Style Guidance for UITAC In the News Blog

Contents

Introduction

This style sheet provides guidance for UITAC In the News Blog posts. The sheet may not provide definitive answers to all style inquiries, but rather, guidelines and suggestions. That being said, style decisions should prioritize readability, accessibility, and consistency as well as maintaining the Blog's tone. Guidelines for formatting, style and tone, images, crediting sources, and utilizing accessibility tools are found in this document. *The Chicago Manual of Style* and the [Microsoft Style Guide](#) are referenced in this document as primary sources for style choices.

UITAC In the News Blog Style Sheet

Grammar, punctuation, and capitalization

Please consult *The Chicago Manual of Style* for general and additional grammar, punctuation, and capitalization guidelines that are not mentioned here.

The general word list section of this guide provides specific instances of punctuation, capitalization, formatting, and spelling.

Punctuation

Use the Oxford comma: (a, b, and c.)

Avoid comma splicing.

Hyphens and dashes

Hyphens (-) are always used to connect two separate word elements to form a compound word. When listing two compound modifiers, add a hyphen after the first.

>   Ex: low- and high-level radiation

>   A three- or four-page paper

The en dash (–) is longer than a hyphen, but shorter than an em dash. It is mainly used between dates to mark a span of time.

Em dashes (—) are most often used in pairs to call a reader's attention to the material they set off, making words, phrases, or clauses particularly dramatic or emotional. Alternatively, pairs of em dashes are used to mark off additional information that elaborates on a sentence's details but might not be essential to understanding the sentence.

If you cannot create a certain dash in your document look it up and copy/paste it.

Numbers/Dates

Spell out whole numbers one through nine.

Use numbers for 10 and beyond.

A range of numbers is shown with an en dash.

>   Example: 1911–1914

When writing percentages, the number is always listed.

Example: 4 percent

Abbreviations

Be consistent with the usage of abbreviations. The acronym or initialism will always come *after* the whole organization/concept/etc. The acronym can be used alone after it is introduced at least once in the text.

Examples:

World Health Organization (WHO)

National Aeronautics and Space Administration (NASA)

Accessibility

Plain and bias-free language

Effectively use plain and bias-free language when applicable to increase ease of understanding and suitability for a wide range of audiences. Please utilize the Microsoft Style Guide's resources on Word Choice and Bias-free communication.

The sociological content covered in our blogs is often technical or specialized, but we should aim for readability and accessibility when possible. Consider balancing your sociological voice with accessible writing practices.

Microsoft suggests these tips (Word Choice):

- Use contractions
- Use simple words, concise sentences
- Don't use common words in new ways
- Use technical terms carefully
- Avoid jargon
- Use US spelling and avoid non-English words

Microsoft's Bias-free communication resource includes guidance for gender-neutral terms, general pronoun use, and writing inclusively.

Use device-agnostic terms when describing actions you want the audience to take.

Examples:

"Select" instead of "click"

"Learn more about …" rather than "click here"

Formatting

Bolding terms

Key terms pulled from Engagement Packages or SociologicalYOU are bolded in blog post text.

See headings guidance for information on bolding headings.

Italics

Italics can be used for emphasis but are primarily used for the definitions following bolded key terms from Engagement Packages and SociologicalYOU.

> Example: The **criminal justice system**, *formal institution designed to enforce, arbitrate, and carry out the laws of society,* of the U.S. has continually evolved to facilitate or refrain from facilitating the death penalty since its establishment (Lanzante).

Italics are also used for prefixes and suffixes when explaining Latin origins.

Headings

Headers are important to readability, accessibility, and outreach efforts. Dividing blog content by headings aids audiences in navigating the content of the post and provides key words utilized in SEO.

Therefore, headings should be descriptive of the content they represent and utilize key words if possible. Multiple levels of headers are important for lengthy, comprehensive text, but blog posts will most likely only utilize one level of headers.

Headings should be bolded, headline-style capitalization, and end without periods. Words that would be italicized in the text are italicized in headings and subheadings. All levels of headings are bolded to increase visibility and ease of location.

Levels of headings

Level 1 Heading: Centered Main Section Title

Level 2 Heading: Flush Left Components of Main Section

Level 3 Heading: Further subdivided content

Lists

Please consult *The Chicago Manual of Style* for guidelines for formatting lists.

In-line lists are brief lists that appear within sentences. These are best used when the list will complete a grammatical sentence. List items that are long or comprehensive would be better formatted as a vertical list (bulleted or numbered) as this increases readability.

In-line lists

List items are labelled as (1), (2), and (3) within the sentence. All items are separated by commas.

> Example: Most of these complaints were not about police brutality but pertained to issues such as: slow response time, alleged name calling, and age discrimination.

If there are internal commas, the list is separated by semicolons.

> Example: Michaela was keen to travel to as many European countries and their cities as possible and her itinerary included France, Paris; Austria, Vienna; Italy, Rome; and Germany, Berlin.

Vertical lists

A vertical list is best introduced by a complete grammatical sentence followed by a colon. The items carry no closing punctuation unless they hold complete sentences. Runover lines should be aligned with the first word following the bullet or numbered list.

If an *in-line* list (list items completing the introductory sentence) is formatted as a **vertical list**, begin each item with a lowercase letter (exceptions for proper nouns, acronyms), include semi-colons at the end of every list item, and include a period at the end of the last list item.

Example:

These impacts of humanitarian reporting on public perception can then lead to various effects on health crises in conflicts, such as

- increased donations and volunteer efforts when coverage humanizes affected populations;

- pressure on governments to intervene or provide aid;

- shifts in public opinion about the conflict and involved parties; and

- changes in attitudes towards **refugees***, individuals who leave their homeland to escape violence and war*, and asylum seekers.

(Rahim)

Bulleted lists are used to draw visual attention to a group of items that are not presented in a certain order such as a list of materials that are all of equal importance.

Numbered lists are used to display items in order of chronology, importance, or priority such as a series of how-to steps.

Make sure to format lists through your word processor's tools to ensure consistency of indents and spacing as well as increase readability for screen readers and other accessibility tools.

Images

Creative Commons and public domain images can be used in blog articles. Some sources for free images include:

- Pexels
- Pixabay
- Unsplash
- Wiki Commons

All of these sources provide images that are free to use, and many don't require attribution. However, many Wiki Commons are licensed under Creative Commons, which require a link to the specific license for each image in the attribution.

Attribution guidelines are in the crediting sources section of this document. If you come across a source that isn't covered in this guide, ensure that you have at least a direct link to the image on the source webpage, not a downloaded file, in your attributions section. Most sources with free images will have a licensing page that explains how to credit their creators.

Make sure to keep note of whether you alter images in any way or not. Most Creative Commons licenses require a statement on image alteration in the attribution for that image.

Crediting sources

Notes

Footnotes or endnotes are used to provide additional information or citations.

Footnotes are placed at the bottom of each page, while endnotes are located at the end of the document.

Footnote or endnote entries include the author's name, title of the work, publication information, and page numbers.

Titles of books and journals are italicized. Titles of articles, chapters, poems, etc. are placed in quotation marks.

Entries are formatted as a numbered list. The first line is indented while the following lines are not.

Example:

1. Jodi Dean, *Democracy and Other Neoliberal Fantasies: Communicative Capitalism and Left Politics* (Durham: Duke University Press, 2009), 30.

Bibliography

The bibliography is a separate section that lists all the sources cited in the document.

Entries in the bibliography include the author's name, title of the work, publication information, and page numbers (if applicable). The bibliography is organized alphabetically by the author's last name.

The first line of each entry is flush left to the page while the rest of the lines are on a hanging indent.

Example:

Agamben, Giorgio. *Homo Sacer: Sovereign Power and Bare Life*. Translated by Daniel Heller-Roazen. Stanford: Stanford University Press, 1998.

References

There is no references section for blog posts. Instead, referenced material should be hyperlinked in the text where it is referenced.

Example:

When the author is listed as "staff," cite by organization name—not by "staff."

Attributions

Attributions are citations for images we use in blog posts. Public domain images and sources usually don't require attributions, but it is ethical to cite creators for their work. Attributions may differ for each source.

Attributions should follow the Title, Author, Source, License (TASL) format. The title of the image will be in quotations. It's okay to italicize words that are italicized in the original title.

Include hyperlinks for the specific work, author profile, and license if applicable. Make sure the hyperlink leads to the posted image rather than search results of your search query for the image. The attribution should include a statement about whether the image has been altered or not.

Example:

Images used in this blog:

1. "Upwards arrows" by Jungwoo Hong is licensed by Unsplash. This image has not been altered.

Creative Commons materials (such as Wiki Commons images) have specific licenses. These licenses should be hyperlinked and written in the Creative Commons abbreviated format (found by clicking the license link).

Example:

Images used in this blog:

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Not:

Images used in this blog:

1. "Great Mosque of Mecca (Masjid al-Haram)" by Saudipics.com is licensed by Creative Commons by Share-Alike license 4.0 International. This image has not been altered.

The goal of your attributions is to credit creators and cover licensing requirements for intellectual property. If you have trouble finding or formatting the information, just do your best to include the direct link to the image on the source you found it.

General word list

baby boomers
Bourgeoisie (n): refers to a society's middle class
Bourgeois (adj): refers to an individual middle class member

Catholic Church
corporate America
Class of (graduation year)

eBay

human-animal

Generation X
Gen Z

IPhone
Indigenous

McDonald's
millennial (as in generation)

twenty-first
themselves

U.S.

well-being

YouTube