina dokumenta, Pravilnici, Strategije...)
- 4 Internet izvori

Korisna literatura iz oblasti metodologije

- 1 Kuba, L. & Koking, Dž. (2003). Metodologija izrade naučnog teksta. CID, Podgorica (prevla prof. dr Mirjana Kuljak)
- 2 Šušnjić, Đ. (2005). Metodologija. Čigoja, Beograd.
- 3 Bajgorić, N. & Somun-Kapetanović, R. (2012). Uvod u metodologiju naučno-istraživačkog rada. Ekonomski fakultet u Sarajevu, Sarajevo.

Korisni linkovi za prikupljanje statističkih podataka

- Monstat - <https://www.monstat.org/>
- Eurostat - <https://ec.europa.eu/eurostat>
- Zavod za statistiku UN (UN Statistics Division) - <https://unstats.un.org/>
- Evropska centralna banka - <https://www.ecb.europa.eu/>
- Svjetska banka - <https://www.worldbank.org/>
- MMF (IMF) - <https://www.imf.org/>
- STO (WTO) - <https://www.wto.org/>
- EU Open Data Portal - <http://data.europa.eu/euodp/en/data/>



Korisni linkovi za provjeru plagijata

- <https://plagiarism-checker-x.fr.softonic.com>
- <http://www.copyscape.com/compare.php>
- <https://www.seoreviewtools.com/duplicate-content-checker/>
- https://www.plagscan.com/analyse-de-plagiat/?gclid=EAlalQobChMhL3xwL-13gIVw7XtCh050gMqEAAAYASAAEgJITFD_BwE
- https://www.grammarly.com/plagiarism?network=g&utm_source=google&matchtype=b&gclid=EAlalQobChMlw9CU07-13gIVR4fVCh1JUwslEAAAYASAAEgJ4JvD_BwE&placement=&utm_content=283084818863&utm_campaign=search4&utm_medium=cpc&utm_term=plagiarism+check



Vizuelizacija podataka

Šta je cilj vizuelizacije podataka?

- da razjasne ključni dio rada?
- da omoguće ilustraciju primjera?
- da pojednostave model?
- da kreiraju rezime?
- da zabave onog koji sluša?

Ako skraćuju vrijeme za prezentaciju – ne opisujte rezultate, već ih samo pokažite

Ako je njihov efekat veći od riječi koje govorite, ne opisujte sliku, samo je pokažite

Vizuelizacija podataka



Vizuelizacija podataka

Koristite podatke da ispričate priču!

LEAD BREAKDOWN BY CAMPAIGN SOURCE

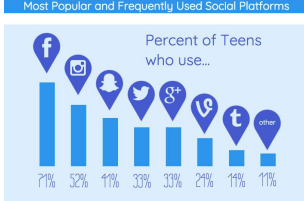


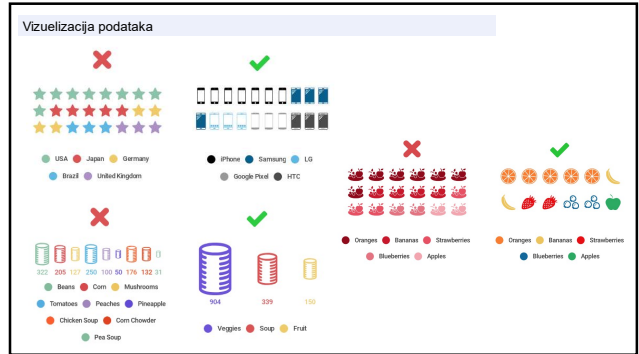
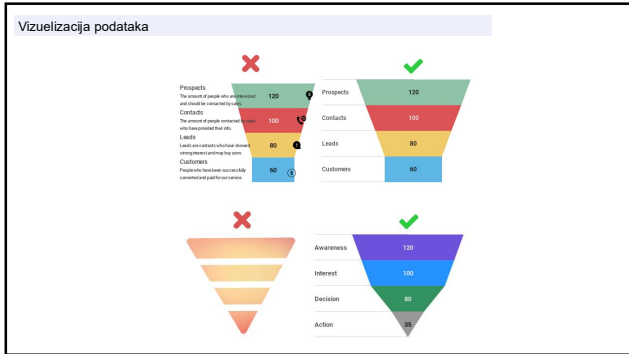
Vizuelizacija podataka

Najpopularnije društvene mreže među tinejdžerima su:

- Facebook 71%
- Instagram 52%
- Twitter 41%
- Snapchat 33%...

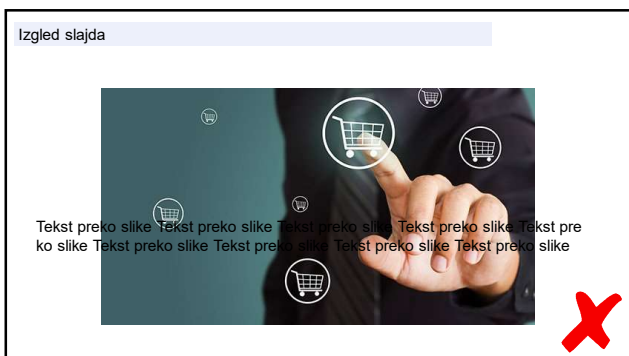
VS






Vizuelizacija podataka


	Sales	Sales	Sales
1st Qtr	7.5	7.5	7.5
2nd Qtr	3.1	3.1	3.1
3rd Qtr	1.5	1.5	1.5
4th Qtr	1.1	1.1	1.1



Izgled slajda



Tekst preko slike **Tekst preko slike**
Tekst preko slike **Tekst preko slike**
Tekst preko slike **Tekst preko slike**



Izgled slajda

INTRODUCTION

Motor Car, any self-propelled vehicle with more than two wheels and a passenger compartment, capable of being steered by the operator for use on roads. The term is used more specifically to denote any such vehicle designed to carry a maximum of seven people.

The primary components of a car are the power plant, the power transmission, the running gear, and the control system. These constitute the chassis, on which the body is mounted. The power plant includes the engine and its fuel, the carburettor, ignition, lubrication, and cooling systems, and the starter motor.

US Wireless Market – Q3 2010 Update

Executive Summary

The US wireless market added 10.2 million subscribers in Q3 2010, bringing the total number of subscribers to 310.2 million. This represents a 10.2% increase over the same quarter last year. The market is expected to continue to grow at a steady pace over the next few years.



STRUKTURA ESEJA ZA TEST
7.5 poena

UVOD – 1 poen

2-3 rečenice (1p)

RAZRADA - 5 poena

2 pasusa (5-7 rečenica po pasusu)

1. pasus (2p) – ponoviti činjenice iz članka

2. pasus (3p) – analiza činjenica koje su date u prvom pasusu

ZAKLJUČAK – 1.5 poena

4-5 rečenica na bazi analize date u okviru razrade

