

<YOUR THESIS TITLE HERE in ALL CAPS: From here on out, as
you insert your own text, delete any “<” and “>” signs and notes like

this one >

by

<STUDENT NAME HERE in ALL CAPS>

A THESIS

Presented to the Department of <Student’s Major>
and the Robert D. Clark Honors College
in partial fulfillment of the requirements for the degree of
Bachelor of <Arts or Science>

<Presentation Month and Year>

Acknowledgements

In this optional section, you may choose to thank your committee, your friends, your family, and/or anyone who removed barriers for you and/or encouraged you to excel. You may also thank any sources of funding you received. Look at other students' theses to see examples.

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<Note: **Work on this page last.** The page numbers above will automatically populate as long as you follow all the style info described in this document. You will need to “update” the table of contents – instructions are in “Step 4.” Delete “Supporting Materials” if your thesis does not have any. Delete this note when you are done reading it / before you turn in your thesis.>

List of Figures

Figure 1: This is the “**CHC Figure Title**” style and is used for the title of your figure. This text will also appear in the List of Figures. 13

<Optional Delete this whole page if you are not including Figures in your thesis.>

<Note: The page numbers above will automatically populate as long as you follow all the style info described in this document. You will need to “update” the list of figures – instructions are in “Step 4” of the following chapter Delete this note when you are done reading it / before you turn in your thesis>

<The title of this page “List of Figures” is formatted in the “**CHC Heading 1 – Unlinked**” style. The entries in the list, such as “Figure 1:” above are formatted in “**Table of Figures, CHC List of Figures**” style. More details about this, and how to update the List of Figures are included in Chapter 2 of this document.>

List of Tables

Table 1: This is the “**CHC Table Title**” style and is used for the title of your table. This style will also appear in the List of Tables. 14

<Optional: Delete this whole page if you will not include Tables, or repurpose for another type of List.>

<Note: The page numbers above will automatically populate as long as you follow all the style info described in this document. You will need to “update” the list of figures – instructions are in “Step 4” of the following chapter Delete this note when you are done reading it / before you turn in your thesis>

<This List of Tables, is formatted using “Table of Figures, CHC List of Figures” but is modified to draw its info from **CHC Table Titles** instead of CHC Figure Titles. If you wish to have multiple “**Lists of X**” you can insert additional “Tables of Figures” using the Word references menu option of “Insert Table of Figures”. You will need to modify the settings to draw their information from “CHC Table Titles” or whatever you like, via using -- Insert Table of Figures / Options / Build Table of Figures from: Style – “CHC Table Titles” and so on. Be careful when starting new lists in this manner, to NOT update the other lists to match it.>

<For help, visit your Academic & Thesis Programs Manager at mjordan@uoregon.edu, 541-346-2511, or in-person during office hours in 125 Chapman Hall.>

Introduction / Chapter 1: How to use this template in 5 easy steps

<Placeholder: Paste your text here *if* you need to copy-paste text from another document

– see note in Step 2>

Step 1: Start using this template now

Start using the thesis template as soon as possible, a.k.a. **NOW!** It will take time to correctly format your thesis even when using this template. If you start using it early on, you'll save yourself time and hassle in the end. **Start by saving this document with the .docx (or .doc) file name you want to use for your thesis right now.** It will become a regular Word document, but will keep the CHC Thesis Template Styles for you to use while writing. It will be wonderful.

Have you already started to write your thesis in another Word document? No problem! After you have read through this document, just start with the instructions in step 2 for copying and pasting your text into this template in sections. If you haven't started to write your thesis, read through this document first to learn how to use it. Then you'll be ready to delete the text and sections you don't need, and start adding your own writing while maintaining the correct format.

Step 2: [If needed] Copy and paste your text into this template

If your thesis or parts of it are already in another document, stop writing in it! You need to copy what you've written in the other document and paste it into this one. To do so correctly, follow these exact steps:

1. In your other document, select all the text and copy it.

2. Back in this document, place the cursor near the top of this page on the line that says “<Placeholder: Paste your text here>.” Then paste what you copied from the other document in the “Placeholder” line). **This step is important to maintain correct pagination!**
3. Proceed with “Step 3: Use styles for every bit of text...” below to apply proper styles to all the text you just pasted.
4. Delete any remaining thesis template instructions from your **final** version.

Note: Don’t forget to fill in your own information, like thesis title, advisor name, et cetera in the front matter. These are typically denoted with the following symbols:

“<” and “>”. These symbols should *not* appear in the final version. For additional information about copying and pasting into the template, visit your Academic & Thesis Programs Manager at mjordan@uoregon.edu, 541-346-2511, or in-person during office hours in 125 Chapman Hall.

Step 3: Use “Styles” for EVERY bit of text in your thesis

“Styles” are used to easily apply a set of formatting choices consistently throughout a document. This template has built-in styles for chapter headings, section headings, the main body text, quotes, and almost anything else you can imagine. Instead of having to apply the Times font, 16 pt, bold and centered characteristics for each chapter title in your thesis, you apply the “CHC Smart Heading 1” style to each chapter title and all of those characteristics will be set automatically. Don’t worry if you don’t like those particular settings for a chapter title; you can easily modify any style to meet your needs. Some styles are also used in this template to populate the entries in the Table of Contents, List of Figures and List of Tables.

How to apply a style:

1. **On a PC**, under the “Home” menu, you will find the “Styles” section.

On a Mac, make sure the Formatting Palette or Styles Toolbox is open in Word (Word 2008: View menu > Formatting Palette; Word 2011: View > Styles).

2. Place the cursor in the part of text in which you want to apply a style (styles are generally applied to an entire paragraph). For example, I'll place the cursor in the "Introduction: ..." title at the beginning of this chapter.
3. In the Styles section of the Formatting Palette or Toolbox, select the style you want. For this example, I selected the "CHC Smart Header 1" style. Voilà! The characteristics of that style are applied to the text in that paragraph/section.

Refer to the next chapter of this document to see what styles are available to use in this template.

(Note, this section is using the "CHC After Block Quote" style, which is like the "CHC Normal Paragraph" style, but doesn't have an indent on the first line. It is designed to follow Block Quotes, and other lists or images that appear within your paragraphs. This template causes this style to automatically be employed after Block Quotes and Numbered Lists, but you can also manually change the style of a paragraph if you need to.)

Step 4: Don't edit the Table of Contents directly

The Table of Contents will automatically populate based on the chapter titles, section titles and sub-section titles listed **if the appropriate style** has been applied to each title (see the next chapter to learn more about which heading styles in particular). Periodically, you will need to update the Table of Contents so it will populate this information.

How to update the Table of Contents:

1. Right-click (or control+click) on the gray shaded part of the Table of Contents and choose "Update Field".
2. If prompted, select "Update entire table".

The *List of Figures*, *List of Tables*, and other lists are managed the same way as the Table of Contents; update them in the same manner mentioned above. Refer to the next chapter to learn what styles will populate the Table of Contents, List of Figures, and List of Tables.

Chapter 2: What Styles to Use and Where

Below are examples and explanations of the most common styles built for the CHC Thesis Template. Please keep in mind that Word also has lots of default styles that cannot be deleted. To avoid confusion from our styles over Word's default ones, look for "CHC" at the start of the names of our styles (e.g., "CHC Normal Paragraph"). The only exception is "Table of Figures, CHC List of Figures."

Chapter Titles, Sections, and Sub-Sections

"CHC Smart Header 1" Style

The CHC Smart Header 1 style is used for Chapter Titles and will appear in the Table of Contents. You can see it at the top of this page for the title. All CHC Header styles are configured to stay with the text that immediately follows it. This means you will never see a heading that appears by itself at the end of a page. Heading styles also account for extra space immediately before and following it, so there's no need to hit the Return key multiple times after a heading. The CHC Smart Header 1 is also configured to insert a page break before it, so it will always start at the top of a new page. The other Header Styles do not automatically start on new pages. (Note: The Headers for the Table of Contents, Acknowledgements, etc. use "CHC Header 1 – Unlinked" Style, to avoid appearing in the Table of Contents.)

"CHC Smart Header 2" Style and how to make Section titles not appear in your Table of Contents

The CHC Smart Header 2 style is used for Section titles. It will also appear in the Table of Contents. You can see it used above for the text that reads, "Chapter titles, sections, and sub-sections."

OR - “CHC Header 2 – Unlinked” Style

If you do not want your Section titles to appear in your Table of Contents, use the “CHC Header 2 – Unlinked” Style instead. It looks identical, but will not appear in the Table of Contents, just as “OR – ‘CHC Header 2 – Unlinked’ Style” does not.

“CHC Smart Header 3” Style

The “CHC Smart Header 3” style is used for Sub-Section titles and it also will appear in the Table of Contents. It looks just like the text above this sub-section!

OR - “CHC Header 3 – Unlinked” Style

If you do not want your Sub-Section titles to appear in your Table of Contents, use the “CHC Header 3 – Unlinked” Style instead. It looks identical, but will not appear in the Table of Contents, just as “OR – ‘CHC Header 3 – Unlinked’ Style” does not.

Main Text / Body of Document

This paragraph (and most paragraphs in this document) use the “**CHC Normal Paragraph**” style. This style should be used for the main text of your thesis. The body style will automatically indent the first line of a paragraph so you don’t have to press the “tab” key at the beginning of each paragraph. If you copied and pasted your thesis from another document into this template, you may end up with extra indentation after changing your text from its original Styles to the CHC styles. Make sure to delete this or the first line of each body paragraph will be double-indented!

Quotes

This is the “**CHC Block Quote**” style and is useful when you have a long quote to display. The line spacing and margins for this style will set apart your text from the regular body style. It will automatically be followed by the “CHC After Block Quote” paragraph style.

This is the “**CHC After Block Quote**” style. The paragraph immediately following a quote should use this after-quote style. This style does not indent the first line in the paragraph.

Spacing is also adjusted accordingly so it is not necessary to have an extra blank line between the quote and after quote paragraphs. This Style also follows Figures, Tables, and so on.

Figures

The image below is in the “**CHC Figure**” style. This style centers the image between the margins. Insert your image into your document where you want it to appear, and then apply the CHC Figure style to it. Then, click your cursor to the right of the image, and hit return/enter, and the following line will automatically be formatted in “**CHC Figure Title**” style. After typing your Figure Title, if you hit return/enter the next line will be in the style, “**CHC Figure Caption.**” After that section, the following text will automatically be formatted as “**CHC After Block Quote.**” Paragraphs prior to figures, such as this one, are not linked to the “Figure” styles. Figures, Figure Titles, and Figure Captions, are all linked styles, so they stay together on a page. Your figure captions will never appear on a different page than your figures, unless you purposefully manipulate them to do so.



Figure 1: This is the “**CHC Figure Title**” style and is used for the title of your figure. This text will also appear in the List of Figures.

This is the “**CHC Figure Caption**” style. Simply put the caption of your figure in this style. This text will not appear in the List of Figures. Fun Fact: The Styles for Figures, Figure Titles, and Figure Captions are all designed to stick together, so that when you use two or three of them together, none will end up on separate pages. Hurrah!

Here is some text demonstrating the “CHC After Block Quote” style that will automatically follow the “CHC Figure Caption” style. If you choose to not have a Caption after your Figure Title, you can just change the Styles manually.

Tables

There is no particular style for tables. Just insert your table and format it manually. However, there are styles you should use for the table title and table caption. An example is below.

| | Column A | Column B |
|--------------|-----------------|-----------------|
| Row 1 | A1 | B1 |
| Row 2 | A2 | B2 |

Table 1: This is the “**CHC Table Title**” style and is used for the title of your table. This style will also appear in the List of Tables.

This is the caption for this table. It is using the “**CHC Table Caption**” style. This text will not appear in the List of Figures. These styles currently will not “link” with your tables, so they may end up on a different page if your table is near the bottom of a page. Ask your Academic & Thesis Programs Manager, in 122 Chapman Hall if you need help fixing this.

Footnotes¹

¹ This is the “CHC Footnote” Style

Bibliography

<This is the bibliography section for you to use. Delete these notes when you're ready. If you are using citation-management software, insert your bibliography in this section. Depending on the software you are using, you may not need/want to format it with the "CHC Bibliography" style.>

<The bibliography is formatted in "**CHC Bibliography**" style, which provides the hanging indent for you, as well as a space between each entry. You do not need to use the "tab" button, nor hit return/enter multiple times – it happens automatically for you! Here is an example of bibliography entries. Keep in mind that you are not required to use this citation format; check with your primary thesis advisor as to what format is most appropriate for your field. >

Fortini-Campbell, Lisa. *Hitting the Sweet Spot: How Consumer Insights Can Inspire Better Marketing and Advertising*. Chicago: The Copy Workshop, 1992.

Haley, Eric, Margaret A. Morrison, Kim Bartel Sheehan and Ronald E. Taylor. *Using Qualitative Research in Advertising: Strategies, Techniques, and Applications*. Los Angeles: Sage Publications, 2012.

Kelley, Larry D. and Donald W. Jugenheimer. *Advertising Account Planning: Planning and Managing and IMC Campaign*. New York: M.E. Sharpe, 2011.

Kemper, Steven. "How Advertising Makes its Object." In *Advertising Cultures*, edited by Timothy De Waal Malefyt and Brian Moeran, 35-54. New York: Berg, 2003.

Malefyt, Timothy De Waal. "Models, Metaphors and Client Relations: The Negotiated Meanings of Advertising." In *Advertising Cultures*, edited by Timothy De Waal Malefyt and Brian Moeran, 139-164. New York: Berg, 2003.

Malefyt, Timothy De Waal and Brian Moeran, ed. *Advertising Cultures*. New York: Berg, 2003.

Malefyt, Timothy De Waal and Robert J. Morais. *Advertising and Anthropology*. New York: Berg, 2012.

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