Reports in MLA Style

Generic steps to format MLA-style reports:

- Use 1" margins.
- Use Times New Roman 12-pt. font (including the heading) and double spacing with equal spacing between paragraphs throughout.
- Press TAB 1 time at the start of all paragraphs to indent them by 0.5".
- Insert a header that displays on all pages and includes a right-aligned writer’s last name and an automatic page number in Times New Roman 12-pt. font.
- If citations are used in MLA-style reports, the writer’s last name and page number are usually cited inside parentheses.

Microsoft Word steps to format MLA-style reports:

1. From the Home tab, Paragraph group, click the Show/Hide ¶ button to display formatting marks.
2. From the Home tab, Font group, click the Font list arrow, Times New Roman; from the Font Size list arrow, click 12.
3. Set line spacing to double: Press CTRL+2 (or FN+CTRL+2 depending upon your keyboard).
4. Set spacing after to 0: From the Layout tab (or Page Layout tab), Paragraph group, under Spacing, click in the After box, type 0 and press ENTER.
5. Right-click over the header area, and click Edit Header; from the Home tab, Font group, change the font to Times New Roman 12 pt.; press CTRL+R to set right alignment; type the writer’s last name and space 1 time; from the Header & Footer Tools, Design tab, Header & Footer group, click Page Number, Current Position, Plain Number from the gallery to insert a page number at the right margin; double-click anywhere outside the First Page Header area over the document area to close the header.
6. In the first line of the body of the report, type each element of the heading information (the writer’s name, the instructor’s name, the class name, and the date) on separate lines at the left margin; when you type the date, use the day-month-year style (21 August 20--); press ENTER 1 time.
7. Center and type the title using upper- and lowercase letters (do not bold the title); press ENTER 1 time.
8. Type the body of the report; press TAB 1 time to indent all paragraphs 0.5".
The Scope and Ultimate Effectiveness of Current Online Commercial Advertising

Online advertising uses the Internet for the sole purpose of delivering marketing messages to customers. Gunderson cites these examples of online advertising: “ads on search engine results pages, banner ads, interactive media ads, online classifieds, advertising networks, and e-mail marketing” (49).

One major benefit of online advertising is the immediate publishing of information and content that is not limited by geography or time. To that end, “interactive advertising presents challenges for advertisers” (Newt and Land 59).

Marlene Arlenes and Robert Schell report that online business has grown in tandem with the expanding number of Internet users (37). That trend will only increase as time goes on. The uncertainties surrounding Internet advertising remain one of the major impediments to the expansion. A recent survey found two main reasons cited for not advertising online. The first is the difficulty of determining return on investment; the second is the lack of reliable tracking and measurement data (Cordova 176; Epstein 238-41).


Williams, Dan. “Re: Reaction to Internet Ads.” Message to the author. 18 Aug. 2014. E-mail.