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for INTERNATIONAL
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GREAT BARRINGTON

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for **INTERNATIONAL**
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TABLE OF CONTENTS

Preface	xi
Knowledge Propagation	xi
A Global Point of Reference.	xii
Our Approach	xiii
A View of the Mountain.	xv
Acknowledgments	xvii
About the Editors	xx
 Part 1: Copyeditor's Manual	 1
1.1 Overview.	5
1.1.1 Getting to Know Us	5
1.1.2 What We Expect from Copyeditors	6
1.2 Ten Almightinesses	7
1.2.1 Less Is More	8
1.2.2 Active versus Passive Voice—and a Word about Tone	8
1.2.3 Authorial Voice and First-Person Pronouns	9
1.2.4 Gender-Neutral Language, Pronouns, and a Word about God	10
1.2.5 Editing International Authors	12
1.2.6 The Serial Comma, Oxford University Press, and Twitter	16
1.2.7 P-A-U-S-E: Marvin Mudrick on Punctuation	17
1.2.8 However, Exceptions to the Rules, and Pet Peeves.	18
1.2.9 Keeping Our Publications Global and Timely	20

1.2.10 Plagiarism and Originality	20
1.3 Getting Started	21
1.3.1 Content Essentials	22
1.3.2 “No-Nos”.	22
1.3.4 Basic Copyediting Responsibilities	23
1.4 Detailed Guidelines	24
1.4.1 Style and Reference Authorities	24
1.4.2 Handling the Reviewing Editor’s Comments	25
1.4.3 Queries.	26
1.4.4 Fact Checking	30
1.4.5 Organization of Article	30
1.4.6 Tables and Figures	33
1.4.7 Footnotes/Endnotes	34
1.4.8 Identifying Experts in Text	35
1.4.9 In-Text Quotations / Citations	35
1.4.10 Contributor’s Name/Affiliation.	37
1.4.11 Cross-Reference Line (See also)	39
1.5 Special Rules for Biographical Entries	39
1.6 Special Rules for Geographical Entries	40
1.7 Special Rules for China-Related Projects	41
1.7.1 A Word about Spoken Chinese	41
1.7.2 Word Radicals, Characters, and Transliterations	42
1.7.3 Formatting Chinese Characters and Transliterations	43
1.8 Further Reading (Bibliography)	44
1.8.1 General Guidelines	44
1.8.2 Further Reading Examples.	48
1.9 CMS 16 Keyed to Berkshire Style	51

1.9.1 Word Usage Particulars (CMS Chapter 5)	51
1.9.2 Punctuation (CMS Chapter 6)	51
1.9.3 Distinctive Treatment of Words and Compounds (CMS Chapter 7)	56
1.9.4 Names and Terms (CMS Chapter 8)	58
1.9.5 Numbers (CMS Chapter 9)	59
1.10 Berkshire Publishing Article Template	64
Part 2: Author and Reviewer Guidelines	67
2.1 Author Guidelines	70
2.1.1 Points to Consider	70
2.1.2 Article Submission, Editor Review, and Copyediting	72
2.1.3 Organizing Your Article	74
2.1.4 Plagiarism and Citing Sources	76
2.1.5 Article Supplements	78
2.1.6 Dates, Money, and Measurements	79
2.1.7 Gender-Neutral Language	80
2.1.8 Scientific and Common Names	80
2.1.9 Headers and Footers	80
2.1.10 Reference Fields	80
2.1.11 Further Reading Section Guidelines	80
2.1.12 Author and Co-author Bylines, Affiliations, and Bios	82
2.2 For Authors Whose First Language Is Not English	83
2.2.1 What Western Publishers Expect	83
2.2.2 Submitting to Journals	85
2.2.3 Five Basic Requirements for Berkshire Encyclopedias	85
2.2.4 Other Components and Considerations	87

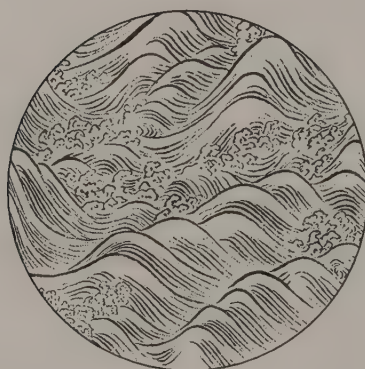
- 2.2.5 Plagiarism, Originality, and Citing the Work of Others . . . 88
- 2.2.6 Political Sensitivity. 89
- 2.2.7 Citation Requirements and Warnings 90
- 2.2.8 Source Requirements 90
- 2.2.9 Additional Help 91
- 2.3 Reviewer Guidelines 91
 - 2.3.1 Overview 92
 - 2.3.2 Commenting in the Text. 93
- 2.4 Ten Questions Berkshire Most Frequently Receives from
Authors 94
 - 2.4.1 Deadlines 94
 - 2.4.2 Print or Online. 94
 - 2.4.3 Redistribution of Articles 95
 - 2.4.4 Target Audience 95
 - 2.4.5 Submission Options 95
 - 2.4.6 Reviewing Process 96
 - 2.4.7 Revisions. 96
 - 2.4.8 Editing Support 96
 - 2.4.9 Visual Aids and Supplements 97
 - 2.4.10 Scholarly Indexes 97

Part 3: Berkshire Publishing Group In-House Style Guidelines 98

- 3.1 Overview. 100
- 3.2 Business Correspondence:
Email and Snail Mail 101
 - 3.2.1 Berkshire's Name / Berkshire's Titles 101
 - 3.2.2 Salutations and Complimentary Closings 102

3.2.3 “Greeting Sentences” and Personal Messages	105
3.3 Composing Text	106
3.3.1 Less Is More: Make the Message Clear	106
3.3.2 Active versus Passive Voice, and a Word about Tone.	107
3.3.3 From Marvin Mudrick: Everything You Ever Wanted to Know about Punctuation	108
3.3.4 The Serial Comma, Oxford University Press, and Twitter	109
3.3.5 Compound Words and Hyphenation	110
3.3.6 Hyphens, En Dashes, and Em Dashes.	111
3.3.7 Numbers, Percentages, and Money	111
3.3.8 Latin Abbreviations	112
3.4 Try a Copyediting Exercise	113
3.5 Grammar, Syntax, and Usage, plus a Few Pet Peeves	114
3.5.1 Contractions	114
3.5.2 Words Worth Distinguishing	115
3.5.3 Prepositions and Pronouns: Usages to Allow and Avoid.	115
3.5.4 Agreement, Agreement, Agreement	116
3.5.5 Berkshire’s Pet Peeves	116
Part 4: Berkshire Publishing Group General Authority List	118
4.1 Dynasties, Empires, Eras, and Kingdoms	119
4.1.1 China	119
4.1.2 Japan	120
4.1.3 Korea.	121
4.1.4 Central and West Asia	121
4.1.5 India and South Asia	122
4.1.6 Vietnam	122

4.2 Tone Marks / Diacritics	123
4.3 Alphabetical Listing of Preferred Spellings and Formats	123
Part 5: Internationalizing a Publication	137
5.1 Internationalizing Personal Names	138
5.1.1 Seeking Expert Help.	139
5.1.2 Author and Editor Names in a Database	141
5.2 Formats for Dates: ISO and W3C.	142
5.3 Practical Concerns	143
5.3.1 Publishing the Work of International Authors	143
5.3.2 Peer Reviews	143
5.3.3 Page Layout and Margins	144
5.3.4 Paper versus Online Publishing	145
Index	153



PREFACE

We at Berkshire, a US company located in Great Barrington, Massachusetts, have long made international content the focus of our publishing program. Our award-winning encyclopedias and reference books present global perspectives and global thinking on wide-ranging, cutting-edge subjects—from extreme sports to sustainability. We bring the work of thousands of international scholars to a broad audience that includes high school and university students, general readers with a passion for a particular topic, and people working in government and business research centers. For example, we are proud to announce that every semester a professor from the Isenberg School of Management at the University of Massachusetts, Amherst, assigns *This Is China*, a book from Berkshire's This World of Ours series, to graduate students who accompany her on a trip to Beijing and Shanghai. Bill Gates, a devotee of David Christian's DVD course in "Big History," wrote the blurb for the third printing of Christian's *This Fleeting World: A Short History of Humanity* (another in Berkshire's This World of Ours series). And the United States' Central Intelligence Agency (CIA) owns a copy of the *Berkshire Encyclopedia of China*.

As we've set up arrangements with international sales representatives and started new reference projects over the years, the question of global perspective has come up time and time again. In order to help other publishers striving to internationalize their programs, and to help librarians making purchasing decisions, we decided to analyze the things we have done in our attempt to push reference publishing—and the scholarship from which it derives—toward a more integrative, interdisciplinary, and global approach. We've done this almost instinctively, based on our deep commitment to tackling important contemporary issues and debates in a way that will be most useful and relevant to today's—and tomorrow's—students and professionals.

Knowledge Propagation

The *Berkshire Manual of Style for International Publishing* grew in part from our most recent attempts to set criteria for planning and judging a global reference. But the manual really took root when Berkshire's CEO, Karen Christensen,

noticing how lengthy the company's copyediting and author guidelines had become (seventy-eight pages), thought, "That's a book!" The project flourished as Karen collaborated with Berkshire's senior editor, Mary Bagg, to add guidelines for authors and peer reviewers, meditations and asides on writing and word use, behind-the-scenes anecdotes, and publishing lore. They intended the manual to supplement but not replace the *Chicago Manual of Style*—the US authority that has indeed become an industry standard and on which Berkshire itself relies. The result is a compendium that reflects Berkshire's passion for bringing knowledge about, and from, all corners of the world to the gardens (that is, classrooms, armchairs, and lecture halls) of the English-speaking world. Karen, an avid gardener and plant collector, thinks of it as "knowledge propagation."

The *Berkshire Manual of Style* also incorporates information for non-Western scholars who want to publish in English. Over the years we have fielded many questions about what Western publishers expect, and why. We see an increasing need for specific guidelines and detailed explanations. Our plan is to develop this material into presentations and courses, and we welcome input from scholars and publishers (to bmsip@berkshirepublishing.com).

A Global Point of Reference

In our own country and abroad, people often ask how Berkshire can possibly provide an international perspective. How can we explain China, for instance, when we are not Chinese? First, we all have to acknowledge the limitations of our vision. People who live in a country or culture will have knowledge and understanding that we do not. This is why Berkshire has chosen to work with non-US and non-Western authors since its beginning, even when this created extra difficulty and expense. Without our network of international scholars, which now also includes volume editors and peer reviewers as well as article contributors, Berkshire would not be the publishing company we have since become.

Karen's Mandarin-speaking son, Tom Cotton Christensen, now lives and works in Beijing as Berkshire's liaison with Chinese publishers and libraries. He sent us the following example of a Chinese *chengyu*, a special type of proverb used since ancient times to impart cultural wisdom. We think it particularly relevant to our work because it perfectly expresses the importance of maintaining distance to gain perspective and objectivity:

不识庐山真面目，只缘身在此山中

Bù shí lú shān zhēn miàn mù, zhǐ yuán shēn zài cǐ shān zhōng.

One cannot see the complete or true nature of Mount Lu when one is standing on the mountain.

At Berkshire we work with authors who are able to tell us about their particular “Mount Lu”—whether it’s nanotechnology, paleontology, or the Pearl River delta—with broad, complete vision. We generally avoid commissioning articles from people who are on the mountain (activists, for example), even when we admire and appreciate their work.

We also try to learn from others. Chinese authors writing about cities and places in the *Encyclopedia of China* always began with a proverb, such as, “Above the earth there is the heaven; on the earth there are Suzhou and Hangzhou.” Western authors, however, started geographical articles with population and area statistics. (This kind of difference is the bane of copyeditors, whose job is to create consistency—a requirement we stress throughout the 62 pages of copyeditor guidelines in this manual.) The Chinese approach is more meaningful, we decided, and appropriate to the subject, so for a second edition of the *Encyclopedia of China* we will adapt our author guidelines. Being “a global point of reference” requires this kind of constant reassessment, a broadening of our view toward our own “Mount Lu.”

Our Approach

When we first think about doing a project on a particular topic we ask a number of questions: Does this subject have global implications? Has it been studied globally? Is there an international network of experts to call upon? We also investigate whether the subject matter is conceptualized differently in different places. For example, US experts in the field of “future studies” place great emphasis on technology, while European experts think more about politics, culture, and economics. Once we’ve assessed the answers and determined that the project is indeed for us, we are ready to plan a strategy for getting it to press.

Academic research is by no means conducted with global consistency or global perspective. Students can find far more written on the environmental history of the American West, for example, than on the entire rest of the world. Famous scholars at prestigious universities sometimes send us articles that

suggest they are unaware of a world outside US borders. These are familiar problems, and we feel that our continued focus and drumbeating for global perspectives will encourage a more international scholarship.

Our topical publications cover and assess the impact of movements and individuals in non-Western regions. In the first volume of our ten-volume *Encyclopedia of Sustainability*, for example, we explain how the Chipko Movement in India continues to influence efforts in forest preservation and how the Green Belt Movement in Africa, led by Wangari Muta Maathi (who later won the 2004 Nobel Peace Prize) has extended its tree-planting goals to include the improvement of education, advocacy, and empowerment for African women. Three subsequent volumes assess sustainability efforts by region: in China, India, and East and Southeast Asia (Vol. 7), the Americas and Oceania (Vol. 8), and Afro-Eurasia (Vol. 9).

Our international approach involves a focus on movement: how interactions, exchanges and migrations help diffuse culture and ideas. The *Berkshire Encyclopedia of World History*, 2nd edition, constantly explores how themes and events occurred and overlapped across places and time: with global trading patterns, for instance, the ramifications of colonialism (in Africa and the New World) and the independence movements of postcolonial periods, or by explaining how Chinese artists in the eighteenth century learned to use Western, one-point perspective. We identify and examine unfamiliar non-Western ideas, and relate them to similar ideas that exist in the West. In the *Encyclopedia of Community* we include the Chinese concept *guanxi*—briefly described here as the relationship among a network of people with common experience or connections, which often involves an exchange of favors. But the encyclopedia also differentiates how Europe and the United States understand community: the word is associated with communism in Eastern Europe in particular, and terms such as *active citizenship*, *the third sector*, and *social inclusion* are often used instead of *community*.

Berkshire publications approach global coverage from two levels. Overview essays survey, for example, Native American (First Nations) art or how Western missionary activity evolved in China. At the more specific cultural level, we address beliefs and practices (from animism to Zoroastrianism), events (celebrating the Ghost Dance in North America, for instance), and places of regional or local significance, such as Bondi Beach in Australia, Maple Leaf Gardens in Canada, and Tiananmen Square in China. We've found that by including a wide variety of visual materials—such as ancient maps reproduced from period “originals,” many of which convey an evolving sense of our planet

and its place in the solar system, as well as photographs and illustrations of artifacts and artwork from the archives of international collections and museums—we help readers absorb and assimilate a sense of unfamiliar cultures and customs. For similar reasons we’ve often used sidebars with extracts from relevant historical primary texts, allowing the voice of the writer to resonant through the ages.

Berkshire’s years of experience with an ever-expanding network of thousands of international authors (as of August 2011 more than 800 scholars from 51 countries have contributed to the *Encyclopedia of Sustainability* alone), involve dealing with political issues, philosophical and cultural differences, and conflicting religious beliefs. Negotiating with authors in order to represent many perspectives is a major responsibility. One of our early successes was to persuade the Islamic Countries Women’s Sports Solidarity Council to help with the *International Encyclopedia of Women and Sports*, even though we included photos of women wearing little clothing, and also had contributions from committed feminists who believed that Islamic countries should not be permitted to enter the Olympics unless they allowed their female athletes the same freedoms that Western female athletes enjoy. Weaving these differences into a single resource gives us tremendous satisfaction.

Just as publishers seek to use gender-neutral language (the *Berkshire Manual of Style for International Publishing* discusses this vexed topic in the Copyeditor’s Manual at 1.2.4 and the Author Guidelines at 2.1.7), as international publishers we aim at language that is not US-centric. Our style guide specifies that “US citizen” replace “American,” and we use metric measurements. We think of readers elsewhere in the world when we refer to “football.” We even try not to use the word *summer* to mean the months June through August; an Australian editor once pointed out that this is hemisphere-centric. We instruct our peer reviewers and copyeditors to ruthlessly remove jargon and prune text to make it clear and accessible for general readers or for those whose first language is not English. We pay close attention to the voice and tone of our articles. Most importantly, we are determined to banish from our pages authorial assumptions that the US or Western approach is an absolute point of reference.

A View of the Mountain

The first edition of the *Berkshire Manual of Style for International Publishing* comprises knowledge and expertise we’ve garnered during our years as a global point of reference. Sharing the information in its pages with authors,

editors, and publishers brings us a step closer, we think, to our goal of making a difference in the world—by offering readers an objective, trustworthy source from which to view and engage in contemporary issues and debates. Now it's time to take a step back to gaze at our proverbial Mount Lu—to envision future projects and goals.

We can, of course, literally see mountains outside our office door. Great Barrington is located in the Berkshire Mountains, although most folks from western Massachusetts (and elsewhere) call them the Berkshire Hills. Our place in the mountains conferred special significance when a dozen or so of China's leading social networking entrepreneurs helped us decide to name ourselves in Chinese as *bǎo kù shān* 宝库山, which means something like Treasure Mountain Reference Books.

"Real and metaphorical mountains have had great power over the minds of the Chinese at many times and in many ways," writes John E. Wills Jr., the renowned scholar of Chinese history:

.....

Buddhist monasteries often were built in mountainous areas. Some sacred mountains were ancient centers of pilgrimage and veneration. Emperors were buried in real mountains, like the tomb of Empress Wu and her husband, or in great tomb mounds that were *called* mountains, like the famous tomb of the First Emperor of Qin. Landscape paintings were and are called "mountain and water paintings." Water always flows on and away, like time or one's life, but mountains have weight, endure. Men might change the course of a river, but they could scarcely scratch the surface of a mountain. (From *Mountain of Fame: Portraits in Chinese History*, page xi, Princeton University Press 1994.)

.....

In the preface to his book Wills explains that the title derives from a letter written circa 91 BCE by Sima Qian, who vowed to finish the great history his father had begun—he did, of course—and "deposit it on the Mountain of Fame, so that it can be handed down to [those in cities and villages] who will understand it."

We'd like to end our preface to the *Berkshire Manual of Style for International Publishing* by acknowledging the pleasure we take in being Treasure Mountain Reference Books, handing down the work of scholars from around the globe to an ever widening audience of readers.

ACKNOWLEDGMENTS

Now that we've compiled the various elements of *Berkshire Manual of Style*—the guidelines, rules, and exceptions to rules; the meditations and asides on writing and word use; the advice to scholars new to publishing in English; and the industry lore that's been handed down to us and which we hereby pass on—we want to thank the myriad people who have contributed to the contents.

Without our network of international scholars, of course, Berkshire Publishing would not be a global point of reference, and we must first acknowledge the contributions and support of our editorial boards, authors, and peer reviewers. We are even grateful to those who declined to write for us, if only because their skepticism served as both a goad and a spark to renew our enthusiasm for seeing a difficult project through. As one Chinese scholar remarked, unbelieving that a work like the *Encyclopedia of China* was possible, "But somebody has to have the nerve to try. Best wishes to them." Other anonymous scholars who were critical, sometimes harshly so, also deserve a word. They challenged preconceived ideas about certain standards in US publishing—such as using authors' first initials in bibliographic entries instead of spelling out their first names, a practice that introduces huge problems when listing Chinese authors (some use the traditional Chinese "family name / first name" format, while others have Westernized their names and use their surnames last). Considerations such as these have made us aware of what a copyeditor might cryptically call "attention to global detail."

From this "great cloud of witnesses"—the phrase comes from the New Testament of the Bible, Letter to the Hebrews (12.1), and Berkshire CEO Karen Christensen has used it to refer to scholars who lend support and cooperation—we must single out William H. McNeill. From the earliest days of Berkshire Publishing, Bill has blessed us with advice, always generous and sometimes cautionary. He has served on the editorial board for the first and second edition of the *Berkshire Encyclopedia of World History* and contributed prolifically to those pages and others. He has also taught us much about working with authors who would prefer their words not be changed and their punctuation not tampered with.

We also express appreciation to the University of Chicago and its *Chicago Manual of Style* (CMS), often referred to as the “Bible” of US publishing. (Bill McNeill, who spent his career teaching at the University of Chicago, remembers one CMS editor whom he insists “was born knowing how to spell.”) We use CMS as our authority, although we’re clear within these pages where we depart from it and why. As we’ve mentioned several times, because we think it’s worth repeating, we intend the *Berkshire Manual of Style for International Publishing* to supplement CMS, not replace it.

This manual reflects the dedication, diligence, and the talent of Berkshire’s staff members, both in-house and freelance—those who are still here and those who have since moved on. A few bear special mention. Francesca Forrest was with us when *Guanxi: The China Letter* (2006–2008, and relaunched in 2011 as *China Connect*) was a fledgling publication and we were still puzzling over how to get tone marks to transfer in Word files. Having specialized in Asian content at Merriam-Webster and worked on Berkshire’s *Encyclopedia of Modern Asia* (published by Scribners), Francesca was knowledgeable about a whole range of Asian language issues. Marcy Ross, an associate editor in charge of production until she moved to Boston a few years ago, was naturally immersed in the development of our copyeditor guidelines as she worked with an extensive team of freelancers on some of our early publications, including the *Homelessness Handbook* and *Global Perspectives on the United States*.

Bill Siever, as project coordinator for the five-volume *Encyclopedia of China* and the ten-volume *Encyclopedia of Sustainability*, has been immersed in style sheets, authority lists, and author guidelines ever since coming to Berkshire in 2008; he has worked tirelessly with Berkshire’s senior editor, Mary Bagg, to review and revise many editorial “documents” in our archives. Kathy Brock, a member of our freelance copyediting team, has also contributed much to this manual, not only by proofreading its pages in Word before we sent it to composition, but by diligently calling inconsistencies (or missed opportunities to clarify a rule) to Bill and Mary’s attention. We thank Anna Myers for a splendid page layout and cover inspired by Berkshire’s Chinese name, Treasure Mountain Reference Books. And to Trevor Young, Berkshire’s IT specialist, we are grateful for his special efforts to set up an XML system to manage this book. It can be available on our website at no charge, section by section, as well as in print and digital editions, the content of which will be regularly updated from a single XML repository.

Mary and Karen acknowledge the immense satisfaction they’ve derived

from their collaboration on this project—the fast and furious email exchanges the carefully considered conversations the writing, rewriting, and editing that passed between them and the pride they feel to see *Berkshire Manual of Style for International Publishing* online and in print.

Mary Bagg and Karen Christensen
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ABOUT THE EDITORS



Karen Christensen is CEO of Berkshire Publishing Group, which she co-founded in 1998, and an author specializing in sustainability, community, and China-related education. She was the senior academic editor of the *Encyclopedia of Community* (Sage 2004).

After graduating from the College of Creative Studies at University of California, Santa Barbara—a tiny institution founded by Marvin Mudrick (and known as a graduate school for undergraduates)—she went to London and began her publishing career at Blackwell Scientific Publications. Then, at Faber & Faber, she became editorial assistant to Valerie Eliot, who was compiling the first volume of her husband's letters (1988). (Karen's memoir of work on the T. S. Eliot letters, "Dear Mrs. Eliot," was the cover story in the UK newspaper the *Guardian Review* in January 2005.)

Karen's various popular "green" titles have been translated into French, German, Swedish, Chinese (both traditional and simplified), Japanese, Korean, and Thai. She is a member of the National Committee on U.S.-China Relations and has served on the board of several industry associations.

The *Berkshire Manual of Style for International Publishing* reflects her lifelong interest in global understanding. When she ran for a seat on the board of the Software and Information Industry Association (SIIA) in 2004, Karen wrote: "I am passionate about creating knowledge and getting it to the people who need to know I believe that publishers are a powerful force for good in our world, and a crucial part of today's world wide web of communication." To her surprise, she was elected.

Although Karen proofread one book on bacteriology for Blackwell (they never offered her a second), she is neither a proofreader nor a copyeditor, and relies on the expertise of people like Mary Bagg to ensure that she dots her i's and crosses her t's. She does have one special skill: she is fluent in both American and English, and she had the unique experience of having one of her books, written in English for a London publisher, "translated" into American by a freelancer editor.



Berkshire Publishing's senior editor, Mary Bagg, has been with the company since 2004, serving in capacities from proofreader to prose polisher. She's the go-to person when Berkshire's in-house and freelance staff have questions, and a "revisions referee" between editors and authors. She has worked with Berkshire's most prized and prolific contributors (especially William H. McNeill and David Christian during editing of the second edition of the *Encyclopedia of World History*).

Beginning with *Guanxi: The China Newsletter* (2006–2008, relaunched in 2011 as *China Connect*) Mary has immersed herself in Berkshire's China publications. For the *Encyclopedia of China* she proofread the lion's share (and edited quite a few) of the eight hundred articles and abstracts before they were sent to composition. She created a unified voice from more than sixty Berkshire authors whose articles were excerpted to form *This Is China: The First 5,000 Years*, an acclaimed book in Berkshire's *This World of Ours* series. She is the lead editor at Berkshire for the *Dictionary of Chinese Biography*.

After collaboration with project coordinators on nearly everything Berkshire has published since 2004, Mary can be said to have a significant grasp on Berkshire guidelines, authority lists, and style sheets, many versions of which she keeps on paper, with scribbled notes and cryptic comments, in her personal archives.

Mary's non-Berkshire experience in publishing spans a variety of roles and tasks, from being the associate editor of an alternative news-and-arts weekly to editing a treatise on the connections between food and art during the Italian Renaissance. She co-authored the notes and introductions for Robert Bagg's translations of *The Oedipus Plays of Sophocles* (University of Massachusetts Press, 2004), and proofread each of the 896 pages of *The Complete Sophocles*, his collaboration with translator James Scully (HarperPerennials, July 2011). She continues to field requests from her husband and grown children to "just take a quick look at this chapter / poem / letter, please."



About the Design of this Book

The *Berkshire Manual of Style for International Publishing* uses three fonts: Bell MT Standard as a heading and accent font, Adobe Caslon Pro as the main text font, and Adobe Heiti Standard for Chinese characters.

The illustrations we placed throughout the book come from an early Qīng-dynasty (1644–1911/12) Chinese painting manual, *Jièzǐyuán Huàzhuan* (芥子園畫傳 “The Mustard Seed Garden Manual of Painting”). We used many illustrations from the manual in our award-winning *Berkshire Encyclopedia of China* and thought some them appropriate for these pages—and especially our cover image—because Berkshire’s Chinese name, 宝库山 *bǎo kù shān*, can be translated as Treasure Mountain Reference Books.

Berkshire chose not to justify the right margins of this manual in the print edition. We realize that this is not standard practice in the publishing industry, but we offer several reasons for our decision. It allows the typesetting process to move more quickly with less chance for error. It removes the need for forced line breaks, which can cause problems in the display of the online formats, including HTML, e-pub, and Kindle editions. We also expect to update and expand upon the text frequently, which, if we had used right-justified margins, could disrupt line breaks. This departure from print tradition is just one of the changes we think publishers should be open to as we move into the age of digital publishing.

PART 1:

COPYEDITOR'S MANUAL

1.1 Overview	5
1.1.1 Getting to Know Us	5
1.1.2 What We Expect from Copyeditors	6
1.2 Ten Almightinesses	7
1.2.1 Less Is More	8
1.2.2 Active versus Passive Voice—and a Word about Tone	8
1.2.3 Authorial Voice and First-Person Pronouns	9
<i>First-Person Pronouns</i>	9
<i>Author “Self-Referencing”</i>	10
1.2.4 Gender-Neutral Language, Pronouns, and a Word about God .	10
1.2.5 Editing International Authors	12
<i>Authors Whose First Language Is Not English</i>	12
<i>British English versus American English</i>	13
1.2.6 The Serial Comma, Oxford University Press, and Twitter . .	16
1.2.7 P-A-U-S-E: Marvin Mudrick on Punctuation	17
1.2.8 However, Exceptions to the Rules, and Pet Peeves.	18
1.2.9 Keeping Our Publications Global and Timely	20
1.2.10 Plagiarism and Originality	20
<i>What if Authors “Borrow” from Their Own Texts?</i>	21
<i>Spot-Checking or Confirming Quoted Material</i>	21
1.3 Getting Started	21
1.3.1 Content Essentials	22

1.3.2 “No-Nos”	22
1.3.4 Basic Copyediting Responsibilities	23
1.4 Detailed Guidelines	24
1.4.1 Style and Reference Authorities	24
1.4.2 Handling the Reviewing Editor’s Comments	25
1.4.3 Queries.	26
<i>When</i>	26
<i>How</i>	27
<i>Standard Queries to Add to Every Article</i>	29
1.4.4 Fact Checking	30
1.4.5 Organization of Article	30
<i>Templates</i>	30
<i>Article Abstracts</i>	31
<i>Opening and Closing</i>	31
<i>Paragraph Length</i>	32
<i>Headings and Subheadings</i>	32
1.4.6 Tables and Figures	33
<i>Formatting Tables</i>	33
<i>Table Title Examples</i>	33
<i>In-Text Table References</i>	34
<i>Source Line for Tables</i>	34
1.4.7 Footnotes/Endnotes	34
1.4.8 Identifying Experts in Text	35
1.4.9 In-Text Quotations / Citations	35
1.4.10 Contributor’s Name/Affiliation.	37
<i>Jr., Sr., III, and the Like</i>	37
<i>Academic Degrees and Religious or Other Affiliations</i>	37

<i>Affiliation Line in an Article</i>	37
<i>Author Affiliations: How to List Co-authors</i>	38
1.4.11 Cross-Reference Line (See also)	39
1.5 Special Rules for Biographical Entries	39
1.6 Special Rules for Geographical Entries	40
1.7 Special Rules for China-Related Projects	41
1.7.1 A Word about Spoken Chinese	41
1.7.2 Word Radicals, Characters, and Transliterations	42
1.7.3 Formatting Chinese Characters and Transliterations	43
1.8 Further Reading (Bibliography)	44
1.8.1 General Guidelines	44
<i>Number of References</i>	45
<i>Publishers' Locations</i>	45
<i>Accepted Abbreviations for Further Reading Section</i>	46
<i>Full Names and Alphabetization of Names and Titles</i>	47
1.8.2 Further Reading Examples.	48
1.9 CMS 16 Keyed to Berkshire Style	51
1.9.1 Word Usage Particulars (CMS Chapter 5)	51
1.9.2 Punctuation (CMS Chapter 6)	51
<i>Commas</i>	51
<i>Colons</i>	52
<i>Dashes</i>	52
<i>Punctuation with Italics</i>	53
<i>Slashes</i>	53
<i>Punctuation of Lists.</i>	53
<i>Ellipses</i>	55
<i>Quotations Marks and Apostrophes</i>	55

<i>Scare Quotes</i>	56
<i>Parentheses</i>	56
1.9.3 Distinctive Treatment of Words and Compounds (CMS Chapter 7)	56
<i>Foreign Words and Uncommon Terms</i>	56
<i>Compound Words</i>	57
<i>So-Called</i>	57
<i>Words as Words</i>	57
<i>Diacritics and Special Characters</i>	57
1.9.4 Names and Terms (CMS Chapter 8)	58
<i>Titles (and Titles Used in Apposition)</i>	58
<i>Directionals and Place Names</i>	58
<i>Nonstandard Spelling</i>	59
1.9.5 Numbers (CMS Chapter 9)	59
<i>Spell Out</i>	59
<i>Write as Numerals</i>	60
<i>Negative Numbers</i>	60
<i>Money</i>	60
<i>Dates, in General</i>	60
<i>Time of Day</i>	61
<i>Designating Eras</i>	62
<i>Life Dates in Text</i>	62
<i>Numbers and Numerals—More Proofreading Pet Peeves</i>	63
<i>Measurements</i>	63
1.10 Berkshire Publishing Article Template	64

1.1 Overview

We've designed this copyeditor's manual (which is now part of our *Berkshire Manual of Style for International Publishing*) with both "old hands" and new hires in mind. By removing excess baggage, we've made it easier to navigate, more enjoyable (sometimes even funny) to read, and much more streamlined than our previous version.

We've always considered our copyeditor's manual a supplement to our authority of choice, the *Chicago Manual of Style*. But as Chicago changed its rules from edition to edition, we found ourselves adding more and more CMS material (occasionally whole sections and lengthy lists). We wrongly thought it would be convenient if we packed in as much information from CMS as we could, ostensibly saving you from always having to consult the basic source. We wound up with a behemoth on our hands: it included too many lists, too much repetition, and was becoming impossible to keep up to date. And in no way, of course, did it substitute for the comprehensive Chicago manual. (We particularly value the connection to the University of Chicago, as our most important advisor and editor has been, from the time of Berkshire's founding, the University of Chicago historian William H. McNeill. In 2011, he described a CMS editor he knew as "a New Englander through and through, who had been born knowing how to spell.") We therefore ask that you make CMS 16 part of your professional library if it already isn't. You can purchase the hard copy at about half its list price from Amazon and used booksellers, or you can subscribe yearly online (with bonus access to the fifteenth edition).

Our manual does, of course, tell you if we disagree with CMS and why we don't follow some CMS rules. More important, it tells you what really matters to us in terms of style, readability, and tone. It answers specific questions that CMS doesn't broach—about querying authors and editing non-native English-speaking writers, for instance. And, of course, it explains the formatting particulars that help make our award-winning encyclopedias and books consistent in style and visually appealing.

1.1.1 Getting to Know Us

Please take a few moments to look at our website, where you will find links to numerous titles on our list. Berkshire's publications focus on global perspectives as conveyed through our particular vision: while other publishers (and free online

sources) focus on the *who*, *what*, *when*, and *where* structure for presenting a topic, Berkshire specializes in providing resources from expert contributors who probe for deeper context and analysis, resources that help to explain *how* and *why*.

We also take special pride in bringing the work of these much-acclaimed scholars to a wide general audience that includes high school students. We don't think students should be limited to reading the work of junior scholars who rehash other scholars' research, or to the tenuous offerings of nonexpert writers who are often hired to produce the reference material deemed "suitable" for high school students today.

The best way to prepare to copyedit articles for a Berkshire Publishing reference work is to read the project description and, if available, the introduction to the publication (often available in draft). Next, take a look at accomplished and relevant articles that have been published on the subject, either in previous Berkshire titles or in other sources we provide. Many such examples can be found on our website (linked to a particular project), and we'll be glad to provide access to other relevant material.

1.1.2 What We Expect from Copyeditors

Copyediting a scholarly article for general-audience accessibility can be challenging on several levels, but we've had much experience in this area. Within these pages we offer pointers and guidelines, and our project coordinators are always willing to field and answer questions, whether broad or specific, as you become immersed in the editing process. While copyediting is in one sense finite and rule-bound—as it concerns spelling, grammar, and attention to the style sheets pertinent to the particular project—it can also involve subjective judgment calls. We expect you to keep in mind our obligation to the reader: the material we present must be clear, accessible, thorough, and soundly organized.

We do, of course, offer considerable guidance to our authors as they prepare their articles for publication. We also define what we expect from the academic editors in charge of a particular volume or the project in its entirety. Before an article reaches you, all will have done their part to make your job easier. Do read the author and academic editor guidelines for the project you'll be working on. They are an important part of understanding your crucial role in the editing process, since authors do not always follow our instructions, and editors do not always review consistently. We find that once a copyeditor becomes familiar with the "ground rules" for the project—and realizes that we are available when

needed to counsel how such rules apply across the variety of texts—the editing proceeds swiftly and smoothly.

1.2 Ten Almightinesses

Before we get to ground rules and guidelines, here's a behind-the-scenes glimpse of a situation one copyeditor encountered while working in early 2008 on Berkshire's *China Gold: China's Quest for Global Power and Olympic Glory*.

This beautiful full-color, illustrated book brought together Berkshire's expertise in international sports with our expanded interest in China-related material. The *Berkshire Encyclopedia of China* was then in the works. And *Guanxi*—our monthly newsletter devoted to doing business in China—had been well underway for more than a year, but we were, admittedly, still a little green when it came to translating idiomatic expressions from one language to the other or figuring out why a native Chinese speaker chose to use a certain English word.

In an article that included lots of statistics about the history of China's Olympic success, the copyeditor marked the following phrase: “won silver medal about ten almightinesses.” Because of context (the date and location of the particular Olympic Game and the name of the medal winner), a quick fact-check allowed her to pinpoint the event: the men's decathlon. Part of that made sense: *dec* is the Greek root for *ten*, and a decathlon is a ten-part competition. But a puzzle remained: where did *almightinesses* fit into the picture? Digging further into the etymology revealed that *athlon* is the Greek word for “combat and/or contest,” and the superlative form of the word (*athlios*) suggests a triumph, the successful ending of a struggle or contest. By putting the pieces together—and sharing the story with in-house and freelance staff—the copyeditor reminded us that non-native English-speaking authors need more guidance than access to a dictionary and a thesaurus can provide.

The following sections in this copyeditor manual describe Berkshire's approach to ten aspects of copyediting. We know you are professionals and expect that you've internalized many of these general philosophies and much of the advice. But several sections—about our preferences and peeves, for instance, and the experience we've had editing non-native English speakers—are either unique or specific to Berkshire, a publishing company that focuses on global perspectives and draws on the expertise of international scholars and businesspeople.

1.2.1 Less Is More

In one sense the theory behind writing isn't much different than Ludwig Mies van der Rohe's now-famous aphorism about minimalist design: less is more. Whether you're reading an editing manual or a marketing primer, the advice is much the same: Keep sentences brief and crisp. Ban superfluous—better known as “unnecessary”—words and phrases that do not add to readers' understanding or enjoyment. Use simple, straightforward language.

Not all of our authors, however, believe less is more. Some decline to abandon jargon (or worse, formal-sounding but convoluted phrases) because they think they need it to sound authoritative. Others, similarly, have been writing (as specialists for specialists) on their topic for years and expect their readers to navigate through complex waters of excessive detail. If the article you are copyediting is heavy on “superfluous mores”—lighten it up. Examples:

- Change “component” to “part.”
- Change “facilitate” to “ease,” “help,” or “make easier.”
- Change “utilize” to “use.”
- Change “societal” to “social.”
- Change “the people who are located in” to “the people in.”
- Omit redundant adjectives: a ~~joyous~~ celebration; a ~~funereal~~ dirge.

Substitute “overweight” introductory prepositional phrases—such as (1) “With regard to the issue of climate change, we cover . . .” (2) “In terms of our contract, your responsibility is to . . .” (3) “In reference to the next edition, which will have international coverage and appear in September, we plan to”—with leaner, more “active” alternatives, such as: (1) “Our coverage of climate change includes . . .” (2) “Our contract states that you . . .” (3) “We plan to cover international perspectives in the next edition, scheduled for September publication.”

1.2.2 Active versus Passive Voice—and a Word about Tone

Sentences constructed in an active voice add zip, whereas passive constructions (especially an article's worth of them) stagnate and bog down:

- In a passive sentence the object is acted upon: The tree was struck by lightning.
- In an active sentence the subject performs the action. Lightning struck the tree.

To edit prose that sounds stuffy or boring, consider both voice and tone. The examples below demonstrate how a sentence can be revised to elicit agreement rather than provoke annoyance.

- Political opinions are based on age, gender, and socioeconomic status.
[Yawn. What else is new?]
- A person's age, gender, income, and position in society affect what they think about political issues. [How true. Let's see how this applies to the subject I'm reading about.]

Simplify wordy phrases that add nothing to the meaning of the sentence (and yet make other “filler” words necessary to get the point across):

- It was she who insisted that he take the book. / It was questioned whether or not she had a hidden agenda.

Go for stripped-down clauses or single words:

- She insisted he take the book. / Some wondered if she had a hidden agenda.

1.2.3 Authorial Voice and First-Person Pronouns

Copyeditors often face “pronoun problems,” either in articles that have been written from opinionated or personal points of view or when adapting articles from other sources.

First-Person Pronouns

Encyclopedias are by nature meant to be objective and presented in the voice of a neutral observer; Berkshire has long edited out first-person-*singular* pronouns (exceptions being in quoted material, sidebars, and primary source extracts) and will continue to do so. The first volume of the *Berkshire Encyclopedia of Sustainability*, however, *The Spirit of Sustainability*, included many articles based on spirituality, religion, other moral or ethical belief systems and traditions, and also addressed issues that affect and impact humankind and our ecosystem in common. We thus relaxed our guidelines and allowed some use of “universal” first-person-*plural* pronouns “we” and “our,” and occasionally allowed similar usage if the point of view represented a specific group. In most cases we still prefer to avoid the use of the first-person plural, although in other *Sustainability*

volumes or future publications about religious and ethical movements it may again become more feasible to allow it.

Author “Self-Referencing”

Occasionally an author will reference his or her own work in the text. Avoid first-person constructions (“In my 1992 book . . .”) or, worse, an awkward third-person mention (“This author, in the 1992 book *Listen to the Wind*, writes . . .”). Identify the author by name instead, as you would any other scholar or expert (“In John Doe’s 1992 book *The Great Escape*, he advances the theory that . . .”).

If the author writes in the first person to acknowledge field research or his opinion (“In my experience working with the indigenous Andean population I discovered . . .”), recast the sentence in the third person accordingly (“Bill Brown, during field research conducted in the Andes, discovered . . .”).

1.2.4 Gender-Neutral Language, Pronouns, and a Word about God

Berkshire asks that you replace gender-biased terminology with neutral terms whenever possible (and always when the context is general). For instance, if an author mentions the predictions of “weathermen” in an article about tsunamis, replace the word with “weather forecasters.” Similar terms and suitable substitutions include fireman/firefighter, mailman/mail carrier, and spokesman/spokesperson. The most gender-biased term likely to appear in an uncopyedited Berkshire article is “mankind.” Replacing it with “humankind” is the most obvious fix, but be sensitive to the use of alternatives: “human beings” and “human race” are options, but sometimes “people” works just fine in the right context; “humanity” can suggest to some readers a quality more than an entity.

Using “he” as a generic singular pronoun, once standard in formal writing, is not acceptable to Berkshire, and few in the publishing world still use it. The simplest solution (adding “or she”) works for the isolated occasion, but it can make writing cumbersome, especially with possessive forms of the pronoun (“his or her”). Try to find a more creative solution. For the following example—“An author can cling to his old habits”—try recasting the sentence with a plural subject: “Authors can cling to their old habits.” Another, and perhaps the most obvious, option: remove the personal pronoun—“An author can cling to old habits.”

Do not sprinkle alternate uses of “he” and “she” (or various forms of the pronoun) throughout the text (from sentence to sentence or page to page) as a

way to mitigate the problem. “An author might cling to his old habits. But that doesn’t mean the copyeditor will let her get away with them.” And don’t even think about trying the annoying-to-read “s/he” and he/she.”

The gender-neutral word “everyone,” which grammarians designate an indefinite pronoun, poses another copyediting conundrum. Through most of the 1980s, writes Amy Einsohn in *The Copyeditor's Handbook*, usage manuals considered “everyone” as a singular, not a plural, entity that required a subsequent singular pronoun to agree with it—and that pronoun was based on accepting the use of the generic “he.” Constructions like “Everyone brought his notepad to the lecture” were the norm. With sensitivity to gender-biased language on the rise—and in reaction to voices as varied as Jacques Barzun, H. L. Mencken, and Steven Pinker debating whether *everyone* is logically singular or not—manuals and usage guides began to allow “Everyone brought their notepad to the lecture.” (Einsohn, citing *Merriam-Webster's Dictionary of English Usage*, acknowledges that plural pronouns have been used to reference indefinite pronouns for some four hundred years.) Today most usage guides recommend *they* and *their* as an antecedent for *everyone*, *anyone*, *everybody*, and *anybody*. CMS 16 insists on calling this usage the “singular they” and its editors don’t endorse the practice as grammatical in formal writing. (Interestingly, CMS editors encouraged readers of the fourteenth edition to adopt what they then called the “revival” of the singular they.) We say: if an author writes, “Everyone brought his or her notepad,” let it stand. Use plural- and indefinite-pronoun pairs sparingly. What’s wrong with “Everyone brought a notepad to the lecture”?

One final note about problematic pronouns: Berkshire has published several volumes on religious practices and beliefs across the globe—all of which required special consideration of sacred terms and names—and we expect religion and all its aspects to figure prominently in future publications. In the *Spirit of Sustainability* especially, the issue of using the capitalized noun *God*, as well as capitalized masculine pronouns (Him and He) to refer to God, came up on a number of occasions. While monotheistic Abrahamic religious traditions (Christianity, Judaism, and Islam) are patriarchal, not all use capitalized pronouns to refer to God, while other monotheistic believers, such as Quakers, never use a gendered pronoun. We have found that authors are very particular about the editing of text naming God and God’s attributes, so it is best to leave their usage of preferred pronouns, capitalized or not, intact. When editing abstracts please recast a sentence to avoid the use of pronouns when referring to God or repeat the proper noun, even if it sounds more repetitive than what would normally be considered graceful (i.e., God takes care of God’s children).

1.2.5 Editing International Authors

Berkshire's global focus has created a network of international scholars, business professionals, and other experts who are eager to publish their work in our reference books, encyclopedias, and journals. Many of these authors learned to speak English as a "second" or subsequent language, but not all were trained to write in English. Others come from the United Kingdom and Australia, and although their native tongue is supposedly the same as ours in the United States, it's no secret that differences in usage, meaning, and style abound.

Authors Whose First Language Is Not English

The detailed guidelines we provide for non-native English-speaking authors, especially Chinese authors, are part of the *Berkshire Manual of Style for International Publishing* (2.2). They supplement our general author guidelines by covering topics—such as political sensitivity, originality and plagiarism, and appropriate and inappropriate sources—that first-time authors for Western publications might have yet to address. We recommend that you read these author guidelines as well. (See also 1.2.10, "Plagiarism.")

When you are copyediting the prose of non-native English-speaking authors, please improve the grammar, structure, and flow of sentences when necessary and make sure that transitions between paragraphs or sections of an article are both logical and graceful. Many non-native writers (and a fair number of academic native English writers) use passive sentence constructions almost entirely (i.e., "There is a tendency for some authors to pontificate") when it would be better to rephrase the sentence in an active voice (i.e., "Some authors tend to pontificate"). We don't expect you to rewrite every passive sentence in the article, but do focus on recasting the most awkward ones. Many authors trained to write English prose in European countries use a very formal style, which often means a copyeditor must simplify or clarify circumlocution.

Most important, we ask copyeditors to pay attention to the idiomatic and colloquial use of English. As we explained in our "ten almightinesses" anecdote, a Chinese-to-English dictionary and a bit of etymological analysis won't always result in finding *les mots justes*, even though there may be a logical connection between the word an author chooses and his or her intended meaning. For Chinese authors the word *cleavage* seems to have special appeal to describe a rift or ideological split among social or ethnic groups ("cause cleavages between poor and middle peasants," "the cleavage in Indian culture"). We can imagine

snickers elicited from at least a few readers if we had left those phrases stand. (The rest of us, of course, know well that *cleavage* is a geological term referring most basically to how a rock breaks when you smash it. M-W 11 lists four specific usages before defining the last, and fifth: “the depression between a woman’s breasts.”)

We often see non-native English-speaking authors cling to the use of a single mundane (but accurate) word. To add some nuance to a five-line paragraph about agricultural production we replaced six occurrences of the words *increased* and *increase* with: *rose*, *advance*, *grow*, *output*, *upsurge*, and *rise*.

Sometimes authors use colloquial terms or phrases that don’t translate well (or at all) into English. Please be sure to query the author, being as clear and specific as possible, if you are confused or unable to determine the author’s meaning from the context.

Many of our contributors from China write with some ambiguity about time because Chinese does not have true tenses the way the English language does. We ask our Chinese authors to make sure it’s clear whether something has happened in the past, is happening now, or has not yet happened. We ask that you be sensitive to this when editing articles by Chinese authors—and of course all authors, who may get stuck in the present and not write with “persistence” in mind (that is to say, they use words and phrases like *recently* and *several years ago*). Berkshire articles should be edited so that when read five or ten years from now the events and subjects are clearly placed in time. (See 1.2.9, “Keeping Our Publications Global and Timely.”)

Section 1.7 covers other style/format considerations about copyediting articles for China-related projects, including the treatment of pinyin transliteration and Chinese characters within a sentence, and the fact that Chinese nouns do not have a plural form.

British English versus American English

Many of our authors, of course, are native British English speakers. Because we are a US-based publisher, our guidelines, word preferences, and punctuation are based on “American English.” Some authors from the United Kingdom are quite willing to “Americanize” for us—for instance, they’ll use *elevator* rather than *lift* or *vacation* instead of *holiday*. Others expect our copyeditors to make the changes, whether that means replacing a word (*mail* the letter, not *post* it), correcting British spelling to conform to US rules (*focussed* to *focused*, *modelled* to *modeled*), or changing quoted material punctuated like this (“The population

decreased by 10 percent’.) to look like this (“The population decreased by 10 percent.”). Although many US-based readers would take British-isms in stride, we edit our articles for consistent usage within and across projects, so please be diligent about Americanizing the spelling (see examples in the paragraph below) and replacing single quote marks with double quote marks.

Some common differences between UK-based and US-based spelling include towards/toward (all such “movement prepositions”—for example, backward and forward, inward and outward, upward and onward—drop their final “s” in the United States), behaviour/behavior, organisation/organization, aeon/eon (the “long E” sound of “ae” has its roots in Latin), and especially encyclopedia/encyclopaedia.

One particularly vexing word, *scheme*, deserves notice. In the United Kingdom *scheme* has a specific definition as “a plan that is developed by a government or large organization in order to provide a particular service for people.” Examples from the Macmillan dictionary include:

- The proposed scheme would solve the parking problem.
- Have you joined the company’s pension scheme?

Most US readers (and writers) would use the word *plan* or *program* in these contexts; in the United States the word *scheme* often implies an illegal or underhanded way to achieve a goal (e.g., a Ponzi scheme). We ask that copyeditors edit the word *scheme* based on the context and content of the article. If the author uses it generically (“the government has devised a number of schemes to improve parking in London”), changing *schemes* to *plans* or *programs* might be the most reader-friendly approach. But if the author is writing about a specific scheme, especially if it has a name or is associated with a certain action or result, a good solution would be to insert a brief parenthetical definition of the British usage after the first occurrence of the word.

Check out the Johnson blog (<http://www.economist.com/blogs/johnson>)—so-named for dictionary maker Samuel Johnson and sponsored by the UK-based *Economist* magazine, whose own style guide is published online. Reading Johnson gives you a feel for the way British authors and editors consider the use and abuse of language to affect politics, society, and culture around the world. Although much of the *Economist*’s style guide necessarily points to the use of language in journalism (and doesn’t always jibe with our style or our authority, *The Chicago Manual of Style*), some of the blog postings offer sage advice that is pertinent, or at least worth considering, for authors and editors. For instance,

one blogger deems the word *challenge* as one of the English language's newest clichés: "No one nowadays has to face a *change, difficulty, task or job*," writes R.L.G. "Rather these are *challenges*—fiscal challenges, organisational challenges, structural challenges, regional challenges, demographic challenges, etc." One of the more interesting responses to this post, which relates to when the knee-jerk or formulaic use of words brings unintended results, came from R. Kopf:

.....

My office was reviewing tenders [formal written offers]. The boss opened the cover letter on the first, read it and tossed the tender onto the pile with the comment, "We don't want them." "Why?" "Because they 'look forward to working with you on this challenging project.' We don't want someone who thinks it's challenging. We want someone who's done it many times before and regards it as a 'piece of cake.'"

.....

The Johnson blog is also a good place to find an occasional jab directed at "Americanisms," or at least what the *Economist* editors define as such. Our tendency "to verb nouns or to adjective them" is one of their pet peeves, and thus they recommend that we don't *access* files or *critique* style sheets.

Take this advice with a grain of salt (or your cliché of choice) and just keep in mind that editing the language used by native- and non-native authors can impact the reader's comprehension, for better or for worse. Substitute *autumn*, a word that is understandable throughout the English-speaking world, for *fall*, which is used to mean one of the four seasons only in the United States. Similarly, do not assume that everywhere in the world the months of June through August conjure hot weather and school vacations, or that football in the UK is the same as our soccer.

If you've made changes in an article to Americanize it, please include a query to remind the author that Berkshire's guidelines specify the use of US spellings and points of style. Query for the author's approval, however, if the changes were numerous or if you have doubt about translating a term or an idiom correctly. Authors will appreciate this courtesy. Berkshire's CEO, Karen Christensen, who began her career as an author in London, remembers working with a London publisher on her 2004 *The Armchair Environmentalist*. She had been back in the United States for ten years by then, but she was able to comply when the editor asked her to "write it in English," using UK spellings and references to kettles and woollies (two *l*'s, and meaning winter sweaters and

other warming garments). She was startled, however, to learn that the publisher had hired someone else to Americanize her text for a US edition and had not even given her, the American author, the chance to check it.

1.2.6 The Serial Comma, Oxford University Press, and Twitter

At the end of June 2011, a misunderstood and widely circulated tweet announced that Oxford University Press was abandoning the serial comma (alias the Oxford comma, so-named centuries ago by one of the earliest Oxford usage guides). What is the Oxford comma? And—to paraphrase (just barely) a line from a song by the band Vampire Weekend, which also got its share of media attention that same week—who gives a f**k? Compare the use of commas in the following two sentences:

- Traditional methods of sports training in China were based on concepts of the “three unafrads” (unafraid of hardship, difficulty, and injury) and the “five toughnesses” (toughness of spirit, body, skill, training, and competition).
- Physical education programs in China today supplement traditional methods with more scientific techniques of coaching, sports psychology and sports medicine.

Writers use the Oxford comma (examples are in bold after the words *difficulty* and *training* in the first sentence), to separate the second-to-last and last items in a series of three or more items. Strunk and White, the *Chicago Manual of Style*, and most book publishers (including Berkshire) favor the serial comma. Associated Press (AP) style and most newspapers (including the *New York Times*) frown upon it and punctuate with commas as in the second sentence.

The serial comma is thus the bane of (and a bone of contention among) US, UK, and Australian reporters, book authors, and publishers. Judging by the brouhaha surrounding the Oxford Twitter reports, many people do indeed care about the serial comma. As it turns out, Oxford is not banishing the use of it from their publications—only from in-house communication. (Berkshire in-house staffers are not so lucky—just as we will continue to use it in our books, we ask that they use it in correspondence and marketing materials.) We are true believers in the ability of the serial comma to make a sentence, and the author’s message, clear.

Here are several links explaining the nuanced reasoning that has sparked Oxford comma debates. The link to the NYT topic blog *After Deadline* (the article is called “Commas? Sure, Throw a Few In,” is a particularly enjoyable and especially informative read.

<http://topics.blogs.nytimes.com/tag/after-deadline/>

<http://blog.oxforddictionaries.com/2011/06/oxford-comma/>

<http://www.guardian.co.uk/books/2011/jul/01/oxford-cleared-serial-comma-killing>

1.2.7 P-A-U-S-E: Marvin Mudrick on Punctuation

Marvin Mudrick (1921–1986)—a longtime essayist for the *Hudson Review*, the *New York Review of Books*, and *Harpers*, and also the author of *Books Aren't Life but then What Is*—continues to inspire us. (Berkshire's CEO, Karen Christensen, studied with him for two years, and the company's focus on interdisciplinary scholarship can be attributed in part to his influence.) Mudrick, an iconoclast, certainly did not regard the serial comma as law. In his final book, *Nobody Here but Us Chickens*, he hardly used any commas at all. We'd like to share the following excerpt, transcribed by Robert Blaisdell, from a recording of a class Mudrick taught in autumn 1983 at University of California Santa Barbara's College of Creative Studies. At the start of the class he admitted it had taken him twenty years to figure out something basic about how to teach writing: he'd been sidetracked all those years, he complained, “grimly correcting and making nasty comments about spelling and punctuation and that kind of crap.”

He went on to offer a common sense approach. “By the way, there's something very simple about punctuation, which you really ought to understand: punctuation is just an indication of *pause*. P-A-U-S-E. [*Laughter*.] Ah, a comma is the shortest pause, a semicolon is a slightly longer pause, a colon is balance, and a period is end. And that's all. Those are all the serious and important rules of punctuation. If you use those rules, you would know how to punctuate. Punctuation exists entirely so that the reader should not be misled on where the accents fall, and where he stops, and where he pauses, and so on.”

Authors and copyeditors alike will have an easier time heeding Mudrick's advice if they follow ours (see section 1.2.1, “Less Is More”). Please note that the exclamation point didn't make the cut in Mudrick's list of punctuation. Rarely does “!” have a place in formal writing; some would say it has no place at all. Let it stand in quoted material and primary-source extracts, *if* you should happen to find it there. Replace it elsewhere with a period. Also, on the subject

of emphasis, do not allow boldface type or underlining to remain in an author's prose: change the styling of the term or word to italics. And no CAPLOCKS please. All-caps typing makes readers feel like they are being screamed at, and it's just plain hard to decipher. New York City recently discovered this and plans to swap all-cap street signs with upper- and lowercase versions. The *New York Observer* calls the project, due for completion in 2018, a "\$28 million copyedit."

1.2.8 However, Exceptions to the Rules, and Pet Peeves

Berkshire prefers that copyeditors revise any sentence an author starts with *however*: "However, some authors feel . . ." should read, "Some authors, however, feel . . ." (The exception would be a sentence that uses the word quantitatively, such as "However many drafts it takes, make the message clear.") The same goes for allowing a sentence to start with *thus*. Don't.

That said, we are not always sticklers for rules of grammar that were most likely, as Amy Einsohn writes in *The Copyeditor's Handbook*, "just the personal preferences or prejudices of someone bold enough to proclaim them rules." Here's an extract from Einsohn (p. 339) that provides levity for dealing with conflicts among editors and authors who are convinced that their way is the *only* or the *right* way to handle a number of basic grammatical constructions:

.....
Despite what may have been drilled into you (or one of your authors) in high school, all of the following taboos are routinely broken (even scoffed at) by well-respected writers and editors and by experts in contemporary usage:

- Never begin a sentence with *and*, *but*, *or*, *also*, or *however*.
- Never end a sentence with a preposition.
- Never split an infinitive.
- Never use *which* to refer to an entire preceding clause.

But maybe I don't know what I'm talking about. Or perhaps my sole intention is to further addle your brain by breaking the rules, which would be a despicable betrayal of your trust. However, even if you should happen to feel betrayed, it is now time to face the vexatious creatures one by one.

.....

We boldly proclaim the following: To fit the tone of encyclopedia writing, Berkshire prefers that sentences not start with *and*, *also*, and *or*. As mentioned before, we definitely do not want sentences to begin with *however* and *thus*. But, *but* is acceptable if not overdone. Allow a split infinitive to stand if the sentence reads awkwardly when not split, and allow a preposition to end a sentence if “correcting the problem” makes the sentence sound pedantic. (Even CMS is with us on this one.) Here are more proclamations.



- Pay close attention when you come across the word *hopefully*. We accept its use as defined in M-W 11, “in a hopeful manner,” and abhor its use to substitute for “I hope / we hope.” If an author has used the adverb “hopefully” to modify (more or less) an entire sentence (i.e., “Hopefully the new vaccine will wipe out the disease”), the odds are high that he or she does not mean that the vaccine will wipe out the disease in a hopeful manner. Rather than inject an encyclopedia-inappropriate first person plural into the sentence to reflect what the author most likely means (“We hope the new vaccine . . .”), recast it according to the context of the sentence, perhaps as, “Researchers are hopeful that the vaccine will eradicate the virus.”
- We’re using *hopefully* again as the scapegoat in another example, (i.e., “Hopefully this article on nanotechnology will explain to a general audience . . .”). Again, the simplest revision to convey author’s meaning (“I hope this article on nanotechnology will explain to a general audience . . .”) won’t work for us. Why do we object? We don’t want our authors to make pronouncements about their intentions. We want them to briefly summarize what the article covers and the viewpoints it presents.
- If an author uses the words “empathy” and “empathize,” revise with the words “sympathy” and “sympathize” instead. The latter pair can convey concern and understanding without the implication of the former—that to express those feelings people must put themselves in others’ shoes.
- Help banish the adjective “societal” from Berkshire publications. The word “social” works just fine, without the pretentious tone.

1.2.9 Keeping Our Publications Global and Timely

Although Berkshire's readership is at present primarily in the United States, as of 2011 we have many projects and collaborative efforts underway to expand our global reach. We ask our authors to write for an international audience and from an international perspective. We do ask our reviewing editors to reject an article (or make serious revisions if the author's scope on a topic is too narrowly focused). But on occasion you might find places to query for a broader view or more diverse examples. (We have a special section on querying [1.4.3] under "Detailed Guidelines.")

Encyclopedias are meant to be lasting reference works with concrete dates and time frames—not only to put the topic into historical context but to provide as well a context for the period in which an expert conducted research or drew on the work of others to support a point of view. (This last point is especially important if the article you are copyediting has been based on a previously published work.) Vague or generalized terms and phrases—such as “recently,” “at the end of the last century [a particularly vexing one as the twentieth gave way to the twenty-first],” “early in its development,” and “within the past several years”—are surefire ways to date a publication and frustrate a reader. Replace with more specific references: “since 2010,” “in the late nineteenth century,” “since it was developed in the 1940s,” “starting in 2008.” Query authors for specifics if you can't determine the time period from other details in the article or from quickly accessed reliable sources.

1.2.10 Plagiarism and Originality

Please be alert to possible plagiarism. Notify the project coordinator when you come across a passage that seems to be markedly different in style, tone, or quality from the rest of the article. “Borrowing” from the work of others without properly citing or giving due credit to the original author, whether the passage is verbatim or a summary of a unique idea or theory, is completely unacceptable to Berkshire. If you suspect a passage has been plagiarized, you might try copying the suspect sentence or sentences into a Google search window and examine the resulting links that turn up. Ironically, the very “tool” that makes plagiarism so convenient to commit is the same one that makes it easy to detect.

What if Authors “Borrow” from Their Own Texts?

You might also stumble upon instances of plagiarism if you Google an unfamiliar term, phrase, or a passage—with the intention of clarifying or defining something obscure or awkward in the text, for instance—and realize that the material appears verbatim online, sometimes in several or more places. Again, please contact the project coordinator immediately. Occasionally you might discover that the author of the article has “borrowed” the material from him- or herself, meaning that parts of the article have been adapted from another of the author’s published works, or that the author has submitted a similar article already published elsewhere. Depending on the extent of the verbatim passages and the site on which the material is posted, the project coordinator will advise how (or if) you should proceed with the editing. If the passage is a relatively short part of a longer piece submitted to Berkshire, a modest recasting and revision might solve the problem. In other cases the author may have given Berkshire permission to revise the piece more thoroughly (but such information wasn’t clearly conveyed in the reviewing editor’s comments). In still other cases the article will have to go back to the author for revision.

Spot-Checking or Confirming Quoted Material

With so many scholarly texts available in virtually complete form online, it’s extremely easy to check a quoted passage that the author has transcribed if you suspect an omission or a typo. By copying a sentence or two and pasting the text into the Google search window you can often access the page in the book in seconds and check the original against what the author has supplied. In that case you can fix the passage accordingly and avoid a query.

1.3 Getting Started

We’ve included here a number of details and parameters you’ll need to consider, some to comply with our template styling and an article’s appearance in print, and some to address content and structure.



1.3.1 Content Essentials

- The title (headword) of the article must match the headword list as provided by the project coordinator.
- The abstract (approximately 60–65 words) should not repeat verbatim the first sentences of the article; please edit to vary phrasing and word use when appropriate.
- The article must not start with a heading.
- The article must not start with a word in italics. [Because we use a roman drop cap to begin the first word in the first paragraph.]
- The article must not start with a quotation. [To avoid a quote mark picked up as the drop cap.]
- The article should begin with a sentence or sentences defining the topic and making clear why the topic is important and relevant to the subject of the entire encyclopedia, and, if relevant, to the specific focus of an individual volume.
- The article should not argue for a particular viewpoint; the presentation of information must be objective; it should not have an agenda or use persuasive language.
- The article should provide concrete examples sourced by in-text citations.
- The material in the article should be presented and geared to an audience of mainly high school / college students and the general public who may have minimal familiarity with the specifics of the topic.
- The article should conclude with a short paragraph that wraps up the discussion of the topic.

1.3.2 “No-Nos”

- No stacked heads; that is, no heading should follow directly after a headword or another heading without intervening text.
- No headers and footers.
- No hyperlinks.
- No underlines, no bold type in text, no CAPSLOCK typing—use the italic style for emphasis or to format what should be styled in italics.
- No footnotes or endnotes (use in-text citations following CMS).
- No double spaces between words or after a sentence.

1.3.4 Basic Copyediting Responsibilities

For an excellent summary of basic, standard copyediting procedures please see how the *Chicago Manual of Style*, sixteenth edition, section 2.46, defines “mechanical editing.” The following list includes what Berkshire considers additional concerns and responsibilities:



- **Tracking changes:** Keep Microsoft Word's track-change feature turned on to highlight changes at all times as you work. We depend on this essential tool because some articles may include changes (made before or after you copyedit), by either a reviewing editor or a Berkshire staff member, and the project coordinator will want to be able to track, basically, who did what.
- Please remove all page numbers or other header and footer text.
- **Query** the author for clarity when sections are hard for you to understand or do not make sense. (Our contributors are experts in their field, but not every expert is a skilled writer. We cannot accept disjointed, vague, or contradictory statements at face value.) But—we expect you to assume responsibility for smoothing over language and grammar issues when the author's intention is intelligible but imprecise, or when a term that may be unfamiliar to a lay reader can be simply defined. The author-querying process can bog down an article's progress on its way to becoming “publication ready,” so please do pay particular attention to the instructions and formatting we explain in 1.4.3 of the “Detailed Guidelines” section.
- Fact-check the article for life dates and the spelling of names, and for the dates of events significant to the topic (see 1.4.4 in the “Detailed Guidelines” section for specifics).
- When you are finished copyediting, save the article in Microsoft Word as a .doc file with the tracking changes intact. (RTF does not translate with tracking changes for our editors using Macs.) Please add your initials to the file name separated by an underline. For instance, save “China in World History (McNeill).doc” as “China in World History (McNeill)_MB.doc”. If you have a number of articles to return at the same time, and if they belong to different volumes or projects, please group the articles accordingly and send one email per volume or project.

1.4 Detailed Guidelines

The following sections cover editing practices and processes—from the basics article structure to the finer points of querying.

1.4.1 Style and Reference Authorities

Berkshire Publishing Group's general copyediting guidelines rely primarily on two authorities: the *Chicago Manual of Style*, sixteenth edition, for the text, and the Publication Manual of the American Psychological Association, the new sixth edition, for the Further Reading / bibliography section (you can find an excellent source for updates at www.apa.org). Although our own manual contains some examples from both sources (and also pinpoints our divergence from them), we expect copyeditors to refer to CMS 16 for all matters of grammar and punctuation, syntax, word usage, and style, and to APA to answer questions that are not dealt with explicitly herein. If in doubt about how to handle a particular problem, contact the project coordinator.

Each project coordinator, with the help of his or her project director, will generate a separate Authority List for each project to cover particular treatments of words, terms, or facts specific and relevant to the subject matter (a general Authority List, which covers terms common to many Berkshire publications, follows this copyediting manual). In an ideal world Berkshire would want this project-specific list to be somewhat finite by the time an article reaches you, but it's almost impossible to complete such a list before copyediting begins; many inconsistencies for terms don't surface until we see them appear in varying formats (capitalized or lowercased, hyphenated or not) in articles copyeditors return to us. Please query the project coordinator if you are unsure of how to handle a specific term, and know that your questions will help develop consistencies in the final stages of proofreading before the volume goes to press.

We use *Merriam-Webster's Collegiate Dictionary*, eleventh edition (M-W 11), as the prime standard for spelling unless otherwise noted in the Authority List.

We will override an author's preference for a particular spelling of a word or term unless we decide there's a compelling reason—one that reflects political sensitivity, ignores the historical record, affects a reader's ability to put the term in context, or competes with an industry standard, for example—to include or explain it.

1.4.2 Handling the Reviewing Editor's Comments

In some articles, but not all, the reviewing editor's comments will appear at the top of the article or throughout the article in comments boxes (inserted through tracking changes) on the right. These may indicate problems about which the copyeditor should be aware, suggest the level of copyediting required for a particular article (light, medium, or heavy), or recommend a number of words (or individual passages) be cut.



Sometimes editors make specific recommendations that you should address, either by converting them into queries if they require the author's expertise or by making the adjustments yourself directly in the text. If an editor makes a comment about the overall quality of an article (i.e., "Excellent, no changes!"), please remember that reviewing editors focus on content and are not always geared to look for copyediting issues and prose styling. So don't be intimidated to fix something that needs fixing just because the reviewing editor hasn't mentioned it. If the reviewing editor has made edits, additions, deletions, or comments please do not "accept" them through the track changes feature before, during, or after your own work, even if you have incorporated them into queries; again, we want to be able to account for all the stages and hands through which an article has passed. But, if the reviewer's edits can be improved in style, tone, or syntax, you may edit over them as long as you don't change factual content or intended meaning.

Please do take the responsibility to revise editors' comments into more tactfully worded queries. On the other hand, be aware that some comments from editors might not make perfect sense if they themselves write assuming a specialist viewpoint (with the accompanying jargon). If you are concerned that you don't understand what the editor meant, please contact the project coordinator. (See 1.4.3, "Queries.")

Often a reviewing editor will include a suggestion or pointer to help you narrow your own focus on the material. For instance, in an article on the airline industry the reviewing editor included the following comment: "When the author refers to technological investments in more sustainable / lower carbon technologies, it should be clear when he is referring to the airline companies and when he is referring to the aviation industry composed of the airlines + aircraft + engine mfgs."

1.4.3 Queries

Do query about substantial issues or omissions of detail, but be selective and keep queries at a minimum. Authors who receive their edited articles for review and find lots of queries, even if the questions are minor, may put the article aside to deal with later, and later, and later—until it requires a great deal of pleading (i.e., energy) on our part to get the article back. Also, extensive querying and overlong author responses can lead to the considerable expansion of an article, which oftentimes leads the author to digress from the topic of the volume. We need to balance our desire for detail and explanation with practical considerations of focus. Here are some guidelines for deciding when to query, followed by instructions for formatting a query within the text.

When

- Please see the “Standard Queries” section below.
- Query for more specific information. For example, the following sentence is a broad generalization: *Many ecologists believe that we are in the midst of a sixth great extinction because the current extinction rate of species is occurring at much greater than typical levels.* An appropriate query would be: [AU2: **Please provide a specific figure (and a citation) to clarify “much greater than typical.”**]
- Time-sensitive information, such as population statistics, should be given in reference to a specific year or time period. Because each encyclopedia is meant to be a lasting reference, we want to avoid terms that will quickly become outdated, such as “recently.” If the context for the author’s use of “recently” is not immediately clear, please do query the author. But for the following example—*This region experienced rapid population growth in the last ten years*—revise without querying: *This region has experienced rapid population since the late 1990s.*
- Query the author for verification if you have reason to doubt the accuracy of a statement, or if a statistic that’s not part of generally accepted knowledge has not been supported with a citation. Please be professional and polite in all queries, since in essence you are challenging the author’s authority. For example, consider the following undocumented sentence in the text, which includes wildly varied statistics. *Estimates of the current rate of species extinction range from several hundred times greater than typical to one thousand to ten thousand times the rate prior to the era of human influence.* A suitable

query would be: **[AU2: Please confirm the rates and ranges of species extinction you state here and supply an in-text citation for the source of each estimate.]**

- Do not query if the information is readily available in a dictionary or another basic (and reliable) reference source. We want to minimize queries whenever possible; if you can locate a missing date, location, or other simple fact within a few minutes, we prefer you do that rather than query.
- We allow short well-known quotations, figures of speech, or text placed in quotations for ironic effect without citations. For example, please do not query the author's source for the following: Patrick Henry said, "Give me liberty or give me death!"
- If you have major queries about a problematic aspect of the article, such as its tone or the way in which an author has presented the material (five pages of bulleted lists in a ten-page article, for example), or if you are in doubt about how to approach the author in a query, send an email to the project coordinator and ask for advice.
- If you think a change necessary—whether to correct grammar, to avoid repetition, to make the sentence more graceful, or to otherwise improve "clunky" writing—please make your edit in the text without a query. If you are concerned that your editing may have altered the author's intended meaning, or if your edit is a substantial rewrite of the author's original, call the change to the author's attention (see the *how* section below).

How

- Please don't use the "comment" feature of Microsoft Word tracking changes to make queries: put all queries in the body of the text.
- Place queries in brackets after the full sentence that contains the word or phrase being queried, not in the middle of it, so as not to make the original text more complicated for the author to read. Make sure to number the queries consecutively as shown in the following examples, put them in brackets and bold-face type, and highlight them in yellow. **PROOFREAD THEM CAREFULLY.** (Excuse the disregard for our own rule about avoiding CAPSLOCK typing, but we cannot emphasize this point enough. There is no better way to destroy an author's confidence in a copyeditor's authority than to make a typo in a query.) Remember to put spaces before and after each bracketed query. Even this tiny attention to visual detail in the author's document enhances our professionalism.

- Please keep in mind that we “accept all changes” in the “tracking changes” feature of Word before sending the article back to the author for review: any deleted line or passage you refer to in a query (or have edited over) will disappear in the version of the article the author will receive. A good way to prevent confusion is to highlight the line in question, and then insert a query in bold type, also highlighted, that asks if what you intend to substitute is acceptable. You may also use the strike-through option (of the Word formatting palette, not the tracking changes option) to indicate text you suggest be deleted. Two examples follow; the first is the correct format; the second is incorrect: **Correct:** *All groups are closely tied to their local landscapes, and have been (~~local movements excepted~~) for a very long time.* [AU1: OK to replace “local movements excepted” with “except for recently migrated groups”? If not, please clarify what you mean by “local movements.”]
- **Incorrect:** *All groups are closely tied to their local landscapes, and have been (except for recently migrated groups) for a very long time.* [AU1: Substitution OK?] In this example the author would have to refer to the original version or remember the original wording, since the deleted text in the tracking changes is no longer available for the author to see.
- Phrase queries so that authors will respond briefly. “Please supply more details” or “this statement needs clarification” could invite a paragraph (or more) on the subject. “Please define in a few words” or “Please explain in a sentence” will help limit the focus and the response. Do not ask closed- or opened-ended questions such as, “Don’t some scholars argue that this is not the case?” or “Do you think you should add more about . . .”. Authors will likely answer queries of this kind with a useless “yes” or a “no,” or—for our purposes, worse—explain their opinions instead of providing the necessary information.
- If you are concerned that your editing may have altered the author’s intended meaning, or if your edit is a substantial rewrite of the author’s original, call the author’s attention to the change by (1) highlighting or striking through the original, (2) inserting the query in bold, and (3) following it with your revision: (1) *Material history became more important and the nonmaterial culture side declined becoming more mere illustrations with the lessons art can teach about history, including the history of cultural diffusion, shrinking in importance.* (2) [AU2: OK to replace the sentence above with the two that follow here?] (3) *As material history became*

more important the emphasis on nonmaterial culture decreased. Illustrations functioned more as vehicles to break up large blocks of text, and the lessons art could teach about history, including the history of cultural diffusion, seemingly diminished.”] (The “information” in this revised sentence was gleaned from the context of the article and didn’t require any additional research, only an analysis of the original garbled sentence in the midst of otherwise intelligible prose.)

- Don’t ask for approval of your revision with the words “As meant?” since this confuses most authors.
- Please keep in mind that the more concise and specific your queries are, the less chance of an author making substantive changes that will essentially need to be copyedited a second time.

As a project’s publication date approaches we often have to reduce the number of queries requesting additional information, some of which might need to be reedited, so that we can get articles to composition as quickly as possible.

Standard Queries to Add to Every Article

We ask that copyeditors add the following standard queries, one at the beginning under the abstract, and one at the end above the author’s name and affiliation. Using Word’s Auto text helps save typos and time:

[AU1: Please review the abstract. Is it acceptable given a 65-word limit? Also, Berkshire requests that you make all changes to the text with the Track Changes feature turned on (found under Tools in Microsoft Word).]

[AU#: Please confirm that your name and affiliation are correctly spelled and formatted, using a middle initial if appropriate and capital letters for surnames. Please note that we can include only one affiliation per author, and that we do not include departments.]

Add the following list of examples to the query only when the authors’ names allow for ambiguity in either given name or surname formatting.

[... Examples: Valerie WILSON TROWER, Deborah Bird ROSE, Haiwang YUAN, KWAN Man Bun, José Juan GONZÁLEZ MÁRQUEZ]

1.4.4 Fact Checking

Copieditors should be sure that names and life dates mentioned in articles match those listed in either the Authority List or the *Merriam-Webster Biographical Dictionary*. Please be alert to discrepancies, or to spellings that don't comply with the standard, and call attention to them with a query. (An author might use "Genghis Khan," for instance, as the Mongol ruler's name appears in M-W Biog, without realizing that our Authority List requires he be called "Chinggis Khan.") If the name or date in question can't be found on the Authority List or M-W Biog, please try to find several reliable sources (here's where Google comes in handy) to confirm the author's use. Be alert to a common author error: using various spellings of proper names within an article. You will need to resolve or query as needed.

Please check that other dates in the article—for events, eras, and the reign of leaders, for instance—confirm to those in the project Authority List.

Another fact-checking task involves the Further Reading section. Specific guidelines for cross-referencing the books, journals, and other sources the author provides are included in the Further Reading section.

1.4.5 Organization of Article

As encyclopedia publishers, we want to be sure our articles are clear, informative, well organized, and even-handed. Occasionally articles that don't meet those criteria make it past our reviewing editors. If an article you are editing seems poorly organized, is a mishmash of vague generalities, or seems violently polemical, get in touch with either the project coordinator or the editorial department. We will reassess the article and let you know whether or not to work further on it. If there are just minor organizational problems, please perform some structural repairs yourself—sometimes shifting a paragraph or two around or rearranging the order of several sentences is all that's necessary to make the article work.

Templates

As of July 2011 we do not use typesetting codes for headings and other elements. For styling text elements please refer to the Berkshire Publishing Article Template (1.10).

Article Abstracts

All articles begin with an abstract (60–65 words). As of July 2011 we are once again requesting (hoping) that authors write their own abstracts. Not all do of course, and some that do merely repeat what they wrote in the first few sentences, albeit pared down. So you will either be editing and revising an abstract, or writing one. Abstracts for very long articles (more than 5,000 words) may go over the 65-word limit, but ideally be no more than 75 words. Here are two examples:

From a 3,500-word article on Buddhism

Abstract: Buddhism was introduced to China from India during the first century CE. Since then the religion has gradually adapted to Chinese culture and society. This long process of cultural interaction and assimilation also has resulted in distinctively Chinese Buddhist schools. Today, especially in Taiwan, Buddhism continues to play a significant role in people's spiritual and religious lives.

Note that it is not necessary to say in the abstract "Taiwan (i.e., the Republic of China)," or include clarification that will be spelled out in the article itself.

From a 650-word article on the Chinese writer Ba Jin

Abstract: Ba Jin, a life-long anarchist and one of China's most influential and popular modern writers, critiqued the harsh realities of feudal China as oppressive to and destructive of individual spirit. He advocated change through revolutionary means.

Note that life dates are not necessary in the abstract of a biographical figure, since the article will begin with a bio line [1904–2005—Essayist, novelist, short-story writer].

Opening and Closing

Each article, regardless of its length, should begin with a clear sentence or sentences, defining the topic and locating it in time and place. Most important,

it should include context about how and why the topic is relevant to the theme of the volume or publication it appears in. (For example, in an article about focus groups in Volume 6 of the *Encyclopedia of Sustainability: Measurements, Indicators, and Research Methods for Sustainability*, the copyeditor would expect to find some information about the impact or potential impact of the method in a particular area of sustainable development. If such relevant material is missing, please query the author.) Each article should conclude with a sentence or paragraph that wraps up discussion of the topic, again assessing the topic in terms of the volume theme. Some authors will choose to summarize the points made in the article; others will discuss future trends if appropriate. There is no hard and fast rule for what constitutes an appropriate closing, but a closing that simply restates the opening paragraph is not acceptable.

Paragraph Length

In order to avoid long columns of unbroken prose in the printed book, paragraphs should generally not run more than 20 to 25 lines.

Headings and Subheadings

Articles with assigned lengths of 1,000 words or more should be divided by at least two headings (Heading 1 under “Styles” on the formatting palette) and possibly subheadings (Heading 2, 3, etc.) that accurately reflect the content of each section. If the author has not included headings, the copyeditor should add them. Format all heading levels in title case, following CMS 16 preferences for articles, hyphenated words, conjunctions, and prepositions.

An introductory paragraph or paragraphs should precede the first heading of the article. If the author has inserted a heading above the first paragraph, please delete it or, if you can make it work in the content, move it above the second paragraph. In any case, “Introduction” is not a suitable first heading; please replace it with something more precisely geared to the context.

In general only long articles (roughly 3,000 words or more) should use more than one level of heading. Note that headings should not be stacked; that is, no subheading should directly follow a heading without intervening text.

Headings and subheadings should be fairly short, two to five words if possible. This is an extremely important factor in the print layout of the article. Think of crisp, appealing headlines, the shortest phrase that makes sense, to draw in and orient the casual reader. Avoid headings that begin with the word

“The” if possible, and avoid unnecessary use of the title of the article or the volume itself in the headings. For instance, in an article titled “Hinduism,” the heading “Hindu Sacrificial Practices” can be shortened to “Sacrificial Practices.” But as in this example from an article called “Biodiversity,” the headings “Biodiversity Loss” and “Preserving Biodiversity” are acceptable, since “Loss” and “Preservation” lack a graceful context or continuity.

The concluding section or paragraph of an article should not be titled “Summary” or “Conclusion.” Acceptable titles (and hence, content) are “The Future” (“Future” alone would sound awkward, so “The” is okay here), “Controversies,” “Implications,” “Outlook for the Twenty-First Century,” and so on. You may find specific suggestions in your project notes.

1.4.6 Tables and Figures

Figures, charts, and tables need to be copyedited along with everything else. You are not expected to edit the design of figures or tables, but please be in touch with a Berkshire staffer if figures don’t make sense or are difficult to read. Figures and other illustrations need to be pulled out of articles (by Berkshire) before the copyedited article goes to production. Tables will remain in the article (and should be edited) using Word. If you think that the table or visual feature is superfluous or overly complex, and could be replaced with prose, please confer with the project coordinator.

Formatting Tables

Make sure the table is appropriate in the context of the article. If the table must be placed at a specific location in the article, please put in a call-out for the compositor (styling it as “Note to Typesetter” from the formatting palette) indicating such placement:

Compositor—Please place Table 1 here.

Table Title Examples

When editing table titles make sure to use numerals to designate the table number (“1” not “one”), title capitalization, and noun forms with participles, not relative clauses (see table 3 title). Do not use a period following the title.

- Table 1. Rates of Species Extinctions
- Table 2. Population Data by Province (in thousands)
- Table 3. Seniors Lacking Medicare Coverage [not “Seniors Who Lack Medicare Coverage”]

Titles for charts, graphs, and figures should follow the same style.

In-Text Table References

In general, in-text references to the table should come as a stand-alone sentence in parentheses, using lowercase “t” for “table”:

- Many developing nations reported a surge in tourism following the introduction of special benefits for tourists. (See table 1.)

In-text references for charts, graphs, and figures should follow the same style.

Source Line for Tables

Because the source line needs to give complete bibliographic information, and because our bibliographic style is based on APA, not CMS, the source line will look like an APA bibliographic entry, but without the names of the authors inverted:

- Source: Jewelle Taylor Gibbs (Ed.). (1991). *Children of color: Psychological interventions with minority youth* (pp. 14–15). San Francisco: Jossey-Bass.

Note: When the source is already in Further Reading, a shortened source line can be used:

- Source: Gibbs (1991, 14).

If there is no source line, be sure to query the author for one.

1.4.7 Footnotes/Endnotes

Berkshire encyclopedias **do not include footnotes or endnotes**. If the article you are sent has footnotes or endnotes in it, alert the project coordinator

before beginning work on the article. Berkshire journals, however, such as the *International Review of Sustainable Business and Law* (forthcoming autumn 2011), will accept footnotes; copyeditors working on journal articles will receive additional guidelines.

1.4.8 Identifying Experts in Text

If an author wants to credit a theory to a particular person's study, we'd prefer it be done like this:

- In his landmark study *Getting Paid: Youth Crime and Work in the Inner City*, the anthropologist Mercer Sullivan (1994) found . . .

If an author is referring in general to the work, research, or thought of a scholar please make sure to add an appositive:

- The French philosopher Jacques Derrida, whose deconstructionist literary theories influenced late twentieth-century critics . . .

Not all expert identifications have to be that specific, but we want to give the general reader an idea of who has come up with this information (that is, the first and last name of the person and her/his area of study—sociologist, anthropologist, political scientist, etc.), and when the work was done. If you cannot find this information quickly, query the author.

1.4.9 In-Text Quotations / Citations

Quotations are not required to conform to the style of the encyclopedia. In-text citations must be provided for quoted text, but quoted text should be used sparingly. In-text citations are placed in parentheses and can be inserted (1) inside the period at the end of a sentence when the quote is run into the text, (2) directly after the expert's name if the person's name is mentioned at the beginning of a long sentence, or (3) after the ending period of an extract using no period after the closed parenthesis. Note: We use CMS style for in-text citations, not APA.

Example for placing 2:

Oliver Sacks (2011, 21), a professor of neurology and psychiatry living in

New York City, describes finding horsetail ferns, whose 100-foot ancestors lived “hundreds of millions of years ago . . . in the oxygen-rich atmosphere of the Carboniferous,” on the High Line near 14th Street.

Example for placing 3:

In the case of block quotations or extracts, the identification at the end stands outside the quotation, and therefore after the final period. In the identification itself there is no period within the parenthesis and no period after it, as formatted here. (White 1973, 40)

As we mentioned in the query guidelines, we will accept short illustrative quotations without a citation. These include well-known quotes and pithy statements: “Harry Truman said, ‘Give them hell!’” should not be queried for a source.

Some in-text situations may be more ambiguous:

- In 1440, for example, a French bishop denounced football as a “dangerous and pernicious” activity that caused “ill feeling, rancor and enmities” under the guise of a recreation pleasure.

You will need to decide from the context of the article whether or not it is clear to the reader where this quote came from. If it is not clear, then query for a citation.

Formatting examples:

- (Phibbs 1987, 117–163)—use en dashes for page ranges
- (Thompson 1971, 231–236)
- (Kaiser and Rush 1964, 48, 54); (Kaiser, Rush, and Cohen, 1989)—for two or more authors use serial commas and write out “and” instead of using the ampersand “&” as in the FR entry

For an in-text court case citation it would be:

- “In *Bush v. Gore* (2000) . . .” or
- “In this case (*Bush v. Gore* 2000), . . .”

1.4.10 Contributor's Name/Affiliation

The contributor's name appears only at the end of the entry, with the surname capitalized, as is the practice in international publishing: James SELLMANN, FAN Hong, Haiwang YUAN, Valerie TROWER WILSON, or Dallas McCURLEY (note the small c). We only use this capitalized format in the author's byline. Please note that in most (but not all) Chinese names, the surname is usually one syllable, and the given name is usually more than one. See the section on standard queries (1.4.3), which provides a text for a standard query we would like to plug in to each article you copyedit so that authors may confirm the spelling of their names and affiliations.

Jr., Sr., III, and the Like

- In the Further Reading section these designations should read: Eldridge, Scott, II; Wills, John E., Jr. [comma before "Jr." etc.]
- When used in text, they should read "the scholar John E. Wills Jr. said . . ." or "the environmentalist Holmes Rolston III has researched . . ." [no commas in text; but note in many so "titled" names the "II" or "III" is often (acceptably) omitted].

Academic Degrees and Religious or Other Affiliations

Delete academic degrees after a contributor's name but include initials of religious orders and orders of chivalry. In cases where the mention of a degree is a natural part of the text, as in a sentence that begins, "After receiving her BA from Harvard," do not use periods in the abbreviation, per CMS 16 10.20.

Affiliation Line in an Article

The contributor's name immediately precedes the Further Reading section, and is followed by an affiliation line. Choosing the template style "author affiliation" will automatically indent and italicize the line. Please spell out the name of the institution (no abbreviations). We do not list the author's department: only the university.

University of Massachusetts, Amherst NOT *UMass, Amherst*

For an independent scholar please use the following format, which includes the author's location (spell out US states, use lowercase "s" for scholar):

Independent scholar, Canton, Ohio NOT *Independent Scholar, Canton, OH*

Author Affiliations: How to List Co-authors

When an article has more than one author, apply the following rules regarding the order of the co-authors' names and affiliations. Rule #1: Berkshire abides by the order that the authors prefer and groups them accordingly; many writers are sensitive about this, especially on scientific papers. Please query the authors to make sure that the order is correct, their affiliations are correct, and their names are spelled and their surnames capitalized correctly.

If there are **two authors, both with the same affiliation**, list them like this (note the "and" between their names):

Peter WHITEHOUSE and Jeffrey ZABINSKI
Case Western Reserve University

Two authors with different affiliations appear like this:

Peter WHITEHOUSE
Case Western Reserve University
KWAN Man Bun
University of Cincinnati



If there are **three or more co-authors**, list them like this. Note that even though two of them have the same affiliation, they will appear on different lines:

Peter WHITEHOUSE
Case Western Reserve University
Andrew JAMETON
University of Nebraska Medical Center
Jeffrey ZABINSKI
Case Western Reserve University
Charlotte SMITH
PharmEcology Associates, LLC

1.4.11 Cross-Reference Line (See also)

Berkshire encyclopedias generally include cross-references to other articles in the same work. The article names appear (in roman type, title case, and after the italic tagline *See also*) between the author's name and the Further Reading section. Berkshire's in-house staff will take care of cross-referencing when the project nears completion; most likely copyeditors will only see a note [cross-references to come]. Please do not add editor/author suggestions unless the project coordinator has indicated otherwise.

1.5 Special Rules for Biographical Entries

Many of Berkshire's encyclopedias include short biographical entries of key figures in world history or movements and events specific to the encyclopedia's theme. The upcoming *Dictionary of Chinese Biography* will comprise longer, more comprehensive articles that examine how the person's life helped shape, and can now help tell, the history of China itself.

Under the article headword in a biographical entry (i.e., the subject's complete name, last name first in all capital letters—CARSON, Rachel but BA Jin, for example, with no comma necessary) we run a bio line with life dates and a brief identifying phrase. The identifying phrase uses sentence capitalization, not title capitalization (i.e., the first word is capitalized, but subsequent words are not capitalized unless they are proper nouns).

Example for CARSON, Rachel
1907–1964—US environmentalist

- In the identifying phrase, include either the subject's nationality, place of birth, or locale of activity (this distinction may include a country or nation-state, a city, a region, a province—even a language).
- Dates are assumed to be life dates. In the case of rulers, please confirm that the dates are not reign dates. Although we prefer life dates, we'll accept reign dates if an author provides them and they are indicated as follows: (reigned 1218–1256).
- If only a death date is known, format the date as follows: (d. 1409).
- If a person is still living, use the format (b. 1963), not (1963–). For approximate dates, the abbreviation "c." for circa may be used (c. 1900–1953);

using a question mark implies a higher degree of certainty about the dates: (1903?–1953).

In the first paragraph of the article, please include the subject's place of birth: Rachel Carson, the author of *Silent Spring*; was born in Springdale, Pennsylvania, and studied marine biology before . . .

- For US figures, it is not necessary to say “United States” when mentioning place of birth; the state name will do. For foreign figures, please give both a city or state and the name of the country. (Please substitute the abbreviation “US” for the adjective “American” if the person is so described in the text, i.e., “the US author,” not “the American author.”)

1.6 Special Rules for Geographical Entries

Cities, nations, and other political subdivisions (towns, provinces, etc.), should give the population under the title (headword) in the following formats, including the year to which the statistic refers. Population figures should be rounded to the nearest thousandth if they are shown in thousands, ten-thousands, or hundred-thousands; they should be rounded to the nearest hundredth of a million for higher figures.

- 124,000 pop. 2008
- 1.68 million pop. 2007

If the figure is an estimate, then the format should be as follows:

- 120,000 est. pop. 2008

If the entry is a region—and/or a political subdivision as above (and if specified in the guidelines of a particular project)—its size should be given (in metric units, unabbreviated), in numerals, on the same line:

- 113,000 pop. 2004—42,000 square kilometers

In the body of the text please include a comparison to the size of a familiar state or country, because most readers will have no context for the equivalent of

the area you've specified. For instance, it is better to use "about half the size of Texas" or "twice the size of Japan" than to use "equal to the size of Uzbekistan." A good resource for finding these comparisons is the CIA World Factbook: <https://www.cia.gov/library/publications/the-world-factbook/rankorder/2147rank.html>

If the article is about a mountain, its height should be given in the introductory text; if it's a river, its length should be included. For locations in the United States, it is sufficient to mention the state; for foreign locations, please give the country name as well as the more particular location (e.g., Bihar, India).

1.7 Special Rules for China-Related Projects

Copyeditors working on Berkshire's China-related projects will find it useful to understand something about spoken Chinese before learning how the language is written. The following two sections include basic information on both.

1.7.1 A Word about Spoken Chinese

Most of us in the United States find Chinese a difficult language to speak. Its lack of English cognates, such as those in Spanish (*montaña*), French (*mirage*), and German (*maus*), make it seem utterly foreign from the start. Many of us have trouble hearing and thus articulating the four "tones" that, when applied to vowel sounds, determine the meaning of a word—a situation that conjures the term *tone deaf* (usually applied to someone who has no ear for music). And yet speaking Chinese is far from impossible for someone motivated to learn; it just requires teachers who have sufficient training, proper materials, and an adequate understanding of the challenges Western students face. (School systems teach Mandarin, not Yue [Cantonese], because Mandarin is the "common tongue," understood by Chinese people across the world. Yue is the predominant dialect of Hong Kong; others of the Sino-Tibetan language family spoken across China include Wu [Shanghainese], Min, Xiang, Gan, and Hakka.)

It's comforting for some to know that a person can be fluent in the language without being able to read or write a single word. For many others, especially for younger students facing the challenges of a globalized world, being able to read Chinese will allow them to compete and succeed in any number of professions that involve cross-cultural and international

communications. By including Chinese words, terms, and expressions in relevant publications, we provide teachers and students a valuable tool to expand language skills and enhance perspectives. Before we go on to describe the specific ways in which we format and present Chinese characters and transliterations in our text (for optimum consistency and educational value), we want to make sure that our copyeditors understand some basic facts about reading and writing language.

1.7.2 Word Radicals, Characters, and Transliterations

Written Chinese uses an alphabet of ideograms and pictograms, not letters. These characters, as we refer to both, comprise semantic markers called word radicals (think of them as building blocks), each of which links certain core ideas to a word. “The Chinese system of word radicals,” writes Yit-Seng Yow in the *Berkshire Encyclopedia of China*, “is the world’s earliest large-scale, across-the-board classification of knowledge at the fundamental level. The system is unique in its capacity to associate a range of objects or ideas under a single umbrella.” The first Chinese dictionary, compiled circa 100 CE, included 9,353 characters. The most comprehensive dictionary, the Kangxi Dictionary, lists about 40,000 characters, although as with the entries in the Oxford English Dictionary, many are archaic or obsolete.

Here are six examples of the two hundred or so most commonly used radicals, and some Chinese characters of which they are a part:

- *Knife* (刀), found in *cut* 切; *distribute* 分; and *fight for* 爭
- *Strength* (力), found in *add* 加; *work* 功; and *effort* 努
- *Movement* (辶), found in *passing by* 过; *reach* 达; *near* 近; and *enter, advance* 进
- *Grass* (艹), found in *grass* 草; *flower* 花; and *fragrance* 芳
- *Hand* (扌), found in *hit* 打; *search* 找; *bend* 折; and *shift* 搬
- *Mouth* (口), found in *call* 叫; and *animal cry* 鸣

Over millennia, as Chinese characters changed and evolved, students of written Chinese rigorously practiced calligraphy—many of them striving to achieve true mastery of the art, which requires self-discipline and artistic expression. Historically, writing and power have been closely related in China, and over time one’s skill at producing beautiful calligraphy became a deciding factor in passing the civil service examinations that determined one’s participation in government. Calligraphy thus developed as a symbol of culture, education, self-control, and

erudition. Calligraphy remained important in post-1949 China—although, as we explain in the paragraph below, language reforms led to change.

Non-Chinese newspapers and textbooks publish transliterations of Chinese characters, using the roman alphabet and diacritical (tone) marks to indicate nuanced pronunciation and meaning. With the opening of the People's Republic of China in 1979, the Wade-Giles (W-G) transliteration of Chinese (used in the English-speaking world for most of the twentieth century) gradually gave way to the pinyin system, which had actually been approved by the Chinese government in 1958. (Compare the Wade-Giles spelling of Mao Tse-tung to the pinyin spelling, Mao Zedong.) Similarly, the government endorsed simplified Chinese characters and replaced traditional characters with them to increase literacy in the late 1950s and early 1960s. Many Taiwan-born instructors, especially those who studied there before 1979, continue to teach from workbooks with traditional characters. (Beautiful though the traditional characters may be, Berkshire recommends and uses the simplified versions.)

1.7.3 Formatting Chinese Characters and Transliterations

Berkshire encourages authors of all China-related materials to include simplified characters and pinyin transliterations in the text. Here are a few examples of how the transliterations and characters might appear together. Please note that it's acceptable for the author to use the characters without the accompanying pinyin if readability is a factor. For instance, in the second bulleted example it's more important and reader-friendly to have the English explanations than it is to include the pinyin. For certain biographical figures, an author might include the Wade-Giles transliteration because numerous references still in print use it. It's acceptable to include the Wade-Giles as a gloss in parentheses on the first mention, and use the pinyin spelling thereafter.

- the Chinese philosopher Laozi 老子 (also known as Lao-tze) [W-G in parens]
- the “three unafraids” 三不怕 (unafraid of hardship, difficulty, and injury) and the “five toughnesses” 五过硬 (toughness of spirit, body, skill, training, and competition)
- the Spring and Autumn period 春秋 (770–476 BCE)
- the “Little Red Book” (*Quotations from Chairman Mao*, Máo zhǔxí yǔlù) 毛主席语录

Depending on the style of the publication—whether an encyclopedia, a handbook, or a trade paperback such as Berkshire’s *This Is China*—the project coordinator will provide specific guidelines for the formatting and placement of terms.

1.8 Further Reading (Bibliography)

The Further Reading section is modeled on the bibliographic style outlined in APA with two exceptions: 1) please do not use hanging indents, and remove them if the article has them; and 2) we include the author’s, editor’s, and/or translator’s full given and family names unless a person uses initials as part of a published name. See some details on alphabetizing full names below.

1.8.1 General Guidelines

Copyeditors must make sure that all sources referenced by in-text citations in an article are listed in the Further Reading section, that the formats outlined below are adhered to, and that all elements of the references are included. Copyeditors also must check carefully to be sure that the dates of publication match (if there’s a Stillman 1985 in the text, there should be a work for Stillman copyright 1985 in the Further Reading section). In most cases Berkshire interns vet the existing FR lists—and apply the APA styling that’s missing or incorrect—before we send articles for copyediting (but they do not match the citations against the list). In most cases, therefore, the individual entries should be in good shape. We do ask, nevertheless, that copyeditors carefully proofread the entire list, and correctly format, edit, or query as necessary.

If a work mentioned in an article is significant to scholarship on the subject, or if it seems to have influenced the author’s thinking on the subject, that title should also be included as a source for suggested reading. But not every study, book, or article mentioned in text needs to be listed in Further Reading. For example, a statement like “A 1999 study on homelessness by the Rand Corporation found that 20 percent of homeless individuals . . .” might bring up the question of whether the author should be queried to have the study included in Further Reading. In general, unless there’s a direct quote from a work, or the work greatly impacts the author’s research, it doesn’t have to be listed in Further Reading as long as the text makes clear the source of the info—that is, a 1999 Rand study. A phrase such as “one study states . . .” is too vague for a reference book, so please query for detail. The source doesn’t have to be added to the

Further Reading unless the author is quoting directly from the study.

Books have been generally preferable as references since they are more widely accessible to students than are journal citations. But we don't want to exclude valuable journal references, and many today are publishing online, which makes them more accessible to readers. Information contained in websites—of organizations, governments, educational, professional, or business institutions—is also acceptable, especially if the new research on the topic has yet to be published in print. We prefer a link to the actual URL where the information is posted, rather than a link to a home page.

Other reference works, such as dictionaries and encyclopedias, should not be cited in the Further Reading section unless they are specialist academic resources.

Book and journal titles in non-English languages should be queried for a translation into English.

Number of References

All articles should suggest at least three to five works for Further Reading. We recommend that our authors adhere to the following guidelines for bibliographic references, but please note that these are just guidelines, and only in the worst cases will you need to query an author to add or delete references.

- 500-word article: 5 items
- 1,000-word article: 10 items
- 2,500-word article: 15–20
- 3,500-word article: 20–25



Publishers' Locations

We depart from APA style concerning cities that do not require a state or country for a publisher's location, and we now follow CMS, which allows for in-house editorial judgment on which cities and countries to include—as long as usage is consistent. With this in mind, the following locations do not need the name of the state or country.

US Cities (these are the same as APA):

Baltimore—Boston—Chicago—Los Angeles—New York—Philadelphia—
San Francisco

International Cities:

Amsterdam—Beijing—Berlin—Buenos Aires—Cairo—Kolkata (Calcutta)—
Delhi—Geneva—Hong Kong—Istanbul—Jerusalem—London—Milan—
Montreal—Moscow—Paris—Rio de Janeiro—Rome—Seoul—Shanghai—
Singapore—Stockholm—St. Petersburg—Sydney—Tokyo—Toronto—Vienna

Note: If the name of the state, province, or country is included in the name of a university press, do not repeat the state, province, or country in the publisher location. For instance: Ann Arbor: University of Michigan Press.

We use UK (no periods and no spaces, the same as in text when used as an adjective) after any city in the United Kingdom, rather than using England, Scotland, et cetera.

Accepted Abbreviations for Further Reading Section

DESCRIPTION	ABBREVIATION
Chapter	Chap.
Edition	Ed.
Revised edition	Rev. ed.
Second edition	2nd ed.
Editor (Editors)	Ed. (Eds.)
Translator(s)	Trans.
no date	n.d.
Page (pages)	p. (pp.)
Volume (as in Vol. 4)	Vol.
Volumes (as in 4 vols.)	vols.
Number	No.
Part	Pt.
Technical Report	Tech. Rep.
Supplement	Suppl.

Full Names and Alphabetization of Names and Titles

To be consistent with the full-name format of many non-Western authors, who use the family name / given name format (with no separating comma) in bibliographies, we began with the *Encyclopedia of China* to include full names for all authors. If the Further Reading section comes to you with initials, please do a Google search to provide the missing first names, except in the case where an author uses initials as part of a published name.

(By pasting in the full citation as it appears in the FR list in the Google search box, you can often get ten hits for the book or publication on the first page of results. If you find discrepancies use Library of Congress or Hollis as your authority, not Amazon or Barnes and Noble. If full names don't appear in any of the first ten hits, it's safe to assume these authors use their initials.)

When alphabetized, a group of names and titles might appear as follows—using the year of publication in ascending order (oldest first) as the primary hierarchy for multiple works by a single author, but taking into account the additional hierarchies as revealed below:

- Chan, Jackie. (2008). [author as author, not as editor or translator, comes first, regardless of year]
- Chan, Jackie. (2009).
- Chan, Jackie, & Tucker, Chris. (2008). [single author always comes first, even if the co-authored title is from an earlier year]
- Chan, Jackie; Tucker, Chris; & Worth, Barney. (2005).
- Chan, Jackie, & White, John. (2007).
- Chan, Jackie. (Ed.). (2007).
- Chan Xiang. (2007a). *An easy way to learn Chinese*. [more than one work per year, use a, b, etc.]
- Chan Xiang. (2007b). *The way to format bibliographies*. [alphabetize and number accordingly by title]
- Chaplin, Charlie. (1935).



Some non-Western authors (especially Chinese, and especially scholars studying or working in the Western world), use the Western order of their names, which are treated then as Western names are, with commas: Haiwang Yuan, for instance, would be listed as Yuan, Haiwang.

1.8.2 Further Reading Examples

Use commas between two authors and semicolons between three:

Chapple, Christopher K., & Tucker, Mary Evelyn. (2000).

Yuan, Haiwang; Thompson, Scott; & Ooi Giok Ling. (2008).

[NOTE that Ooi Giok Ling does not require a comma, as it is a Chinese name in traditional Chinese order, but Haiwang Yuan does because he uses the Western order.]

Below are some examples that cover most instances of works that will be cited, but for more examples, or if you have any questions, either consult APA or contact your project coordinator. Please note the additional examples in the electronic sources section. We have added these examples here in order to simplify and clarify how to cite info from websites.

• Books

Whole book with two authors

Cone, John D., & Foster, Sharon L. (1993). *Dissertations and theses from start to finish: Psychology and related fields*. Washington, DC: American Psychological Association.

Whole book, edited

Gibbs, Jewelle Taylor. (Ed.). (1991). *Children of color: Psychological interventions with minority youth*. San Francisco: Jossey-Bass.

Article or chapter in an edited book, two editors

Bjork, Robert A. (1989). Retrieval inhibition as an adaptive mechanism in human memory. In H. L. Roediger III & F. I. M. Graik (Eds.), *Varieties of memory & consciousness* (pp. 309–330). Hillsdale, NJ: Erlbaum.

[NOTE: in this case both editors appear to go by their initials, judging by three pages of Google hits.]

Chapter in a volume in a series

Maccoby, E. E., & Martin, J. (1983). Socialization in the context of the family: Parent-child interaction. In P. H. Mussen (Series Ed.) & E. M. Hetherington (Vol. Ed.), *Handbook of child psychology: Vol 4. Socialization, personality, and social development* (4th ed., pp. 1–101). New York: Wiley.

[DITTO: all authors and editors appear to go by their initials.]

English translation of a book

Laplace, Pierre Simon. (1951). *A philosophical essay on probabilities* (Frederick Wilson Truscott & Frederick Lincoln Emory, Trans.). New York: Dover.

(Original work published 1814)

[NOTE: no period after "1814"]

Untranslated works

Shen Jiarong. (1994). *Gu Yanwu lunkao* [A study on Gu Yanwu]. Nanjing, China: Jiangsu renmin chubanshe.

Books or journals with several authors

Anderson, Danica; Salick, Jan; Moseley, Robert; & Xiaokun, Ou. (2005). Conserving the sacred medicine mountains: A vegetation analysis of Tibetan sacred sites in Northwest Yunnan. *Biodiversity and Conservation*, 14, 3065–3091.

[NOTE: if there are more than five authors, simply list the first author followed by "et al." For instance: Anderson, Danica, et al. (2005).]

• Periodicals

Klimoski, Richard, & Palmer, Susan. (1993). The ADA and the hiring process in organizations. *Consulting Psychology Journal: Practice and Research*, 45(2), 10–36. [NOTE: the periodical's name, unlike book or periodical article titles, is in title case, and volume number "45" is in italics, but the issue number following in parentheses (no space between them) is roman.]

Scholarly journal

Fiske, S. T. (1993). Social cognition and social perception. *Annual Review of Psychology*, 44, 155–194.

[NOTE: author goes by initials.]

Magazine

White, Lynn, Jr. (1967). The historical roots of our ecological crisis. *Science*, 155, 3767, 1203–1207. [NOTE: place "Jr." after the inverted full name.]

Newspaper article; no author

New drug appears to sharply cut risk of death from heart failure. (1993, July 15). *The Washington Post*, p. A12.

• Electronic Sources

The styling for access dates to accompany URLs in Further Reading (“Retrieved October 30, 2008, from . . .”) differs from Berkshire’s regular use of international date styling (“30 October 2008”). Do not place a period at the end of a URL, and please remove all hyperlinks. Refer to CMS 16 14.6 for information about Digital Online Identifiers (DOIs), and see formatting example below.

Online periodical with author and article information

Fredrickson, Barbara L. (2000, March 7). Cultivating positive emotions to optimize health and well-being. *Prevention & Treatment*, 3, Article 0001a. Retrieved April 2, 2009, from <http://journals.apa.org/prevention/volume3/pre0030001a.html>

Internet document, no named author

Intergovernmental Panel on Climate Change (IPCC). (2007). IPCC fourth assessment report: Climate change 2007. Retrieved September 13, 2010, from http://www.ipcc.ch/publications_and_data/ar4/syr/en/main.html

[NOTE: The title is in roman unless it’s the name of a title of, for instance, an online publication (see entry above). The full name should always precede the acronym or abbreviation except in extremely unusual cases where the company or organization is known chiefly by its initials (IBM, for instance).]

Webpage information with no author

Transportation system in Cambodia. (2000). Retrieved March 2, 2007, from <http://www.asianinfo.org/asianinfo/cambodia/pro-transportation.htm>

[NOTE: title is sentence case since it is presented as a webpage article.]

Organizational website as Further Reading source

National Coalition for the Homeless. (2004). Homepage. Retrieved May 20, 2004, from <http://www.nationalhomeless.org>

[NOTE: On occasion an author will cite the website itself as the best resource for further reading. In this case, please use “Homepage” as the title of the article, and use title case for the organization name.]

Online source with DOI:

Bailey, Joseph K. (2011). From genes to ecosystems: A genetic basis to ecosystem services. *Population Ecology*, 53(1), 47–52. doi:10.1007/s10144-010-0251-4

- **Court Cases**

Format for citing court cases (which should be placed after the print sources in Further Reading, and under the separate heading “Court Cases” if there are more than three):

Bush v. Gore, 531 US 98 (2000).

- **Forthcoming Works**

If a book or article is described as “forthcoming,” please ask the contributor to notify Berkshire when the book or article is published and include, for example, “(forthcoming 2010)” as the date.

1.9 CMS 16 Keyed to Berkshire Style



Here we provide a list of places where our rules or styles depart from CMS 16. We also point you to certain CMS sections we think particularly worth brushing up on if you're new to the sixteenth edition. We've retained some examples from CMS sections, mostly to cover situations in which we agree about some aspects of a rule but not all.

1.9.1 Word Usage Particulars (CMS Chapter 5)

CMS 5.220 provides a comprehensive list of words often used mistakenly or incorrectly. We give it five stars.

1.9.2 Punctuation (CMS Chapter 6)

Consult Chapter 6 for “everything you ever wanted to know about punctuation . . .” but don't forget Marvin Mudrick's basic common-sense approach: P-A-U-S-E (1.2.7). Here we've included some rules that our proofreaders gently remind us we've “forgotten.”

Commas

- Use a comma for introductory clauses but not for short phrases or single words, except after dates or to avoid ambiguity.

- Set off states/countries with commas in text: The family vacationed in Honolulu, Hawaii, for two weeks; they then went on to visit Barcelona, Spain, for a month.
- Washington, DC, is our nation's capital.
- Use commas after dates: On September 11, 2001, terrorists attacked the United States; on 11 September 2002, many US citizens attended memorial services to commemorate the lost lives. (See section on dates below for specific formatting regarding 9/11.)

Colons

We previously used a modified version of CMS 6.61, capitalizing the letter following the colon whenever the ensuing text formed a full sentence on its own (as does the text in example 1 below, in which we would have in the past used a capital "S"). Many authors were perplexed and even annoyed by this, and so we recently decided to change our policy toward colons and follow CMS 6.59. We therefore ask you to capitalize the first letter following the colon only if it is a series of sentences (example 2), a quote (example 3), or a proper noun (example 4):

1. The study involves a number of food types: statistics about cereals, fruits and vegetables, and fats revealed surprising results.
2. Henrietta was faced with a hideous choice: Should she reveal what was in the letter and ruin her reputation? Or should she remain silent and compromise the safety of her family?
3. In his latest town hall meeting Barack Obama said: "Health care reform won't 'pull the plug' on Grandma."
4. The art students were asked to name an artist from the 1960s whom they most admired: Andy Warhol won hands down.

Dashes

Insert en dashes and em dashes from Microsoft Word's Symbols\Special Characters list or use keyboard commands specific to your PC or Mac.

En dashes are used for all date, time, and page spans in parenthetical text (see the section below on dates for their appropriate use in regular text).

- (1945–1949) and (pp. 135–138)
- We use full years, not 1945–49, and the full page range, not pp. 135–38.

En dashes are used in place of a hyphen to connect compound adjectives in which one of the elements is made up of two or more words. For example:

- post–World War II years
- health care–housing reform
- United States–China relations (but US–China relations, treating “US” as a single-word adjective)
- Chicago Bears–New England Patriots match
- yin–yang (a relationship implying both opposition and complement)
- The London–Paris train leaves at noon (in which the en dash serves as a substitute for the word “to”)

Em dashes are commonly used (either singly or in pairs) to set off a phrase, a definition, or other explanatory text in a sentence. For clarity—and we all like clarity—never use more than two per sentence; if more than two elements need to be set off use parentheses. Better still, break a long unwieldy sentence into two shorter, less complicated sentences.

Punctuation with Italics

Follow CMS 6.2 guidelines for punctuation before, within, and after italics. Indicate italic letters or words by using italic font formatting, not underlining.

Slashes

As per CMS 6.104, use a slash with no space for “single word” alternatives (officials/elites), (and/or); use spaces on either side of the slash when one or both element is an open compound (network / secret society), (World War I / First World War).

Punctuation of Lists

Relevant information on enumerating and punctuating lists can be found at CMS 6.121–6.126. But see our alternatives in the examples below.

Where possible, we prefer that you **turn lists into prose**. (For turning numbered lists into prose follow CMS 6.123, running them into the text and using parentheses to surround the numeral or letter separating them; bulleted lists do not require enumerating.) We are noticing, however, that many authors

writing technical, scientific, or business-oriented articles, in which statistics and research data are prevalent, are often using bulleted or numbered lists to effectively highlight facts, figures, and sets of principles.

Here are some examples of formats authors may use for bulleted lists; these don't necessarily follow CMS examples but we find them acceptable for several purposes and contexts. A first and foremost guideline: each element of an individual bulleted list must be syntactically alike and consistently formatted, as are the examples below. The first two are fairly straightforward: in example 1 the sentence preceding the list ends with a colon and each bulleted element is a complete sentence (and may be punctuated as either a declarative or a question); in example 2 the sentence preceding the list also ends in a colon but is followed by a series of phrases, each of which begins with a lowercase letter for the first word and ends with no punctuation.

Examples 3 and 4 are also acceptable as long as the “special features” of each (the title case term in the fourth; the descriptive phrase followed by full sentence in the third), remain consistent all the way down the list.

Example 1

Using the strategic guidelines, an organization that is using TNSF to guide its planning will prioritize its actions. TNSF uses three overarching questions to guide this prioritization:

- Does the action move in the right direction, that is, toward compliance with the sustainability principles?
- Is the action a “flexible platform” that will serve as a foundation for further action into the future?
- Does the action provide adequate return on investment?

Example 2

The last update (Ny et al. 2006) states that in a sustainable society nature does not experience systematic increases in any of the following conditions:

- concentrations of substances extracted from the Earth's crust (for example, fossil fuels or rare metals)
- concentrations of substances produced by society (for example, persistent chemicals that do not break down quickly)
- degradation by physical means (for example, deforestation, loss of wetlands, damage from mining, soil degradation)

Example 3

Each of the participating banks in this organization commits itself to these principles:

- Principle 1: review and categorization. Projects are categorized in relation to social and environmental impact and risks, with *A* indicating the highest impact or risk.
- Principle 2: social and environmental assessment. For each project in category *A* or *B* the borrower must conduct a social and environmental assessment.

Example 4

There are two questions currently receiving scant attention:

- Local Planning—Where are there significant import “leaks” in the local economy that could be plugged with new or expanded local enterprises?
- Local Entrepreneurship—How can a new generation of entrepreneurs be nurtured and trained to lead local firms?

Ellipses

Ellipses within a sentence—even in quoted material, since this is a formatting issue and not a matter of spelling or deviation in punctuation—should have spaces before, between, and after the periods like this . . . while ellipses that finish a sentence should look like this. . . . (i.e., the ellipses follow an ending period). Please override the auto-formatting option in Word.

Quotations Marks and Apostrophes

Use only “smart” or directional quote marks (the curly kind). Do not use or leave any “dumb,” or straight quote marks, in the text. Please make sure that you format certain words that might appear in quoted material, (‘tis), for example, or (the ‘60s), perhaps, with the correct “reverse apostrophe” (’tis) and (the ’60s) by copying and pasting them from the “insert symbols” option or using the appropriate keyboard command. (In unquoted material BPG prefers the more formal style, “it is” and “the 1960s.”)

Please see CMS 16 6.111, which will point you to specific CMS sections about using closing quotations marks in relation to other punctuation marks,

and within dialogue and quoted matter. The section above on the differences between British English versus American English (1.2.5) outlines the basic format of the US style for double quote marks and punctuation that Berkshire follows.

Scare Quotes

Use double quote marks to signify irony or the special use of a word or phrase. See CMS 16 7.55 for details, and also section 1.9.3 below for the use of double quote marks versus italics to set off words used as words.

Parentheses

All parentheses should be formatted in roman style, even when they surround italic words or terms: (*Humanum est erare*); (*The Rise of the West*). An exception, of course, would be when the parentheses are incorporated in a book or other title that is normally styled in italics: *New York on Twenty Dollars a Day (or Less)*.

1.9.3 Distinctive Treatment of Words and Compounds (CMS Chapter 7)

Please note that the authority list for your project takes priority over M-W 11 and CMS.

Foreign Words and Uncommon Terms

A foreign word is any word not found in M-W 11. All foreign words should be italicized—check the Authority List for each project for notable exceptions—and please make sure any parentheses used to encase them are in roman, not italic style.

Many foreign (but not commonly used) words have entered the English lexicon (kolkhoz, a Soviet-era collective farm, for example; and hiragana, a Japanese syllabic writing system), so be sure to check M-W 11.

Foreign proper nouns, such as people's names, place names, and names of organizations, are not italicized.



Compound Words

Incorrect spelling of compound words is one of the most common errors caught in proofreading, and the use of hyphens in compound words can be both a confusing and contentious issue. The first authority on spelling compound words is M-W 11, but many such words don't appear there, and new compounds continued to be coined. Therefore we highly recommend that you review CMS sections 7.77–7.85 on compound words; please read and refer often to CMS 7.85 especially for rules regarding whether to use hyphens in compounds formed from different parts of speech. Use it as a guideline if the term is not in M-W 11 and not specified on the project Authority List.

So-Called

Words directly following the phrase *so-called* should be neither in italics nor in quotation marks (CMS 7.56). Our proofreaders put correcting for this on their list of pet peeves.

Words as Words

Words used as words or terms should be preferably in italics as opposed to enclosed in quotation marks (CMS 7.58); for instance—"the term *critical mass* is more often used metaphorically than literally." But if there are a number of foreign words in the article that require italics, we prefer, for clarity, to reserve italics for them and put the English-language "words used as words" in quotes.

Diacritics and Special Characters

For nonspecialized works CMS 11.94 emphasizes the "less is more" approach to diacritics as being easier on authors, copyeditors, proofreaders, and publishers. Berkshire articles, however, include more and more specialized terms as our global reach and coverage expands, both in encyclopedia and trade book form (in *This Is China* and *This Is Islam* we consider the use of tone marks and accents a crucial teaching tool for teachers).

Our articles format Chinese transliterations, their English translations, and simplified characters as follows: "It is customary to eat *hanshi* (cold food) 寒食 on that day. (Note the spaces before and after the Chinese characters;

the characters have the font style “Chinese” applied to them. NJStar is the program we use [as a free download] for Chinese characters.) Also, a good website to look for Chinese characters is (<http://www.nciku.com/>). The appendix to the CE manual about Chinese terms provides more comprehensive examples and options.

1.9.4 Names and Terms (CMS Chapter 8)

Titles (and Titles Used in Apposition)

See CMS 8.18–8.32 for details, but the following capitalization problems turn up in proofreading second only to hyphenated compounds:

Capitalize “president” (or any other comparable title) only when it precedes the actual name (without any other modifiers). For example:

- President Carter
- US president George Bush
- former president Jimmy Carter
- former secretary of state Condoleezza Rice
- Beijing vice mayor Wu Han
- the then chairman of the board James Howell

When identifying experts or scholars in the text, use an article in front of the descriptive appositive when attributing a title: “activist Bernadette Dohrn” should be “the activist Bernadette Dohrn”; “William Bishop, professor of history at NYU” should be “William Bishop, a professor of history at NYU.”

We do not use the courtesy titles Mr., Mrs., Miss, or Ms., or professional titles such as Dr., Prof., and so on in text. In general, we refer to a person by his or her name alone, identified initially as mentioned above with an appositive on first mention. One notable exception is Dr. Sun Yat-sen.

Directionals and Place Names

The rules for capitalizing directional adjectives and place names follow a pattern, but it is sometimes less than rational; please see CMS 8.46. Patterns and variations, annoyingly, are the norm. **Bold items** are Berkshire additions or exceptions to CMS.

- Central Asia
- **north China**
- **global North**
- **south China**, but of course South China Sea
- **global South**
- the Nile River, but the Nile and Amazon rivers
- Main Street, but Elm and Main streets

Nonstandard Spelling

We work with many authors from other nations and many US scholars whose research or work is conducted elsewhere. These scholars sometimes demand that spelling, of places especially and sometimes people, follow conventions other than our standard authorities. Some authors prefer traditional names while others use a less common variation—and it is not at all unusual for them to reverse the “corrected” spelling when they review the copyedited version of their article. In those cases where the spelling seems an important issue, rather than substitute the standard spelling for the author’s, we will simply place the author’s preference in parentheses, as in Samarqand (Samarkand) [the former is the M-W geographical dictionary preference; the latter is the traditional “Western standard” preferred by the author] or Chinggis Khan (Genghis Khan) [the former is the Berkshire Authority List preference; the latter is the M-W 11 biographical dictionary preference, as well as the author’s].

1.9.5 Numbers (CMS Chapter 9)

Follow CMS 9.2–9.8 for when to use words or numerals, but with the following modifications:

Spell Out

- simple fractions (with a hyphen): one-half; three-quarters; five-eighths, one-fifteenth, but do not spell out fractions that would have two hyphens (i.e., use 1/32, not one-thirty-second).
- whole numbers from one to ninety-nine, and those numbers plus hundred or thousand but NOT hundred thousand or million, which CMS calls for. Hundred thousands should always be written as numerals, and numbers in the millions should be treated as in CMS 9.8. (e.g., 1.3 million, 5 billion).

Write as Numerals

- known brand names, such as 7-Eleven
- exact measurements and statistics
- numbers as numbers (“the number 6”)
- percents (but write out the word *percent*)
- “thickly clustered” numbers (CMS 9.7)
- mixed groups of numbers in which some are greater than 100 (“27 and 135,” not “twenty-seven and 135”)
- chapter, table, and figure references in text

Do not begin a sentence with a numeral; recast the sentence.

Negative Numbers

Use an en-dash—not a hyphen—to indicate negative numbers: -7.

Money

For treatment of money, follow CMS 9.21–9.26. Note that you do not need to specify US dollars unless there is a chance of confusion. For articles on China, we prefer yuan (lowercase) unless we’re doing a financial article and large, exact amounts are given, in which case we use RMB¥30 million (for example). They both mean the same thing (RMB¥30 million = 30 million yuan). RMB is short for “renminbi.” Both renminbi and yuan should be treated the same as the US dollar (i.e., “The renminbi has recently increased in value compared to the US dollar.”). When possible, try to include the current year’s dollar equivalents, although obviously this isn’t always possible if an article mentions money two thousand years ago.

Dates, in General

Berkshire uses the European day-month-year format for the date in formal writing (15 March 2000), with numerals for the day and year and the month spelled out in full. This is a logical system because it moves from the smallest unit to the largest, and eliminates the need for placing a comma after the day (March 15, 2000), as is common in the US format. All-numeral date formats in formal writing can be confusing, since 02/04/03 can be interpreted to mean

2nd of April 2003 (in Europe), 4th of February 2003 (in the United States), or 3rd of April 2002 (based on the ISO style).

The International Organization for Standardization (ISO) suggests using all-numeral dates based on the year-month-day format (yyyy/mm/dd, logically sequenced from the largest to the smallest unit, e.g., 2010/04/05 to mean the 5th of April 2010) when appropriate, for instance in spreadsheets and other applications. The ISO system has the considerable advantage of automatically placing entries or files in chronological order.

See also CMS 8.70, 8.87, and 6.45. Use the following formats for dates in formal writing:

- 14 July 1341 (unless the date is the name of an event, such as September 11, 2001, to describe the terrorists attacks of that date; September 11 and 9/11 are also acceptable. For a generic reference to the holiday, use July 4. Don't use ordinals for either example, i.e., 11th or 4th)
- February 1968
- from 1 to 8 February
- use "c." not "ca." to abbreviate "circa" in parenthetical dates (c. 675 CE); spell out as "circa" in normal text
- life spans of living people are listed as (b. 1976) NOT (1976–)
- use en dashes, not hyphens for date ranges in parentheses, and use full years (1939–1945) NOT (1939-1945) OR (1939-45)
- "from 1939 to 1945" in text, NOT "from 1939-1945"
- "between the years 1966 and 1976" in text, NOT "between 1966-1976"
- BUT, in text, "The postwar years 1945-1950 gave birth to a generation of so-called baby boomers" is OK because the date isn't preceded by a preposition
- nineteenth century (but nineteenth-century literature)
- spring 2009
- 1960s, not the '60s

Time of Day

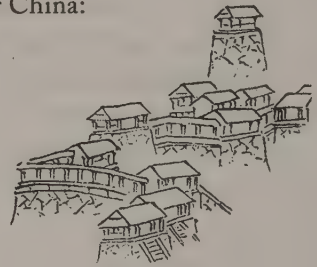
Please see CMS 16, section 9.38 for guidelines on using numerals versus words to express the time of day in formal writing. See section 9.40 regarding the 24-hour system, in which the time is conveyed in hours and minutes (i.e., 1200 as *noon* and 2400 as *midnight*), a European and military convention that might occasionally appear in an encyclopedia article, but is more likely to turn up in more technical

contexts. Please note: the colon that appears between the hours and minutes in an “a.m. / p.m.” format (12:45 p.m.) is omitted and would appear as “1345.”

Designating Eras

Use the abbreviations for “before common era” and “common era” (BCE and CE—in small caps, no periods (this is a divergence from CMS), which calls for BC and AD. In general, use both designations if the date spans the eras, and use the designation only once (after the end date) if within the same era. Use CE for dates before 1000 CE, but it’s not necessary to include it if there are lots of dates in the article from the same period and it’s obvious what era is being discussed. Here are some examples from our Authority List for China:

- Shāng 商 dynasty (1766–1045 BCE)
- Hàn 汉 dynasty (206 BCE–220 CE)
- Five Dynasties period (907–960 CE)
- Sòng 宋 dynasty (960–1279)
- Jurchen Jin (Nǚ zhēn Jīn 女真金) dynasty (1125–1234)



Note that “Sòng dynasty” does not require CE because it ends in 1279.

Life Dates in Text

If a figure is prominently mentioned in the text please insert life dates (spanning years only) in parentheses after the first mention of the person. There are no hard and fast rules about *when* it is important; the determining factor is the person’s relevance to the article or the field being discussed.

Example: A leading figure was George Perkins Marsh (1801–1882), a scholar, diplomat, and author of the classic *Man and Nature* (1864). In this revolutionary book Marsh argued that humans, not natural forces, are the primary cause of environmental damage and of calamitous events such as floods, droughts, or extinctions. [Marsh goes on to be the focus of the next two paragraphs of the article.]

Note: If a figure in the field is mentioned briefly or in passing, life dates are not needed, although we would want some time frame in which the person lived or worked.

Example: In the 1930s the geographer Carl Sauer directed a major “erosion history” project within the Soil Conservation Service to assemble and catalogue information about the pre-European landscapes of the United States.

Numbers and Numerals—More Proofreading Pet Peeves

- 2,345 years (BUT page 2345)
- 50 million (no hyphen), 50 million ducats, a 50-million-ducat diamond
- 2nd, 3rd (etc.), in Further Reading only (no superscript); spell out in text
- 5 percent
- 10–20 percent
- 15 to 1 ratio
- 5 to 1 opinion
- 6 to 10 vote, the vote was 6 to 10
- 1970s, not the seventies or '70s
- age thirty-seven, thirty-seven years old, thirty-seven-year-old person
- uncertain dates: (1487–1534/35)—not using the full year 1534/1535 is OK in this instance
- open dates: (1987–) (en dash followed by a space)—BUT in the case of a lifespan always: (b. 1968)

Measurements

The instructions here depart slightly from CMS 16, section 9.16, which covers abbreviations of physical quantities and measurements. Measurements (lengths, areas, volumes, and weights) should be given in metric units in the text as a **numeral** followed by the unabbreviated unit: “The distance from A to B is 36 kilometers.” In a parenthetical reference, abbreviate the unit (36 km). If the unit of measure is commonly spoken as an abbreviation, such as Btu (British thermal unit), please use the abbreviation in the text followed by the full spelling in parentheses on first usage. Please note that some units of measure, such as barrels of oil and nautical miles, have no metric equivalent and are used as such internationally. When a measurement range is given, the units should only be written for the final element.

Measurement Spans

- Correct: 390–400 meters

- Incorrect: 390 meters–400 meters

Temperature Measurement

- 100°C, not 100 degrees Centigrade (or Celsius), not 100° C

Please take great care when converting units of measure or translating abbreviations in the text or in a table. Ask the project coordinator for guidance (or an additional resource to consult) if you are unfamiliar with standard industry usages in the article, and then query for the author's approval to be safe. For instance, in an article about root crops in the *Encyclopedia of Sustainability*, the author used the abbreviation “mt” next to the production figures (e.g., 765 mt). Here “mt” means million tonnes—not metric tons, as a novice to the metric system might assume. A tonne equals 1,000 kilograms, and is thus somewhat comparable to a 2,000-pound ton, and it is an accepted convention when talking about crop or resource production. Changing the abbreviation “mt” to “metric tonnes” is incorrect, redundant, and wildly misrepresentative of the figures. Such mistakes will greatly reduce the value of the article, and thus Berkshire's reputation.

Numerous English-to-metric conversion charts exist online. The following link is easy to use. Just remember not to enter commas in numbers over 999; the converter doesn't recognize them.

<http://www.metric-conversions.org/>

1.10 Berkshire Publishing Article Template

Articles for copyediting should be styled under the BPG article template, unless otherwise noted, before you receive them. We include this description of styles, in alphabetical order, for your reference.

- Abstract (formerly styled as “Deck”)—Used for the article abstract, which should be no more than three or four sentences and ideally less than 65 words. The abstracts for shorter articles of 1,000 or fewer words may be shorter.
- Author's full name (byline)—Follows the final paragraph of the article. The surname should be in all caps, as follows: OOI Giok Ling, James SELLMANN, Dallas McCURLEY (note the small c), Laura

HOBGOOD-OSTER, Shelley Drake HAWKS (please plug in the standard query for author's confirmation of name and affiliation).

- Author's affiliation—Directly underneath the author's name.
- Author's note (thanks, etc.)—Occasionally follows author's name; used if author wants to thank people who assisted with the article or as a disclaimer for government employees.
- Bio line (runs under Headword Title)—Life dates and brief ID of the subject of a biographical entry: 1945–2000—musician (do not enclose text in parentheses)
- Body Text A (opening paragraph)—Used for first paragraph under Headword Title.
- Body Text B (basic paragraphs)—Used for running text.
- Body Text C (Head 1 & 2 first paragraph)—Used for first paragraph under Heading levels 1 & 2.
- Body Text D (Head 3 first paragraph)—Used for first paragraph under Heading 3.
- Bulleted List—Used for points that need to be bulleted.
- Cross-references—Used for cross-references at end of article (underneath the author's affiliation). Entries follow the words *See also* in italics, with no punctuation to follow, and are separated by semicolons. No punctuation at end of list.
- Deck—(ignore, now called abstract).
- Default Paragraph Font
- Equation—Used to set off an equation from text.
- Extract (first paragraph)—Used for first paragraph of an extract (a direct quote that runs more than five lines).
- Extract (other paragraphs)—Used for subsequent paragraphs of quoted extracts.
- Further Reading Heading
- Further Reading Reference entry
- Heading 1—Used for first level heading, the one most often used.
- Heading 2—Used for second level heading.
- Heading 3—Used for third level heading, only necessary in longer articles (with exceptions, of course).
- Note to Copyeditor—In-text notes to copyeditor to indicate something specific that the copyeditor should query or take into account (general notes are at the top of the article).

- Note to Typesetter—Used to indicate placement of a table or figure, explain a diacritic, or point out some other design/content feature.
- Numbered List—Used for points that are specifically presented as numbers—"Psychoanalytic theory is based on the following five principles:" Otherwise, use bulleted lists, or even better, put it into prose.
- Table & Figure Heading—Used for title of a figure or table.
- Table & Figure Note—Used for footnotes to table.
- Table & Figure Source—Used for source line.
- Table Text—Organizes text in table.



PART 2:

AUTHOR AND REVIEWER

GUIDELINES

2.1 Author Guidelines	70
2.1.1 Points to Consider	70
2.1.2 Article Submission, Editor Review, and Copyediting	72
<i>Common Reasons for Revision</i>	73
<i>Common Reasons for Rejection</i>	73
<i>Common Causes for Copyediting Queries</i>	74
<i>For Authors Whose First Language Is Not English</i>	74
2.1.3 Organizing Your Article	74
2.1.4 Plagiarism and Citing Sources.	76
<i>What Is Plagiarism?</i>	77
<i>A Few Pointers about Citations</i>	77
2.1.5 Article Supplements	78
<i>Tables</i>	78
<i>Sidebar Material</i>	78
<i>Illustrations</i>	79
2.1.6 Dates, Money, and Measurements	79
<i>Dates</i>	79
<i>Money</i>	79
<i>Measurements</i>	79
2.1.7 Gender-Neutral Language.	80
2.1.8 Scientific and Common Names	80
2.1.9 Headers and Footers	80

2.1.10 Reference Fields	80
2.1.11 Further Reading Section Guidelines	80
<i>What to Include</i>	81
<i>Further Reading Examples</i>	81
2.1.12 Authors and Co-authors Bylines, Affiliations, and Bios	82
2.2 For Authors Whose First Language Is Not English	83
2.2.1 What Western Publishers Expect	83
2.2.2 Submitting to Journals.	85
2.2.3 Five Basic Requirements for Berkshire Encyclopedias.	85
2.2.4 Other Components and Considerations	87
<i>Abstracts</i>	87
<i>Keywords</i>	88
<i>Translating Ideas and Sources</i>	88
2.2.5 Plagiarism, Originality, and Citing the Work of Others	88
2.2.6 Political Sensitivity.	89
2.2.7 Citation Requirements and Warnings	90
2.2.8 Source Requirements	90
2.2.9 Additional Help	91
2.3 Reviewer Guidelines	91
2.3.1 Overview	92
2.3.2 Commenting in the Text.	93
2.4 Ten Questions Berkshire Most Frequently Receives from Authors.	94
2.4.1 Deadlines	94

2.4.2 Print or Online.	94
2.4.3 Redistribution of Articles	95
2.4.4 Target Audience	95
2.4.5 Submission Options	95
2.4.6 Reviewing Process	96
2.4.7 Revisions.	96
2.4.8 Editing Support	96
2.4.9 Visual Aids and Supplements	97
2.4.10 Scholarly Indexes	97



2.1 Author Guidelines

We are pleased that you'll be writing for Berkshire Publishing, and we look forward to receiving your submission. These guidelines explain our requirements, identify our audience, and provide details about Berkshire style. If you have other questions, please let us know.

Our readers depend on us to provide clear, trustworthy, and well-defined overviews of a wide range of subjects. Berkshire articles, whether in encyclopedias such as the *Encyclopedia of Sustainability* or in trade books such as *This Is China*, often tackle emerging and controversial topics, but they should nonetheless present information objectively. You should not be trying to persuade readers to see a topic from one view only, nor should you be arguing for a particular interpretation. If your topic is contentious, you should explain why and describe the diverging viewpoints without bias or prejudice.

Berkshire publications reach a broad audience that includes high school and college students, people at government and research centers, and general readers who might lack familiarity with the specifics of a topic but are nevertheless eager and curious to learn about it from an expert in the field. Your article should provide enough information for readers who want to grasp the basics of your topic and understand the issues relevant to it. **We can't stress enough the importance of defining terms for the nonexpert reader.** Pretend you are describing your topic (let's say it's astronomy) to a fellow dinner party guest who is in a completely unrelated profession (perhaps law or nursing). Authors often find writing for a nonacademic audience to be good practice for sharpening their focus and their prose.

Below is a list of ten pointers to follow when preparing your manuscript for submission. These guidelines will save time for you and for Berkshire's reviewing editors. Sections 2.2.2–2.2.12 offer more specific guidelines.

2.1.1 Points to Consider

- 1) **Avoid jargon.** Make sure the article is understandable to a layperson. Please be sure to define all terms that are specific to your profession, topic, or area of research
- 2) Provide **international examples** whenever possible.

Although our main readership is, at present, in the United States, please write for an international audience and from an international perspective.



- 3) **Spell out all acronyms or abbreviations** on first use, and provide the first names, nationalities, and brief descriptions of people cited in the text upon first mention: “As the British scientist and environmentalist James Lovelock writes . . .” rather than “As Lovelock writes . . .”. Do not assume that your readers will know the people and organizations you are discussing.
- 4) **Please use in-text citations sparingly and do not use footnotes.** A Further Reading section of relevant books, journal articles, and websites will follow the text. In-text citations should be reserved for direct quotes, close paraphrasing of others’ thoughts, and statistics. Ideas that are fairly obvious or widely discussed by scholars do not need an in-text citation (that is what the Further Reading section is there for). Direct quotations should be accompanied by author, year, and page: “(Young 1986, 231).” See 2.2.4, “Plagiarism and Citing Sources” for more on this subject.
- 5) **Stick to the assigned word count,** please, as closely as possible. The word count does not include the article abstract or the Further Reading section. If you think you cannot possibly cover your topic in the assigned word count, please discuss this with the project coordinator.
- 6) **Before writing, read the “scope statement” of the volume** sent by the project coordinator, which will include a brief explanation of the volume theme and will specify as well the category your article will fall under (examples from our *Sustainability* volumes include “Concepts and Theories” and “Case Studies”). Do not spend precious space defining what the encyclopedia as a whole is about—stick to the specific topic.
- 7) **Avoid bias,** and be sure to cover the mainstream thoughts on the subject as well as the most recent scholarly debates. If you are writing on national parks, for instance, be sure to address both criticism and support of national parks. If you work for an organization that promotes (or is critical of) the topic of your article, make this clear and be sure to address other perspectives.
- 8) **Do not rely on tables and figures** when text would convey the idea more clearly, and vice versa. As a general guideline, articles in which “visual aids” are appropriate will have no more than two or three charts, tables, and figures (with some exceptions). Keep in mind that the print version of the book will most likely be black and white. Please provide a caption and a source for all charts, tables, and figures. Please also make sure that the table or figure is referred to in the text, but that Berkshire can easily remove the reference if necessary. Above all, please ensure that the table or figure makes sense on its own, without the reader having to refer to the text. See 2.2.5, “Article Supplements,” for more on this topic.

- 9) **Do not use “stacked headings”** (i.e., two headings without intervening text), and do not precede the introductory paragraph of the article with a heading; there should always be text before and after a heading. The use of headings can make a long article much more readable, but please make sure that headings are short (maximum about five to six words) and appear in groups of two or more (the way you would organize categories and subcategories in an outline). That said, an abundance of headings can impede the reader’s comprehension and make the article feel too segmented. Try to include at least two substantial paragraphs under each heading or subheading.
- 10) **Plagiarism of any kind is absolutely unacceptable.** Please see 2.2.4, “Plagiarism and Citing Sources,” for more about what does and what does not constitute plagiarism. We’ve found that there is a lot of confusion regarding plagiarism, even in academia—mainly due to the vast quantities of material available on the Web, the large numbers of anonymously written reports, and the ease of cutting-and-pasting. Also beware of “self-plagiarism”: we know it is difficult to reword your text when you write frequently about a topic, but please do your best to ensure that the article submitted to Berkshire is unique.

Specific guidelines on all of these points follow. Many thanks for contributing to a Berkshire work.

2.1.2 Article Submission, Editor Review, and Copyediting

Articles can be sent to us in Microsoft Word or in Rich Text Format. Please do not submit PDFs, and please keep a backup copy. Attach all figures and photographs separately.

The project coordinator (PC) will send you a style template to work from. It is not absolutely necessary to work from the template, but it does help us tremendously to streamline the editing process and thus meet our deadlines.

Please note that the PC will quickly read your article before sending it on for editor or peer review; if the PC thinks that the reviewing editor will ask for a revision or reject the article in its current state, he or she will ask you to make changes to the article accordingly before it moves on for review.

If the reviewer asks for a revision the PC will return the article to you

with comments and suggestions. When your article is accepted the PC will send it to one of our highly skilled copyeditors for fine-tuning. If your article is rejected for publication you are free to publish it elsewhere.



Once the article is copyedited, the PC will send it for you to review once more. Please note that in most cases we “accept” all the edits made in tracking changes by the copyeditor and/or reviewer. The copyeditors will highlight any text and ask for approval if they are concerned that an edit may have altered your meaning, or if there is a phrase that needs explaining (see point #1 in 2.1.1).”

Requests for revision and excessive copyediting queries take up your time (and ours). We’ve included the following checklists to help us keep such requests to a minimum.

Common Reasons for Revision

- lack of statistics
- unclear language, poor grammar and syntax (note that this may be forgiven for those who are not native English speakers)
- use of footnotes
- disorganization: lack of a clear introduction and/or conclusion
- lack of international examples
- overuse of jargon
- lack of reference to the latest scholarly thinking on a subject
- overlooking a major component of a topic
- excessive use of tables/figures/charts
- bias

Common Reasons for Rejection

- plagiarism
- excessive bias that cannot be repaired by rewording or addressing “the other side of the story”
- disorganization that reflects a lack of knowledge of a subject
- lack of facts
- inaccurate or misleading information

Common Causes for Copyediting Queries

- unclear (or no) source of statistics
- lack of page numbers in citations
- unclear language
- jargon that needs to be clarified/removed
- dates that need to be pinpointed
- citations that appear in the text that don't appear in the Further Reading section

For Authors Whose First Language Is Not English

We devote section 2.3 to guidelines and advice for non-native English-speaking authors and for authors who are first-time contributors to Western publications.

2.1.3 Organizing Your Article

The “scope statement” sent to you by the PC offers suggested outlines for specific Berkshire works. The following are general guidelines applicable to all Berkshire works. If you do not have a scope statement for the article you are working on, please ask the PC.

- *Open with definition and rationale*

Please begin the article with a sentence or sentences defining the topic; the opening paragraphs should clearly state why the topic is important and relevant to the subject of the entire encyclopedia and/or the theme of the volume. Please do not start the article with “canned” summaries such as “This article will explore the current issues regarding . . .” or long descriptions of concepts that are best left to the book’s introduction. (For example, if you are writing for the *Encyclopedia of Sustainability*, please do not spend the first three paragraphs describing what sustainability is.) Instead, give examples or statistics that explain how your topic affects a region or population’s sustainable lifestyle, for instance, or perhaps how your topic is an essential part of environmental protection. See point #6 in section 2.1.1.

- *Structure the body of the article*

Your topic may be best organized with a chronological discussion, or by subtopics, or by region. In all cases, please have a clear outline in mind and

use headings to guide the reader, especially one who is trying quickly to get a general sense of the development of your topic. See point #9 in section 2.1.1, regarding the judicious use of headings.

- *Include concrete details and write for nonexpert readers*

Please base your analysis on facts and data and provide concrete details and examples. Readers appreciate specific dates and time periods, too, rather than such generalizations as *early in its development*, *in later periods*, or *recently*. Keep references to time in mind: avoid referring to *the last ten years*. Instead, use statements such *since 2001*, *as of late 2010*, or *in the decade ending in 2010*. Please avoid vague references to other sections of your entry (*As previously mentioned* or *as noted below*). Be specific (*As discussed in the section on the twentieth century*).

- *Conclude with summary and outlook*

The reader needs to understand why your topic matters in the context of the publication, and the conclusion of an article should reinforce that point. Please end your article with a paragraph that summarizes your discussion of the topic. If appropriate, explain future trends and challenges. Please avoid using the heading “Summary” or “Conclusion”; instead, use a topic-relevant heading from your work, or a generic heading such as “Implications,” “Research Directions,” or “Outlook in the Twenty-First Century.”

- *Further Reading*

Many readers will be curious about related articles and books on the topic. Even short articles should reference several books, journal articles, or websites. See 2.2.11, “Further Reading Section Guidelines” for additional details.

- *Abstract*

Finally, before you submit your article, please write a 60–65 word abstract; it will appear above the first paragraph of the text. (To avoid repetition we ask that the abstract vary in word choice or sentence structure from the opening sentences of the article.) Our readers consider these concise summaries valuable, especially when topics are difficult to grasp. Please do not mention information in the abstract that you do not discuss in the article. If a definition of a term appears in the abstract, please define it on

first use in the body of the text. Here is an example of a good abstract and its accompanying introductory paragraph:

Abstract: Biomimicry is the strategy of using inspiration from nature and living organisms for design and problem solving. As an important component of a sustainable design ethic, biomimicry utilizes many of nature's best characteristics, including low toxicity, energy efficiency, and biodegradability. Velcro, a product commercially introduced in the 1950s, is a well-known example of biomimicry, although the term was not coined until 1997.

Opening paragraph: The term *biomimicry* refers to the practice of designing materials, processes, or products that are inspired by living organisms or by the relationships and systems formed by living organisms. It is part of a class of problem-solving tools that use nature for inspiration, which also includes *biomimetics* and *bionics*.

2.1.4 Plagiarism and Citing Sources

The value of an encyclopedia article comes from organizing and synthesizing existing information and knowledge, and, when applicable, from providing new information. In this context, authors must be especially vigilant to avoid plagiarism. The availability of information on the Web makes plagiarism, unwittingly and by design, very easy. But text plagiarized from the Web is also very easy to detect. We randomly use plagiarism software to check contributions, and clear cases of plagiarism will be reported to the contributor's institution. The article in question and all other articles by the same author will be rejected.

Plagiarism is both unethical and illegal, but it also makes for poor reading. Text that is cut and pasted from online (or print) sources is not written in your voice; we often find that copied text—frequently from government and organizational reports—is riddled with jargon and does not “flow” with the rest of the text.

Your contract stipulates that the article you submit must be an original work that has not been published elsewhere—including on websites. Should you want to publish your article after it appears in one of Berkshire Publishing's volumes, you will need our written consent.



What Is Plagiarism?

- The most blatant form of plagiarism occurs when directly quoting someone else's words without giving credit. Use a citation with the AUTHOR / PUB DATE / PAGE # style (Jones 2009, 125).
- Paraphrasing someone else's words without properly citing the work, especially when those words convey an original concept or a result of research, for instance, is plagiarism—even if it is published anonymously. Use the AUTHOR / PUB DATE style (Jones 2009).
- Copying the words of anonymously written government reports, even if the report says that people are free to reproduce the text, constitutes plagiarism. Such reports still need to be rephrased in your own words, using the (Jones 2009) citation style, or put in quotes using the (Jones 2009, 465) style. [No footnotes please.]
- Copying text that you wrote and published in another work is considered copyright infringement. Treat your own words the way you would someone else's, either substantially paraphrase the original using the (Jones 2009) citation, or directly quote yourself using the (Jones 2009, 276) citation style.

A Few Pointers about Citations

- To keep the text flowing smoothly for the reader, please do not use in-text citations to credit numerous scholarly articles for the same statement or sentence. Instead of: "Bicycles are increasingly used in cities (see e.g., Smith 2010; Wesson 2006; Jones 2001; Ahmed 2004)," use: "Numerous studies show that bicycles are increasingly used in cities." The sources, however, should be included in the Further Reading section.
- When citing your own work, refer to yourself in the third person by proper name ("As the French ecologist Jacques Thibideau wrote in his 2005 work, *The Rhone River*, . . ."). **Do not** use the first person ("As I wrote in my 2005 work, . . ."). **Do not** use a third-person generic term to identify yourself ("As the author of this article concluded in his 2008 report . . .").
- Commonly agreed-upon facts or statements, such as "smoking cigarettes leads to cancer," do not need a citation. Statements that are contested, such as "Climate change is ruining the planet," do need to be backed up with a citation.

- In general, it is acceptable to cite company / organization / government websites, but please avoid material that is self-promoting and/or based on corporate public relations or government propaganda.
- Although Wikipedia and similar websites are very handy tools that many of us use to get the general idea of a topic, they cannot be used as a scholarly source. Neither can other encyclopedias, including Britannica. See section 2.2.8.

2.1.5 Article Supplements

We welcome the use of tables and figures when they enhance a reader's ability to comprehend points and statistics that might be cumbersome to include as prose in the text. We occasionally use sidebars as supplements, but your article must not rely on a sidebar to provide information crucial to the presentation or understanding of your topic.

Please do not embed illustrations, PowerPoint diagrams, photos, or other items within your article. (Tables created in Microsoft Word can remain in the text.) In general, Berkshire does not use supplemental materials other than tables and sidebars.

Tables

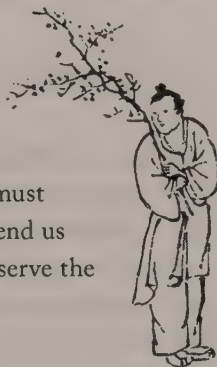
All tables and figures must make sense without the reader having to consult the text. If the information could just as easily be presented in a paragraph or two, please include it as prose. Please include a heading for your table, as well as a source (or sources, as appropriate). See point #8 in 2.1.1.

Sidebar Material

Our aim with sidebars is to provide illustrative text, generally drawn from a primary source, that sheds light on discussions and information within the main article. Sidebars should supplement the information within the article, but a reader should not have to read the sidebar to follow the discussion in the main entry. An extract from the entry itself is not suitable sidebar material. Please send potential sidebar material (no more than one sidebar per article) as a separate file.

Illustrations

We welcome contributor suggestions for illustrations. If you wish to submit an illustration for use with your article, you must already have obtained permission for its use, and you must send us a copy of the letter granting permission. We do, however, reserve the right not to use author-provided illustrations.



2.1.6 Dates, Money, and Measurements

Berkshire follows the *Chicago Manual of Style*, 16th edition, with some exceptions.

Dates

Please use the European style (14 July 2011) rather than the US style (July 14, 2011). Use BCE and CE rather than BC and AD. (We will style them for you as “small caps,” as they will appear in the text.)

Money

Use US\$ amounts whenever possible, but do specify when you are referring to another currency. When discussing historical amounts of money, include the current US\$ equivalent whenever possible.

Measurements

Use metric measurements at all times, except in idioms (no need to put “they were miles ahead of the competition” into kilometers, for example). Please make a note to Berkshire if the field you are writing about does not use metric units (nautical miles and barrels of oil equivalent, for example) so that our copyeditors do not spend time trying to convert a unit that should not be converted. It is very helpful to readers if you offer a description for unfamiliar measurements/concepts. Example: “The relationship between a nanoparticle and an apple is the same as that between an apple and the Earth” is much more helpful to a nonexpert reader than a complicated mathematical formula.

2.1.7 Gender-Neutral Language

Berkshire Publishing Group favors gender-neutral language. Using “he” or “him” as a universal pronoun is not acceptable. In situations where “he or she” and “her or him” are cumbersome (and they are more often than not), try to recast the sentence with a plural subject. (“An author will complain if you don’t correct his spelling” should be changed to “Authors will complain if you don’t correct their spelling.”) Use “humankind” instead of “mankind,” and other non-gender-biased terms such “firefighter” instead of “fireman.”

2.1.8 Scientific and Common Names

Please provide both scientific (in italics) and common names for unfamiliar plants and animals (cats and dogs do not require scientific names, for example).

2.1.9 Headers and Footers

Do not number the pages or use borders: all headers and footers should be blank.

2.1.10 Reference Fields

Do not embed reference or other fields in the text. Berkshire will strip these out if they appear in the text.

2.1.11 Further Reading Section Guidelines

The Further Reading section comes after your name and affiliation. We follow the Manual of the American Psychological Association (APA), with a few exceptions, for the Further Reading section. Most importantly: rather than use initials for authors’ and editors’ first names (and, if appropriate, middle names), we include the full names as they appear in the publication. This is one of the ways we make our own publications more international, by reflecting the ways in which naming conventions differ in cultures around the world. It is tremendously helpful to us if you can provide authors’ full names when you compile the Further Reading list.

What to Include

The Further Reading section should list the sources you consulted while writing, and include as well material to which a reader may turn for further information, even if that material was not part of your research. Book citations will be more useful than journal articles to the majority of readers, but important articles should be listed, especially when they are available online. Do not cite other encyclopedia articles. When including material from a website, we prefer that you reference a specific document, not the website itself, and include the URL for the document, not for a homepage from which the reader must navigate. Please remove all hyperlinks.

When choosing material for the Further Reading list, keep the general reader in mind: we prefer that the list not be filled with scholarly texts the general reader will not be able to access, although we do understand that scholarly texts consulted for research, and especially those cited in the text, must be included. Please include a translation of any non-English titles.

We recommend that you include the following numbers of bibliographic references: 5 items for a 500-word article, 10 items for a 1,000-word article, 15–20 for a 2,500-word article, and 20–25 for a 3,500-word article. Please note that the assigned word count does not include the bibliography.

Further Reading Examples

• Book

Cone, John D., & Foster, Sharon L. (1993). *Dissertations and theses from start to finish: Psychology and related fields*. Washington, DC: American Psychological Association.

• Chapter in edited book

Lowe, Vaughan. (1999). Sustainable development and unsustainable arguments. In Alan Boyle & David Freestone (Eds.), *International law and sustainable development: Past achievements and future challenges*. Oxford, UK: Oxford University Press.

• Journal

Klimoski, Richard, & Palmer, Susan. (1993). The ADA and the hiring process in organizations. *Consulting Psychology Journal: Practice and Research*, 45(2), 10–36.

- **Webpage article/information with author**

Gillett, Robert. (2010). *Marine fishery resources of the Pacific Islands* (FAO Fisheries and Aquaculture Technical Paper 537). Rome: Food and Agriculture Organization of the United Nations (FAO). Retrieved August 9, 2010, from <http://www.fao.org/docrep/012/i1452e/i1452e00.pdf>

- **Webpage information with no author**

Transportation system in Cambodia. (2000). Retrieved March 2, 2007, from <http://www.asianinfo.org/asianinfo/cambodia/pro-transportation.htm>

2.1.12 Author and Co-author Bylines, Affiliations, and Bios

Please enter your name, exactly as you wish it to appear, immediately following the article text, followed by a one-line affiliation (i.e., University of Auckland; University of California, Berkeley; Independent scholar, Newport, Rhode Island). Note that we do not include university departments or country names except in very rare cases; nor do we include academic degrees or other titles. Please capitalize your surname(s), listed in the order you prefer, and including any middle initials that you use. Examples: Dallas McCURLEY, KWAN Man Bun, Valerie WILSON TROWER, Deborah Bird ROSE, Haiwang YUAN, Charles E. SMITH, José Juan GONZÁLEZ MÁRQUEZ. This will help us to know, for example, if “Deborah Bird Rose” should be alphabetized under B or R.

You are welcome to write with a co-author (or co-authors), and all authors will be credited in the published work. We need to keep our correspondence limited to only one author, however, so please designate the person to whom we should address all queries. We would greatly appreciate it if you could provide us with the full names, contact information, and affiliations for all co-authors so that they may be added to the volume’s list of contributors.

If Berkshire requests that you provide a photograph and short biography, please begin with a brief summary of the key points of your career and scholarship—your current or most recent position or affiliation, the most important of your books and other publications, or your significant accomplishments—rather than a chronological account of where you were born and raised and went to school. We’d like to feature you and your work on our website and in promotional materials, but we have limited space.

If you have any questions while you are preparing your manuscript, please send an email to your project coordinator. We look forward to receiving your submission and seeing it in print.

2.2 For Authors Whose First Language Is Not English

You are likely to be reading this because you have been asked to contribute an article to a Berkshire encyclopedia or because you are interested in submitting an article to a Berkshire journal. Over the years Berkshire's editorial team has worked closely with many non-US and non-native-English-speaking authors, and in particular with Chinese scholars. The second edition of the *Berkshire Encyclopedia of World History* published the work of over 578 contributors from 58 countries, for example, and as of August 2011, the *Berkshire Encyclopedia of Sustainability* includes over 800 contributors from 51 countries. Drawing on our combined and extensive experience with global authors, we have written the following guidelines to explain some conceptual and cultural differences that you may find useful in preparing your submission. We hope they will be of value as well when writing for US and European journals, and when preparing conference materials, talks, and speeches for academic audiences, and book proposals for US publishers.

These notes will also be useful to Chinese and other non-Western publishers interested in discussing co-publication and translation rights, as they explain some of the editorial considerations that affect our assessments of the manuscripts and books authors submit to us.

2.2.1 What Western Publishers Expect

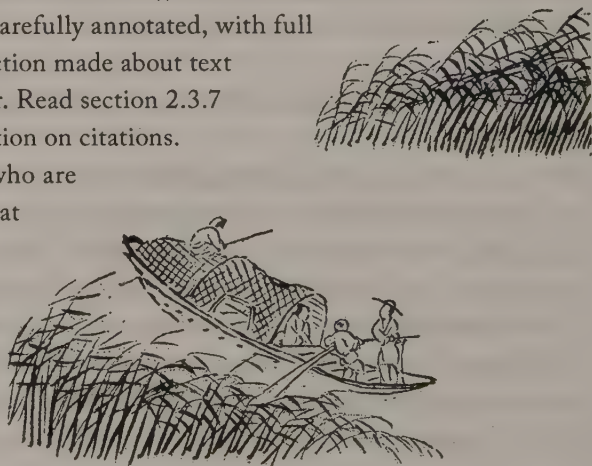
The best possible way to understand and address the expectations of Western publishers is to read widely and to correspond with your peers in other countries in English. We gladly help our authors find suitable contacts and potential research partners. Reading Berkshire encyclopedia articles can be an ideal way to learn more about your subject, discover other scholars' research, and delve further into the history of your topic or field, and we urge you to contact us for access to sample articles. At the same time, we recommend reading carefully edited, much-praised English prose by a range of the world's leading scholars.

The Further Reading lists (bibliographies) that follow all Berkshire encyclopedia articles are in themselves easy-to-access, topic-specific repositories chock-full of recommended sources—in books and in articles, in print and online—written by the world's leading scholars.

The Western academic world places extremely high value on originality. (The content of an encyclopedia article is often thought to be an exception because its purpose is to summarize all that is known about a particular topic, but text must not be copied from the author's previous publications, whether in print or online. Western publishers will require you to demonstrate a command of your topic and provide proper citations for source materials. Please see section 2.3.3, which is specific to encyclopedias.) In every other kind of work you might seek to publish in the West, reviewers will be looking for evidence that you know the literature thoroughly, and that you have assimilated the work of others and made use of it in developing your own well-justified analysis. A convincing argument (and, in the case of laboratory or field research, verified and reliable results) is vital. Beyond that, reviewers will expect you to offer something original—new, fresh, groundbreaking, and thought-provoking—in your conference paper proposal, journal article, or book proposal.

As we explain in section 2.3.5 with greater detail, plagiarism—which means the unacknowledged use of the work and words of another writer—is both illegal (because it is the theft of intellectual property) and unethical. Several famous Western scholars have been castigated in the media because of plagiarism, and we do not want to see our contributors suffer a similar fate among their colleagues. Plagiarism can be committed unintentionally (though in the law this is not considered an excuse), so notes taken during research should be carefully annotated, with full citations and careful distinction made about text quoted from another author. Read section 2.3.7 for more extensive information on citations.

If you teach students who are likely to do graduate work at a Western university, these guidelines will also help you to prepare them for the standards their academic institutions have set.



2.2.2 Submitting to Journals

Journal articles require some special preparation. If you are submitting an article to one of Berkshire's (or any other publisher's) journals, spend some time reading recent articles and, most importantly, study the detailed submission guidelines outlined on the journal's website. BerkshireJournals.com provides some examples; the following link is specific to Berkshire's *International Review of Sustainability in Business and Law* (<http://berkshirejournals.com/index.php/IRSBL/about/submissions>). Many journals prohibit multiple submissions and ask authors to acknowledge that their work meets certain ethical requirements. This is of greatest importance in medical and scientific publishing, where Western publishers require authors to acknowledge their sources of research funding and any potential conflicts of interest. Please ensure that you read and follow their instructions in this regard, so as not to be criticized or penalized later.

Please see sections 2.3.3–2.3.8, which cover certain aspects of writing and article preparation that Berkshire journals and encyclopedias share.

2.2.3 Five Basic Requirements for Berkshire Encyclopedias

If you are not a native English speaker (many Berkshire contributors are not), our editorial team will make sure that your sentences are well structured and that your article reads smoothly. But you can do several things to help the reviewing and copyediting process move quickly. If your article fails to meet any one of these five basic criteria, our reviewing editors will send the article back to you for revision before recommending that it be submitted for copyediting. They might even recommend that we reject the article, so we urge you to check these points before you submit your manuscript.

(1) Your introductory paragraph must focus on how your topic is relevant to the volume theme. For example, if you are writing on “Female Education” for a publication about sustainable development in a particular region of the world, you will explain to the reader how the education of women (or the lack of it) has affected the population's awareness of sustainable practices.

(2) The information you present throughout the article must continue that focus. The details you provide should support and elaborate your opening statement. Include statistics and the results of relevant research, for example. Don't steer the discussion to another unrelated aspect of education in the region

(such as how the literacy rate of the male population affects emigration).

(3) Avoid using language that seems to favor the opinion or position of one group over another, or language that is generally interpreted to suggest either a positive or negative outcome. For example, most people use the words *development* and *progress* to refer to something that is both inevitable and beneficial. But, as one of our authors, Anthony O'Connor, explains, it would be hard for some to accept that "real 'urban development' has been taking place across most of Africa," since conditions there have not improved. Words like *urbanization* or *urban growth* would be a less-biased choice than *urban development*.

Your article should explain different points of view, not argue for one or the other. Please make sure you balance a strong opinion by presenting an alternate view. This does not mean you have to give equal time to unproven, politically motivated arguments to be "fair." For instance, in an article that discusses public perceptions about climate change research, you do not need to cite the opinion of a candidate for state representative blogging from his New England town (after shoveling six feet of snow from his doorstep in mid-April) that global warming is a hoax. But we do expect you to include scientifically and intellectually reasonable differences of viewpoint, with both or all sides clearly and briefly explained to the reader. Using again the climate change article as an example, you might want to cite material from *Global Warming and Political Intimidation* by Ray Bradley, the head of the Climate Research Center at the University of Massachusetts, Amherst. Bradley—one of a number of US climatologists that Republican politicians accused in 2005 of covering up data that did not support findings in favor of global warming—was eventually linked with the 2009 "Climategate" scandal, the result of similar allegations made by conservative politicians in the United Kingdom. Both series of events brought debates about climate change ever more squarely into public view.

(4) Please provide sufficient detail about historical events, time periods, and/or biographical figures mentioned in your article—enough for a general reader who might not have a strong background in your topic. Please keep in mind that most students know little about the world outside their own country or region. While Asian students may be familiar with US pop culture, they probably don't know much about US history or geography. US students' knowledge of the world at large is very limited, and since the largest group of readers of Berkshire publications will be these students, you should assume that they need the context you supply. For instance, in an article about how Sax Rohmer's fictional character Fu Manchu contributed to Western fear of a

“yellow peril,” a US student would benefit from a brief explanation about how the Bóxer Rebellion (1899–1900) and the ensuing treaties affected Western perspectives of China in the early 1920s.

Readers appreciate specific dates and time periods, rather than such generalizations as *early in its development*, *in later periods*, or *recently*. Keep references to time in mind: avoid referring to *the last ten years*. Instead, use statements such as *since 2001*, *as of late 2010*, or *in the decade ending in 2010*. Please avoid vague references to other sections of your entry (*As previously mentioned* or *as noted below*). Be specific (*As discussed in the section on the twentieth century*).

Because Chinese does not have true tenses the way English does, a common source of ambiguity for our many contributors from China is time. Please make sure that it is clear if what you’re discussing has happened in the past, is happening now, or has not yet happened.

(5) To conclude your article please provide a few short paragraphs that summarize its content and, if either is appropriate, provide an outlook for the future of the topic or a statement about the ways in which new examination of a historical topic are relevant.

2.2.4 Other Components and Considerations

Publishers depend on certain tools to use in cataloguing and cross-referencing the works of their authors.

Abstracts

Berkshire Publishing would also like you to provide an abstract (60–65 words) that introduces your topic and its relevance to the volume theme. While readers consider abstracts useful summaries of an article’s content and scope, Berkshire finds them essential when submitting to online and/or print resources that catalog articles from scholarly publications. Abstracts are required for journal submissions, and Berkshire has made it a practice to include them with our encyclopedia articles, too. Writing a good abstract takes practice, and we’ll work with you to improve yours, if necessary. Please try to vary the wording of the abstract you compose from the wording you use in the first paragraph of the article, and make sure that if you include a term or event in the abstract you refer to it later in the text.



Keywords

Please provide a short list of keywords—up to twelve words or terms—that convey the most important aspects of your topic, those that will help readers connect to related topics and themes. Include events, places, geographical features or physical properties, biographical figures, concepts or theories, and/or relevant references to your topic.

Translating Ideas and Sources

Please avoid using expressions in your native language that don't translate into English without a lot of explication. If at all possible, arrange to have a native English-speaking colleague read and comment on points of grammar, word usage, and spelling in the text before you submit it to us. This will help our reviewing editors focus on the content of your article (rather than on its grammatical presentation). It will cut down on language-related queries from copyeditors, thus allowing them on the “first pass” to fine-tune the adjustments that can make prose sound more natural and relaxed. All of this, of course, helps speed publication.

Please be sure to provide translations for all non-English titles in the Further Reading section, and try to limit non-English sources to those that were mentioned or quoted in the text.

2.2.5 Plagiarism, Originality, and Citing the Work of Others

Copying from the work of others is viewed as part of the writing process in many cultures, and famous writers like T. S. Eliot have borrowed freely from classical writings. Many writers make subtle allusions to the words of other authors, and in scholarly writing it is very important to draw upon the research and analysis done by others. But plagiarism, the copying of another person's words or ideas without crediting them, is illegal. Authors who plagiarize damage their professional and popular reputations—just consider the media attention stirred by two Western historians who plagiarized, Doris Kearns Goodwin and Steven Ambrose—and plagiarizers often pay damages as well. Students who plagiarize can be suspended or expelled from high school or university. Elite universities take a particularly hard line on plagiarism. Berkshire is vigilant in its effort to keep plagiarism from its pages.

Plagiarizing your own work—that is to say, submitting a previously published article of your own, or copying long sections from one or more of your previous published books or articles into a text you submit as original—is not acceptable either. Berkshire will not accept an article with substantive content that an author has published in another venue, except if explicitly contracted under special circumstances as a reprint.

Giving explicit credit to the originator of a concept is considered a fundamental requirement in scholarly publications. Berkshire will not publish work in which you have copied passages from any other writer, whether in print or on a website, unless you put the copied text into quotations, comment on it as part of your own discussion, and give the full citation. But we don't require (or allow) in-text citations for generally accepted statements, such as: "The sky is blue" (Tyndall 1859). (See sections 2.3.7 and 2.3.8 for additional guidelines about appropriate sources and the bibliography.)

While it is not uncommon for senior scholars to co-publish with their students or junior colleagues, with the more junior people doing much of the basic research and article drafting, our standards differ a bit from what some publishers allow. Berkshire requires that junior writers or assistants be given due credit for articles they either wrote on their own or co-authored under the mentorship of a senior scholar, but we expect the senior scholar to take full responsibility for the quality and originality of the article submitted.

2.2.6 Political Sensitivity

Every country has subjects about which there are political sensitivities, and each country and culture has its own ways of looking at different issues. Our job as global publishers is to ask our contributors (1) to provide accurate information and (2) to explain differences of perspective and interpretation. If there are issues you do not feel comfortable writing about because of a fear of repercussions—whether in your own country or in ours (we have had authors who worried about writing critically about the United States, for example) please explain your concerns to us. We are generally able to find an acceptable solution that still meets scholarly standards. *Do not* send us articles that read like government policy statements. Instead, use the data and information you find in your research to explain the topic in your own words. As you write, keep in mind that you will have a wide readership across the world.

2.2.7 Citation Requirements and Warnings

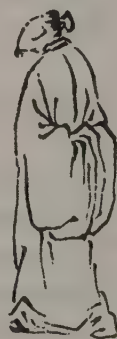
In your bibliography (the Further Reading list in our encyclopedias), you must cite major Western books and journal articles as well as sources in your native language. This is not only because the English material will be more readily available to our readers, but also because readers expect to see that you have consulted a wide range of important publications on your topic. If you do not cite important English-language articles on your subject in the major journals in your field, some readers might question your familiarity with the literature and then doubt the quality of your research. We do not want that to happen and therefore urge you to demonstrate the range of your scholarship in both the text of the article and in your bibliography.

Citations are not necessary to back up commonly accepted ideas, but we do ask our contributors to credit another scholar's original concept or cutting-edge research. When summarizing such materials, include the original author's family name, as well as the publication date of the book or article in which the material appears, in parentheses after the appropriate sentences. All directly quoted material must be cited with the page number(s) as well. Section 2.2.4 in our Author's Guidelines provides more detail about how to format citations.

2.2.8 Source Requirements

We at Berkshire want to present our readers with a balanced and objective presentation of information. When we ask that authors include a certain number of Western sources in their bibliographies, we mean to demonstrate their range of scholarship to an English-speaking audience. We are aware, however, that some of our authors (and their teachers and professors, too) have been taught to believe that any Western source, even if it is an article from Wikipedia or a similar online encyclopedia, is authoritative.

While Wikipedia can often provide a useful summary of an unfamiliar topic, it is not an acceptable source of information. (Some US schools and colleges will fail a paper if the student who wrote it uses Wikipedia; US educators are determined to teach students to use scholarly resources.) In the articles you submit to Berkshire you must not refer to or cite Wikipedia, other encyclopedias, or websites that tend to replicate the level of Wikipedia's content or cite Wikipedia or other encyclopedias as their primary source.



2.2.9 Additional Help

Please refer to our inclusive Author Guidelines, section 2.1, for details about formatting, templates, and basic style guidelines. We look forward to receiving your submission.

2.3 Reviewer Guidelines

Berkshire encyclopedias, handbooks, and other reference guides bring thought-provoking, accessible articles to a broad readership—high school and university students, general readers with a passion for a particular topic, and people working in business, law, and public policy. We have established and maintained a reputation for creative and authoritative publishing by inviting contributions from scholars, academic researchers, and expert practitioners from around the world.

Peer review, always a part of Berkshire's editorial process, has in recent years evolved dramatically because our projects have become so expansive. No single editor—not even, he would insist, our friend and colleague William H. McNeill—could assess all the subjects covered in the *Berkshire Encyclopedia of World History*. Even within more narrow categories, our editorial board members have pointed out the limitations of their knowledge, especially in new areas of research. While we continue to rely on our editorial boards, we are also actively seeking peer review from other contributors and outside experts. This process has become far more like that of journal peer review, which is no coincidence as Berkshire, in 2012, launches its first academic journals. We will include guidelines specific to journal reviewing in the next edition of the *Berkshire Manual of Style for International Publishing*, and most of the general principles outlined here will be part of them. The originality of research will be a new consideration, however, and journal authors will have more latitude to promote particular points of view.

Because our encyclopedias must be objective and trustworthy, reviewers should be rigorous about facts and analysis offered in each article. We urge authors to recognize the preconceptions and beliefs they may bring to a subject, and to be fair in presenting other perspectives. A global perspective is crucial—we are determined to banish from our pages authorial assumptions that the US or Western approach is an absolute point of reference—and thus we expect all authors to show awareness of international differences.

2.3.1 Overview

As a peer reviewer your ultimate role is to advise us whether to accept or reject an article, or whether the author should have a chance to revise the article before we make a final decision. Please base your review on how well the author has complied with the following criteria:

- The author should demonstrate command of the topic in clear “un-jargon-filled” prose. The information should be well organized with graceful transitions between paragraphs or sections. The language should be accessible to a layperson, with specialist terms well defined. We do not expect (or want) you make the necessary edits if the article could use improvement on any of these points (that will be up to our professional copyeditors), but they (and we) will appreciate your suggestions and a general assessment of how successfully an author has achieved each of these ideals.
- The submitted article should be reasonably close to the assigned word count not including the bibliography (Further Reading)—for instance, not half or twice as long.
- The abstract (if the author has included it) should be a concise summary that represents the scope of a topic, and it should not include mention of information the article does not cover.
- The author’s introduction should address the topic’s significance to the volume or encyclopedia theme, and the article should maintain a clear focus on that theme throughout. The article should conclude with a brief summary of the main points and, when appropriate, a paragraph that addresses the possibilities for future research and study of the topic.
- The article should cover the mainstream thoughts on the subject as well as the most recent scholarly thinking (considering, of course, that the book is meant for nonexperts). The language or point of view should be unbiased.
- Has the author omitted any major points or details (given the assigned length) that the copyeditor might not think to query?
- Does the author belabor a point that could be summed up in a few words?
- Please suggest revisions or cuts if the author has spent paragraphs defining the topic of the whole volume (e.g., sustainability) instead of focusing on how his or her topic relates to it.
- The author should include international examples, and if the article is specifically about one country or locale, it should provide international comparisons.

- Has the author provided citations and sources for research conducted by others? Our copyeditors will match in-text citations to the bibliography (Further Reading), but we value comments about the quality of the source materials, or whether the article omits mention of other scholars' relevant work on the topic.
- Does the article rely too heavily on statistical material that a student or teacher might just as easily find on a government or other organization's website? Narrative paragraphs clogged with statistical material date quickly, and are tedious to read.
- Are the statistics the author supplies relevant to the topic and especially to the part of the discussion in which they appear? For instance, in an article on forest management, statistics that convey the success and/or failure of management programs are much more useful than statistics about forest cover in general.
- The author should not rely on tables and figures when text would convey the idea more clearly, and vice versa.
- If you suspect plagiarism of any kind please point it out to us. Our copyeditors are also vigilant about this.

2.3.2 Commenting in the Text

If you prefer to make your comments at relevant points in the text, please place them in comment boxes through tracking changes instead of writing in the body of the text. You might prefer to provide a brief review at the top of the page. You might even do both. But if you have more than a few points geared to specific passages or sentences, we would appreciate having the comments as close to them as possible.

Berkshire will not reveal your name to the author whose work you review. We will accept the tracking changes and remove all reviewer comments after copyediting and before we send the article to the author for final review. If you are particularly concerned about privacy please keep in mind that your initials on comments made directly in the text may give you away if we inadvertently neglect to delete it. (Using "RE," i.e., "reviewing editor," to identify your comment is a suitable option.)

Please leave corrections for grammar, punctuation, and style to our expert copyeditors—but do call attention to terms related to the topic that you feel should be better defined. If you think an article needs help that copyediting won't fix, please send it back to us with some feedback about what needs fixing, and we will give the author a chance to revise it.

Berkshire values and appreciates your efforts as a peer reviewer. Thank you for helping us maintain our high standards, and thus for helping the project move smoothly through deadlines and into print.

2.4 Ten Questions Berkshire Most Frequently Receives from Authors

We've chosen to include here the top 10 most frequently asked questions from authors new to Berkshire. If you don't see yours, please check our detailed author guidelines in section 2.1.

2.4.1 Deadlines

Why does Berkshire set such short deadlines?

Authors are sometimes taken aback at Berkshire's deadlines (generally less than two months), but having short deadlines enables us to publish books—covering everything from African history to time-sensitive subjects like nanotechnology—more quickly. Many of our authors find that a short deadline helps them to focus their energy on what needs to get done, rather than having a deadline looming at some distant time.

2.4.2 Print or Online

Will the books be in print, online, or both?

We publish all Berkshire titles in print and digital formats. Our encyclopedia articles are designed in such a way that the print version (in black and white) and the e-book version (full color) both go above and beyond what people think encyclopedias typically look like. Many people are surprised that a publishing company specializing in environmental matters would still print books on paper, but the fact is that digital publishing has significant (and largely unmeasured) environmental impact, whereas paper is made from a renewable resource. We believe that users will choose the format most suitable for their needs, and consider factors such as easy access, readability, and long-term retrievability (the latter being a tested attribute of publishing on paper—we have some books on our office shelves that are over two hundred years old). See section 5.3.4 for more about paper versus online printing.

2.4.3 Redistribution of Articles

How may I redistribute my Berkshire article or articles?

As a Berkshire-published author you are welcome to post your articles on your personal or institutional website, as long as you cite Berkshire as the publisher, include the copyright year and the name of the publication in which it appeared, and add a link to our website (www.berkshirepublishing.com). You are welcome to distribute PDFs of your article (which the project coordinator will send you upon the project's completion) to your colleagues. We ask that you please do not post your article to commercial or for-profit platforms such as the Social Science Research Network (SSRN). You may post your Berkshire articles on nonprofit and educational websites, with the same citation as specified above, but please do write to us for permission.

2.4.4 Target Audience

Who will be my target audience? Who buys Berkshire publications?

Our readers include students at high schools, community colleges, and the world's top universities, as well as people at government and business research centers. Many of our books go to high school and university libraries. The United States' Central Intelligence Agency (CIA) owns a copy of our *Encyclopedia of China*. Our "in a nutshell" books, such as *This Is China* and *This Is Islam*, are popular assigned reading for Advanced Placement (AP) programs.

When writing, you may certainly assume that your reader is intelligent and literate. But please consider that he or she may be reading about your particular topic for the first time, and that he or she may be a high school student who will appreciate the context you provide.

2.4.5 Submission Options

Does Berkshire conduct open submissions for all its publications?

No. We commission our encyclopedia articles, selecting the authors we invite to write for us with considerable attention and care. (Only rarely do we seek out graduate students or previously unpublished scholars, but we often depend on our international network of scholars and experts to recommend authors we haven't yet encountered.) Our Berkshire Journals series uses an open submission process, a method that by its nature requires us to reject the majority of journal submissions we receive.

2.4.6 Reviewing Process

How do the editor and peer review process work?

At Berkshire we are fortunate to be able to tap into the expertise of a vast network of scholars and other experts from around the world. All of our articles go to one or more of these experts (normally, but not always, one of the volume editors) for peer review. The editor will be reading with several aspects of the “big picture” in mind: Is the author up on the latest scholarly thinking on the subject? Is the article objective? Is it factual? If the article is deemed suitable for publication, the editor’s notes and comments are passed on to the copyeditor for fine-tuning. The project coordinator will then pass the edited article back to the author for review before proofreading and publication.

2.4.7 Revisions

What should I do if I am asked to revise? What if my article is rejected?

The author guidelines sent to you by the project coordinator detail what editors will look out for when they are reviewing your article. Reading these before writing for Berkshire will save time, as we have rigorous standards. The most common reasons for a revision request are: (1) disorganization that reflects a lack of familiarity with the subject, (2) unbalanced or one-side-only coverage of a topic, whether its controversial or not, (3) writing that does not stick to the theme of the book in which it is meant to appear (for instance, if you are writing about biotechnology in the *Encyclopedia of Sustainability*, you should be writing a balanced assessment of the environmental and social repercussions of biotechnology, not about the intricacies of organic chemistry), and (4) writing so laden with jargon or so poorly written that we cannot justify asking our reviewers and editors to spend time trying to bring it up to publishable standard.

We appreciate a quick turnaround on a revision so that we may resubmit it to the editor for a second review. If your article is rejected for publication after the second review, you are welcome to publish it elsewhere.

2.4.8 Editing Support

How much support can you offer a non-native English-speaking author?

Our highly trained editorial team works extensively with all international authors, paying close attention to grammar, syntax, and sentence structure, as

well as to idiomatic use of English. We do suggest that you ask a colleague with strong English-writing skills to review the article before you submit it. Please see section 2.2 for more detail.

2.4.9 Visual Aids and Supplements

May I include illustrations, charts, or graphs in my article?

The short answer: yes. The longer answer: sometimes a picture (or a chart or a table) tells a thousand words, and sometimes a well-phrased sentence is much more effective at getting information across. Please include a caption and a source for all illustrations, and please be sure to mention the table/chart in the text. For instance: (See table 1.)

Please also keep in mind that most of our books appear in both black and white and color versions, so the image should be readable in black and white.

Regarding image resolution, follow the basic rule of thumb: “the bigger the file, the better.” In general, images taken from a website (with source provided, of course) may be too small; images scanned from a book tend to be better. Some websites (such as NOAA) offer an option to download a high-resolution image. If you have a simple chart, we’re happy to reconstruct it for you. If you are not sure about the quality of the image, send it in, and we’ll let you know if the resolution is acceptable.

2.4.10 Scholarly Indexes

Does Berkshire index its publications in scholarly sources?

In 2010, the *Berkshire Encyclopedia of China* was fully indexed in the Bibliography of Asian Studies (BAS), an online database. BAS, published by the Association for Asian Studies, contains nearly 800,000 citations for articles published worldwide—from 1971 to the present—on subjects (especially in the humanities and social sciences), pertaining to East, Southeast, and South Asia. Berkshire continues to seek out similar sources to ensure that the work of all its authors circulates among a network of scholars and academic institutions.

PART 3:

BERKSHIRE PUBLISHING GROUP

IN-HOUSE STYLE GUIDELINES

3.1 Overview	100
3.2 Business Correspondence:	
Email and Snail Mail	101
3.2.1 Berkshire's Name / Berkshire's Titles	101
3.2.2 Salutations and Complimentary Closings	102
<i>Addressing the Letter</i>	102
<i>Date</i>	102
<i>Salutations in First-Time Communication</i>	102
<i>Salutations in Repeat or Subsequent Correspondence</i>	103
<i>Salutations for International Scholars</i>	103
<i>Complimentary Closings</i>	104
<i>Email Signature</i>	104
<i>In-House Online Communication</i>	105
3.2.3 "Greeting Sentences" and Personal Messages	105
3.3 Composing Text	106
3.3.1 Less Is More: Make the Message Clear	106
3.3.2 Active versus Passive Voice, and a Word about Tone.	107
3.3.3 From Marvin Mudrick: Everything You Ever Wanted to Know about Punctuation	108
3.3.4 The Serial Comma, Oxford University Press, and Twitter	109
3.3.5 Compound Words and Hyphenation	110

3.3.6 Hyphens, En Dashes, and Em Dashes.	111
3.3.7 Numbers, Percentages, and Money	111
3.3.8 Latin Abbreviations	112
3.4 Try a Copyediting Exercise	113
3.5 Grammar, Syntax, and Usage, plus a Few Pet Peeves	114
3.5.1 Contractions	114
3.5.2 Words Worth Distinguishing	115
3.5.3 Prepositions and Pronouns: Usages to Allow and Avoid. . .	115
3.5.4 Agreement, Agreement, Agreement	116
3.5.5 Berkshire's Pet Peeves	116



3.1 Overview

We assembled these in-house guidelines for use by staff when writing about Berkshire Publishing projects—whether in email or other correspondence with authors, editors, and customers, or in marketing and promotional texts. We wrote them using a somewhat conversational tone, and in a personal voice, because, after all, we are talking to colleagues we see every day, under all kinds of circumstances—from stressful deadline crunches to heart-pounding hikes in the woods behind our office in the Berkshire Hills of western Massachusetts—people whose dedication, talent, and support we value. When we decided to include the in-house guidelines in the *Berkshire Manual of Style for International Publishing* we decided not to edit them to sound more authoritative, and to leave very specific Berkshire-related examples in place, rather than delete or replace them with generic substitutes. Nevertheless, they provide sound advice for anyone looking to improve business-writing skills. We intend them to be useful but not intimidating, somewhat formal but somewhat fun to read, and most of all encouraging. Not everyone considers writing a favorite activity, and for those that consider it painful, well . . . these pages are meant for you.

Please note that Berkshire follows the spelling set forth in Merriam-Webster's eleventh edition (M-W 11), and grammar and punctuation according to *The Chicago Manual of Style*, sixteenth edition (CMS 16, with some exceptions noted below). CMS online is a great resource—it's fairly easy to navigate and provides useful examples for myriad rules—but it can be overwhelming if you're just looking for general advice or trying to brush up on forgotten skills.

We highly recommend referencing two short books about writing well, and crisply: Strunk and White's *The Elements of Style* and Lynne Truss's *Eats, Shoots and Leaves*. Both are available for staff to borrow from our library.

The Elements of Style:

<http://www.amazon.com/Eats-Shoots-Leaves-Tolerance-Punctuation/dp/1592400876>

Eats, Shoots and Leaves:

http://www.amazon.com/Elements-Style-4th-William-Strunk/dp/0205313426/ref=sr_1_1?ie=UTF8&qid=1309443280&sr=8-1

3.2 Business Correspondence: Email and Snail Mail

Online communication has made many people relax more formal standards of correspondence. Handwritten or individually typewritten letters may seem quaint in the twenty-first century, but we can recommend several reasons for holding on to some of the traditions they upheld.

3.2.1 Berkshire's Name / Berkshire's Titles

Always spell out Berkshire Publishing Group and/or Berkshire Publishing in outside correspondence and marketing materials. If you are writing in the first person plural in the voice of the company, and if you've already included the full company name in the text, you may use the name "Berkshire" alone. Examples:

- We at Berkshire publish reference volumes as well as trade books on cutting-edge subjects.
- Berkshire prints books on recycled paper, and we also monitor the carbon footprint cost of warehousing and delivering our volumes.

Use BPG as an abbreviation **ONLY** in in-house communication and guidelines meant for in-house use. **NEVER** use BP as shorthand for our name, ever. We don't want to be confused with corporate giants who share the same initials.

Abbreviation versus acronym: Lots of people use the word "acronym" to refer to any abbreviation made from the first letters of an organization or group (CIA, FBI, BPG, BSO, NATO). Of the previous examples only NATO is an acronym because it can be (and is) pronounced as a word, not as a string of initials.

When mentioning our specific publications, italicize titles of individual books and encyclopedias (except for a preceding "the" that is not part of the formal title). Examples: *This Is Islam*; the *Berkshire Encyclopedia of Sustainability*; *The Spirit of Sustainability*. When referring to an article in an encyclopedia or a book, put it in quotation marks. Don't use any special formatting for a series title. Example of three scenarios in one sentence: "Afro-Eurasia," an important contribution to the Berkshire Essentials volume *Africa in World History*, looks at themes and events that overlapped in time and crossed conventionally defined borders on three continents.

3.2.2 Salutations and Complimentary Closings

Give careful consideration to the way you address business letters, write salutations, and sign off when corresponding by email or snail mail. While most people tend to send, receive, and tolerate abbreviated and casual business correspondence online, we prefer a more formal (but not a stuffy) style.

Addressing the Letter

Capitalize a person's title (and/or special position) above a company/institution name, and use postal code abbreviations for US states and international destinations:

Karen Christensen
Chief Executive Officer
Berkshire Publishing Group
120 Castle St.
Great Barrington, MA 01230

Professor George Jones, Emeritus
Senior Research Fellow
Griffith Business School
Griffith University
170 Kessels Road
Nathan Queensland 4111, Australia

Date

Use the following international date style in a formal letter: 1 June 2011.

Salutations in First-Time Communication

Berkshire recommends the "Dear Professor Clark" format or "Dear Dr. Clark" (if a PhD) for an academic and "Dear Ms. (or Mr.) Clark" if the person is a professional without academic affiliation. Our database generates a First Name / Last Name format (i.e., Dear Joseph Clark), but there is a macro that will

transform it into Dear Dr. Clark. The First Name / Last Name format skirts any confusion or uncertainty about a title, but it is not a congenial solution for all. Some prefer the egalitarian aspects of it, while others cringe at its tendency to sound like the beginning of a spam letter. It is, however, standard business practice in Europe to use the First Name / Last Name format, and many of our contributors are European.

Never use “To Whom It May Concern” and avoid “Dear Madam (or Sir).” If you are targeting your email to an anonymous member of large group or to the group itself, try something that acknowledges a profession or role: Dear High School Librarian(s), Dear AHA Member(s).

Salutations in Repeat or Subsequent Correspondence

Take a cue from the way in which the person responded to your previous letter. If Dr. Clark sends a friendly reply and signs off as Joe Clark (and especially if he addresses you as “Meg” in his follow-up letter), you may address him as “Joe” and (of course) sign your name “Meg.” (If Dr. Clark seems attached to his title and his reply is a bit distanced, keep it formal.) We often address people “Dear Michael (if I may),” as a way to bridge the formal/informal divide. It seems to work well.

Salutations for International Scholars

Although most Europeans are determinedly informal these days, German scholars have traditionally been more formal. Many still like to be addressed as Professor, and even as Herr Dr. Professor. When in doubt err on the side of formality. Few people object to being called Professor. Eastern European scholars, particularly if older, also seem to prefer formal usage, and some Asian scholars are more formal, too.

Chinese names can be particularly tricky. It’s safest to use the Last Name / First Name format. Let your correspondent signal a preferred single-name usage in English: sometimes a family name, sometimes a personal Chinese name, sometimes an “English name,” and sometimes initials—GUO Liang signs his letters GL, but we write to him as Guo Liang. (Berkshire capitalizes Chinese family names in the bylines of encyclopedia articles, but we never use all caps in correspondence, except in automated email signatures.)

Complimentary Closings

Sign off with a more formal complimentary closing in sentence case for new correspondents (Best wishes, Best regards, Sincerely, and Cordially). The old standbys (Yours truly and Respectfully yours) sound a bit stodgy by today's standards. Use your full name, with the first name that your colleagues call you (Meg Smith, for instance, not Margaret Smith). Other less formal possibilities, as your correspondence with an individual continues, include Sincerely, Warm wishes, and All the best. Shorthand versions of these (Best, Warmly, and Regards) have become popular, but the tone can shift from the original when words are dropped and parts of speech change. For instance, *Warmly* sound a bit more intimate than *Warm wishes*, but *Regards* sounds terse at best, and could raise the question of exactly what kind of regards you are sending. See a list of 158 complimentary closings posted at <http://www.clarkscsco.com/trivia/regards/index.php>, many of which are inappropriate (that's an understatement) but good for a laugh.

Email Signature

Please set up an automatic formal signature in 10-point type to follow the complimentary closing and your name. Use the example below as a guideline for format and content. (Be sure to capitalize your surname.) You may include several links to projects, Berkshire's website, or reviews. And please don't forget the "going paperless" tagline at the end. See Bill's signature below:

.....
Bill SIEVER

Project Coordinator, Berkshire Publishing

+1 413 528 0206 | Skype: billsiever

Email: bill@berkshirepublishing.com

Website: www.berkshirepublishing.com

A wonderful review of the *Encyclopedia of China* from the Association of Asian Studies: <http://www.asian-studies.org/ea/Berkshire-Encyclopedia.pdf>

Request Berkshire titles for your library: <http://bit.ly/dI66xs>

Please visit the 10-volume *Berkshire Encyclopedia of Sustainability*: <http://bit.ly/ggnAeG>

Please visit the 3-volume *Dictionary of Chinese Biography*: <http://bit.ly/h9mA4C>

Going paperless isn't necessarily green! Please print appropriately, delete unneeded electronic files, and choose computers and mobile devices based on eco-impact.

In-House Online Communication

It's sometimes fun to decompress after a stressful day / project / onerous task (pick one or several) by using shorthand, icons, or slang for in-house emailing and skyping. (Berkshire's "staff pics" from the "celebratory" selection of the Skype icon list include the dancer, the pumping arm, the disappearing pizza, and the beer glass.) But do consider the temperament, tolerance, or sensibility of the recipient—and whether or not the colleague is ready to share your current state of exuberance or frustration—FYI, you're gonna die when ya see the #&\$%^(^## changes we need to make to the index!!!!!! M ☺. (We fashioned that example to demonstrate hyperbole. Avoid it.)

Make it easy for others to track the emails you've sent. Make sure the subject of the email is specific to the content. If the "conversation" in a frequently replied-to email has changed course, change the subject line to indicate the new topic. If people once cc'd as a part of conversation no longer need to participate, remove their address from the email. No one likes to waste time opening, scanning, and then deleting a message they needn't ever have received.

3.2.3 "Greeting Sentences" and Personal Messages

When writing to a person for the first time, especially if you are making (a) a sales pitch or (b) a request, use a somewhat personalized (i.e., friendly) tone before diving into the business at hand. One good way to accomplish this is to write in Berkshire's name (in the first-person plural). An example:

Sentence 1, adapted from a formal press release:

At Berkshire Publishing this summer we've been busy taking apart our massive, award-winning encyclopedias—which now live on library shelves (and in library databases)—and reassembling them into "Essentials," a series of paperback books for classroom use.

Sentence 2 options, based on contexts (a) and (b) above:

(a) Since you expressed interest in our reference materials at the AHA conference in Beijing, we thought you might like a chance to order some books from this new series at a special discount. (b) Since your organization (please mention it by name) actively promotes educational materials that

address environmental challenges of the twenty-first century, we wonder if you would be willing to review and/or endorse our “Essentials” environmental sustainability titles on your website.

If you’ve corresponded with the person before, you can personalize the opening by writing in the first person for yourself. Examples: (1) I hope you’ve had a relaxing summer. (2) I hope you enjoyed the holiday break. (3) It was a pleasure to correspond with you after the librarians’ conference last year; I hope you’ve been well since.

3.3 Composing Text



When writing business letters and/or marketing materials you’ll want to follow the guidelines below.

3.3.1 Less Is More: Make the Message Clear

In one sense the theory behind writing isn’t much different than Ludwig Mies van der Rohe’s now-famous aphorism about minimalist design: less is more. Whether you’re reading an editing manual or a marketing primer, the advice is much the same: Keep sentences brief and crisp. Ban superfluous—better known as “unnecessary”—words or phrases. Use simple, straightforward language.

Examples:

- Change “component” to “part”
- Change “facilitate” to “ease,” “help,” or “make easier”
- Change “utilize” to “use”
- Change “societal” to “social”
- Change “the field of economics” to “economics”
- Change “the people who are located in” to “the people in”
- Change “serve to make reductions in” to “reduce”
- Substitute “overweight” introductory prepositional phrases—such as (1) “With regard to the issue of climate change, we cover . . .” (2) “In terms of our contract, your responsibility is to . . .” (3) “In reference to the next edition, which will have international coverage and appear in September, we plan to”—with leaner, more “active” alternatives, such as:
 - (1) Our coverage of climate change includes
 - (2) Our contract states that you are responsible for

- (3) We plan to cover international perspectives in the next edition, scheduled for September publication.

3.3.2 Active versus Passive Voice, and a Word about Tone

Sentences constructed in an active voice add zip, whereas passive constructions (especially a letter's worth of them) stagnate and bog down:

- In a passive sentence the objected is acted upon:
The tree was struck by lightning. / The encyclopedia was praised by *Library Journal*.
- In an active sentence the subject performs the action:
Lightning struck the tree. / *Library Journal* praised the encyclopedia.

To write with authority without sounding stuffy or boring, consider both voice and tone. The examples below demonstrate how a passive sentence can be revised to elicit agreement rather than provoke annoyance.

- Political opinions are based on age, gender, and socioeconomic status. (Yawn. What else is new?)
- A person's age, gender, income, and position in society affect what they think about political issues. (How true!)

You don't need to adopt a highfalutin tone to convey the authority Berkshire has already displayed in academic and reference publishing. Compare the following two sentences, imagining you are a high school librarian:

- Standards set by Berkshire Publishing's author guidelines include the rigorous examination and comparison of available research, as well as the ability to convey the results in an accessible manner to a general reader. (Sounds dry. Could students stand to read this stuff?)
- **Berkshire's authors compare** and convey the results of rigorously examined available research in a way that engages experts, students, and general readers alike. (Must order that title today!)

In the first-draft of these guidelines we planned for the **bold text above to read**, "Berkshire demands that its authors compare . . ." That's a bit aggressive, we decided ("expects" would offer a tamer alternative). So here's another caveat: do keep your enthusiasm in check when being assertive.

Avoid passive phrases that add nothing to the meaning of the sentence (and yet make other “filler” words necessary to get the point across):

- It was she who insisted that he take the book. / It was questioned whether or not she had a hidden agenda.

Go for stripped-down clauses or single words:

- She insisted he take the book. / Some wondered if she had a hidden agenda.

3.3.3 From Marvin Mudrick: Everything You Ever Wanted to Know about Punctuation

Marvin Mudrick (1921–1986)—a longtime essayist for the *Hudson Review*, the *New York Review of Books*, and *Harpers*, and also the author of *Books Aren't Life but then What Is* and *Nobody Here but Us Chickens*—continues to inspire us. (Berkshire's CEO, Karen Christensen, studied with him for two years, and the company's focus on interdisciplinary scholarship can be attributed in part to his influence.) We'd like to share the following excerpt, transcribed by Robert Blaisdell, from a recording of a class Mudrick taught in autumn 1983 at University of California Santa Barbara's College of Creative Studies. At the start of the class he admitted it had taken him twenty years to figure out something basic about how to teach writing: he'd been sidetracked all those years, he complained, “grimly correcting and making nasty comments about spelling and punctuation and that kind of crap.” He went on to offer a common sense approach.

.....

By the way, there's something very simple about punctuation, which you really ought to understand: Punctuation is just an indication of *pause*. P-A-U-S-E. (*Laughter.*) Ah, a comma is the shortest pause, a semicolon is a slightly longer pause, a colon is balance, and a period is end. And that's all. Those are all the serious and important rules of punctuation. If you use those rules, you would know how to punctuate. Punctuation exists entirely so that the reader should not be misled on where the accents fall, and where he stops, and where he pauses, and so on.”

.....

You'll have an easier time heeding Mudrick's advice if you follow ours (see section 3.3.1, *Less Is More*). Please note that the exclamation point didn't make the cut in Mudrick's list of punctuation. Rarely does "!" have a place in formal letter writing; some would say it has no place in any text at all.

To learn more than you think you want to know about one type of punctuation, do read 3.3.4 below. Trust us, you'll enjoy it.

3.3.4 The Serial Comma, Oxford University Press, and Twitter

At the end of June 2011, a misunderstood and widely circulated tweet announced that Oxford University Press was abandoning the serial comma (alias the Oxford comma, so-named centuries ago by one of the earliest Oxford usage guides). What is the Oxford comma? And—to paraphrase (just barely) a line from a song by the band Vampire Weekend, which also got its share of media attention that week—who gives a f**k? Compare the use of commas in the following two sentences:

- Joe ordered pizza with eggplant, mozzarella, and mushrooms,
- Janet made pesto from basil, pine nuts, olive oil and Parmesan.

Writers use the Oxford comma (the comma in the first sentence, in place after *mozzarella*), to separate the second-to-last and last items in a series of three or more items. Strunk and White, the *Chicago Manual of Style*, and most book publishers (including Berkshire) favor the serial comma. Associated Press (AP) style and most newspapers (including the *New York Times*) frown upon it and punctuate with commas as in the second sentence (no comma after *olive oil*).

The serial comma is thus the bane of (and a bone of contention among) US, UK, and Australian reporters, book authors, and publishers. Judging by the brouhaha surrounding the Oxford Twitter reports, many people do indeed care about the serial comma. As it turns out, Oxford is not banishing the use of it from their publications—only from in-house communication. (Berkshire in-house staffers are not so lucky—just as we will continue to use it in our books, we ask that you use it in correspondence and marketing materials.) We are true believers in the ability of the serial comma to make a sentence, and the author's message, clear.

Here are several links explaining the nuanced reasoning that has sparked Oxford comma debates. The link to the NYT topic blog *After Deadline* (the article is called "Commas? Sure, Throw a Few In," is particularly enjoyable and especially informative.

<http://topics.blogs.nytimes.com/tag/after-deadline/>

<http://blog.oxforddictionaries.com/2011/06/oxford-comma/>

<http://www.guardian.co.uk/books/2011/jul/01/oxford-cleared-serial-comma-killing>

3.3.5 Compound Words and Hyphenation

CMS offers a whole section (7) on the treatment of compound words, and Berkshire expects its copyeditors to heed it, as well as our exceptions to it, when readying text for publication. Honestly, though, the rules are many and varied. Many authors, editors, institutions, and industries have developed their own set of standards, which publishers often take into consideration depending on the context. For in-house staff, here's a quick breakdown of compound "types" and a few considerations to make in everyday written communication, as well as when you're preparing promotional materials. When in doubt consult CMS 16, 7.85 or M-W 11 (they don't always agree either).

- Open compounds refer to two individual words treated as a single entity: decision making, health care, life cycle, high school.
- Closed compounds combine two words (or a prefix and a whole word) into one, with no hyphen. Depending on the dictionary, newspaper, or other reference you consult you'll see examples like the following: healthcare, lifecycle (see what we mean about exceptions?) multivolume, nonrefundable.
- Hyphens are often used to separate elements of a compound (two or more words, prefixes and whole words, but rarely whole words and suffixes). Generally we favor no-hyphen options but meaning and readability are important issues to consider—as is the fact that some words are always hyphenated, such as *self-confidence* (and all compound words with "self"), *full-time*, *part-time*, and *well-being*.

For readability we prefer *co-worker* to *coworker*, so please hyphenate *co-author* and *co-editor* for consistency, but don't hyphenate *coordinate*. Hyphenate *non-native* but keep words such as *nonjudgmental* and *nonbinding* "closed."

Use hyphens to make adjectives out of open compounds or phrases: (Decision-making sessions are best conducted by those skilled at decision making.) But no hyphen for the following: (High school teachers generally earn more than teachers working in grammar schools.)

Use hyphens to avoid ambiguity: (There's a big difference between a small-

animal hospital and a small animal hospital.)

Never use a hyphen to separate an adverb ending in “ly” from the verb it immediately precedes: (He was expensively dressed and carefully groomed.) But, with a compound fashioned from the adverb “well,” hyphenation depends on the placement of the compound in the sentence: (The well-dressed woman was well groomed.)

3.3.6 Hyphens, En Dashes, and Em Dashes

Distinguish among the uses of each:

- Hyphens (-): use hyphens to separate numbers that are not inclusive, such as phone numbers, ISBN numbers, and social security numbers.
- En dashes (–): use them to separate date and pages ranges (the Cultural Revolution [1966–1976]; pp. 5–15).
- Em dashes (—): use them to offset an idea in the middle of a sentence: “Try as she might—and she did try—Mary couldn’t get the printer to work.”

Note: If your text may go online, it’s safer to use the “space hyphen space” configuration for a dash, as it will not be garbled in HTML.

3.3.7 Numbers, Percentages, and Money

Since the treatment of numbers in our publications often varies from the treatment in our marketing materials, here is a brief outline of the basics for each format:

In our publications we:

- Generally spell out whole numbers from one to ninety-nine, and those numbers plus *hundred* or *thousand* (e.g., two hundred, twenty thousand); hundred thousands should always be written as numerals (200,000)
- *Always* spell out numbers that begin a sentence
- Use 1970s, not seventies or ’70s
- Use numerals for percentages (10 percent)
- Use numerals for statistics and measurements
- Write numbers in the millions as follows: 5 million, 2.3 million, 1.33 million
- Spell out ordinals: twentieth century, twentieth-century challenges (note hyphen when using a century as a modifier)

- Specify US dollars only if the amount could be mistaken for another currency. Use the word or symbol as appropriate, but not both together:
 - She spent fifteen dollars on sandals.
 - The war cost the United States more than \$3 billion in two months. (NOT \$3 billion dollars)
 - Germany's war reparations totaled US\$16 million.
- Use commas for numbers in the thousands, except when referencing a single page number (1,965 pages, but page 1965) or (obviously) a year.

In marketing and correspondence we make these exceptions:

- Allow the use numerals in ordinals (e.g., 2nd, 3rd, and 10th), and use the same rule for hyphenating or not: (19th century but 19th-century literature)
- Allow numerals for volume numbers: Volume 10, 10-volume set
- Allow the percent sign (10% discount)

3.3.8 Latin Abbreviations

Never use Latin abbreviations unless they are in parentheses.

- Many people use two common Latin abbreviations interchangeably without realizing the difference in their literal meanings: Use (i.e.), always with a comma following the final period, when you want to clarify something, thinking of it as expressing "that is to say." (The Latin *id est* = "that is.") Use (e.g.), always with a comma following the final period, when you want to include a specific example. (The Latin *exempli gratia* = "for example.")
- Never use "etc." to end a list beginning with "e.g.," "Long-popular flavors of ice cream (e.g., vanilla, chocolate, and strawberry), now seem boring compared to Ben & Jerry offerings such as Chocolate Chip Cookie Dough and Heath Bar Crunch."
- Spell out c. as "circa," vs. as "versus," and et cetera (as two words, per MW-11, meaning "and the rest of") in the main part of a sentence. Actually, though, avoid "et cetera" and use a more colloquial or precise expression if it seems necessary to indicate the list goes on and on. Instead of "Teachers from Texas, Arizona, California, et cetera, focused on the debate between English-immersion advocates and those in favor of bilingual education" use "Teachers from Texas, Arizona, California, and other states with a

high percentage of Spanish-speaking voters focused on the debate between English-immersion advocates and those in favor of bilingual education.”

3.4 Try a Copyediting Exercise

Pretend you are a copyeditor. Sentence 1 has four mistakes. See if you can identify them. No need to tell anyone your score or whether you even took the test. Sentence 2 shows corrections, crossed out and corrected in bold. See explanations below:

(1) In-house manuals should provide a set of guidelines comprising basic grammar, spelling and style rules. The point is to insure that the staff members have a standard by which to measure and check their written communication skills. As a result, emails and memos, as well as descriptive text about a project, will include less errors and sound more authoritative to both customers and authors.

(2) In-house manuals should provide a set of guidelines comprising basic grammar, spelling, and style rules. The point is to ~~insure~~ **ensure** that staff members have a standard by which to measure and check their written communication skills. As a result, emails and memos, as well as descriptive text about a project, will include ~~less~~ **fewer** errors and sound more authoritative, ~~to both~~ **both** to customers and authors.

Explanations: 1/ add comma per the serial comma rule (see 3.3.4, The Serial Comma); 2/ “insure” means to cover financially for damage or loss, “ensure” means to guarantee, as best one can, that something will or won’t happen, and “assure” means to instill confidence that people’s concerns are addressed; 3/ “fewer” refers to a countable number while “less” is usually reserved for use with what grammarians call “mass nouns” (in the singular) such as *dirt* and *soil*, as CMS explains in an example. In the sentence “I have less money in the bank and now spend fewer dollars on books,” the word *money* fits the bill as the singular mass noun (i.e., money is on the minds of investors in this “down market”), while the number of dollars is documented in the bank account. While you might argue that you could use the phrase “less error”—error being singular and treated as a lump sum of mistakes—it’s not really an idiomatic or natural sounding phrase; 4/ the original placement of the word “both” could

be interpreted to mean that staff members will sound more authoritative to two customers and an unspecified amount of authors. This might seem picky, but grammar rules, by nature, are.

The following section outlines some of the writing-related problems and confusions Berkshire staff members complain about most. Don't worry, there's not another test at the end.

3.5 Grammar, Syntax, and Usage, plus a Few Pet Peeves



Some people are fairly forgiving of basic typos and common misuses (such as it's and its), but mostly in email (not e-mail, as M-W 11 specifies). Others become dismissive and condescending when a writer (any writer), makes such a mistake. As a publishing company (and even if we were a plumbing company), we set our standards high at all levels and at all times. Proofread your own writing carefully. The most practiced and competent writers and editors will admit that it's easy to read over your own mistakes, so whenever possible, and certainly when in doubt, ask someone to look over the passage for you.

3.5.1 Contractions

Some style manuals suggest that writers avoid using contractions and go for the formal tone of full conjugation: I am, you are, s/he is, we are, you are, they are. We don't. Contractions, used thoughtfully (as CMS cautions) make "prose sound natural and relaxed and make reading more enjoyable." But in some cases, contractions cause big trouble, even for the most conscientious writers:

- Double-check the use of their, they're, and there. "Their house is there on the hill, although they're not there right now."
- Watch out for its (possessive) versus it's (contraction of "it is").
- Same goes for "your" and "you're."
- A useful tip for the "it's / its" and "you're / your" issues: spell out the contraction (in your head) as you proofread to make sure what you've written makes sense. "It's (it is) an embarrassment to the organization when text written on its letterhead is full of errors. If you're (you are) responsible you're (whoops! We mean "your") job may be on the line!"

- Stay away from complicated contractions that are better reserved for conversation and dialog, such as: I'd've (I would have), should've, could've, and would've, and others that might have more than one meaning (there's = "there is" and "there has").

3.5.2 Words Worth Distinguishing

- Distinguish that and which. Use "that" with (1) restrictive clauses and "which" with (2) nonrestrictive clauses (often set off with a comma).
Example: The coats that were on sale last week have all been sold. / The coats, which were on sale all week, were still very expensive.
- Distinguish fewer and less. Example: I have less disposable income this year, so I've bought fewer books for summer reading. (See rationale # 3 in Try a Copyediting Exercise, 3.4.)
- Substitute "probably" for "most likely." Example: The mayor will probably step down because of the scandal.
- Use toward, forward, afterward (not towards, forwards, afterwards, which are the British preferences). Example: "We are moving toward a brighter future," said GE's CEO.
- Lowercase all prepositions and articles that follow the first word in a title.
Example: *A Brief History of the World*.

3.5.3 Prepositions and Pronouns: Usages to Allow and Avoid

- Allow "due to" and "because of." Example: Due to inclement weather, school was closed. / School was closed because of the teachers' strike.
- Allow "since" for "because" and "while" for "although," But beware of ambiguity when it's possible to interpret "since" in the temporal sense.
Example of ambiguity: "Since the teachers went on strike seven school board members quit" could mean both "from the time that" as well as "because."
- Using "he" as a generic singular pronoun, once standard in formal writing, is not acceptable to Berkshire, and few in the publishing world still use it. The simplest solution (adding "or she") works for the isolated occasion, but it can make writing cumbersome, especially with possessive forms of the pronoun ("his or her"). Try to find a more creative solution. For the following example—"An author can cling to his old habits"—try recasting the sentence with a plural subject: "Authors can cling to their old

habits.” Another, and perhaps the most obvious, option: omit the personal pronoun—“An author can cling to old habits.”

3.5.4 Agreement, Agreement, Agreement

- Make sure the subject and verb agree in person and number. Sentences like these, “You isn’t going to go far in the publishing business if you don’t get this rule,” and “The copyeditor and project coordinator has a meeting today” will not easily be forgiven (or forgotten).
- Make sure that the subject of a sentence agrees with possessives and/or antecedents (a fancy word for a pronoun that refers back to a noun). But do take note that today’s grammarians have reversed their take on an old “rule” about gender-neutral pronouns such as *everyone* and *anyone*, which were considered singular (i.e., 1/ everyone took their notebooks [used to be wrong] / 2/ everyone took his or her notebook [used to be correct].) Now most style books consider *everyone* to be plural, and therefore consider the first example their preference. Berkshire recommends eliminating the possessive pronoun when it’s not crucial to the meaning of the sentence (i.e., everyone took a notebook to the lecture).
- Distinguish between collective nouns that require a singular verb and collective nouns that require plural verbs. (CMS 16 5.131 uses “the nation is powerful” and “the faculty were divided in their sentiments” as examples, respectively.) In Berkshire publications and promotional materials the word *media* (a collective noun requiring a plural verb) turns up often. But beware: sometimes it just won’t sound right to formulate the sentence correctly. The word *media* is a prime culprit, despite its ubiquitous use in the twenty-first century. (And that was a trick example, because although *media* takes a plural verb and pronoun—media **are** ubiquitous, you know, and **they** are relentless as well—the verb in the first sentence must agree with “word.”)

3.5.5 Berkshire’s Pet Peeves

- Please be sensitive to gender-biased language: choose *firefighter* rather than *fireman*, for instance, and *humankind* instead of *mankind*. Please see 3.5.3 about using gender-neutral pronouns.
- Do not start a sentence with the word *however* (except when using *however* quantitatively: “However many drafts it takes, make the message clear”).

Likewise for the word *thus*, which has no such exceptions. Rephrase the sentence. Instead of writing, “However, we were forced to accept the rule,” go with “We were forced, however, to accept the rule.” Recast “Thus we were forced to accept the rule” as “We were thus forced to accept the rule.” We do allow sentences that begin with *but* and occasionally with *and*.

- This is a tricky one, and the decision whether or not to avoid using split infinitives is much debated. Many grammarians have relaxed this rule, some even scorn it—some of us here are traditionalists and others not. A classic example of a split infinitive, in which the adverb separates the infinitive form of a verb, comes from *Star Trek*: “To boldly go where no man has gone before.” It would sound odd to fix it, however—“Boldly to go where no man has gone before”—so we let it go. BUT there is an alternative approach to the problem: an adverb doesn’t always have to precede the infinitive. There’s nothing wrong with “To go boldly . . .” and this way you break no rule. Make the judgment about splitting or not based on the natural rhythm of the sentence, on what feels most a natural representation of speech.
- Do not use the adverb *hopefully* when you mean to write “I/We hope” (i.e., “Hopefully this article on nanotechnology makes sense to a general audience.”). Use instead: “We hope this article on nanotechnology makes sense to a general audience.” We reserve use of the word to mean “in a hopeful manner.”
- Avoid the words *empathy* and *empathize*. Use *sympathy* and *sympathize* instead. The latter pair can convey concern and understanding without the implication of the former—that to express those feelings people must put themselves in other people’s shoes.
- Do not use the adjective *societal*. The word *social* works just fine, without the pretentious tone.



PART 4:

BERKSHIRE PUBLISHING GROUP

GENERAL AUTHORITY LIST

4.1 Dynasties, Empires, Eras, and Kingdoms	119
4.1.1 China	119
4.1.2 Japan	120
4.1.3 Korea.	121
4.1.4 Central and West Asia	121
4.1.5 India and South Asia	122
4.1.6 Vietnam	122
4.2 Tone Marks / Diacritics	123
4.3 Alphabetical Listing of Preferred Spellings and Formats	123



4.1 Dynasties, Empires, Eras, and Kingdoms

Note: In general, do not capitalize the terms *dynasty*, *kingdom*, *shogunate*, or *period*—BUT see two exceptions in bold below, “Southern and Northern Dynasties” and “Five Dynasties period.” When using *empire* generically (the empire fell after a hundred years) the “e” is lowercase; as part of a proper name (the Roman Empire) the word Empire is always capitalized.

For China dates: Please be aware that scholars often debate the dates of specific dynasties and periods. Many China scholars will say that *no one* can agree on dates. Please query authors if/when their dates disagree with ours, asking if they will agree to use the dates we’ve established in order to be consistent with other articles in the encyclopedia. If an author insists on using his or her dates, include Berkshire’s standard date range in parentheses on first usage.

4.1.1 China

Xià 夏 dynasty (2100–1766 BCE)

Shāng 商 dynasty (1766–1045 BCE)

Zhōu dynasty (1045–256 BCE)

Western Zhōu 西周 (1045–771 BCE)

Eastern Zhōu 东周 (770–221 BCE)

Spring and Autumn period (770–476 BCE)

Warring States period (475–221 BCE)

Qín 秦 dynasty (221–206 BCE)

Hàn 汉 dynasty (206 BCE–220 CE)

Three Kingdoms period (220–265 CE)

Southern and Northern Dynasties (220–589 CE)

Suí 隋 dynasty (581–618 CE)

Táng 唐 dynasty (618–907 CE)

Five Dynasties period (907–960 CE)

Sòng 宋 dynasty (960–1279)

Northern Sòng (Běi Sòng 北宋) (960–1126)

Southern Sòng (Nán Sòng 南宋) (1127–1279)

Jurchen Jin (Nǚ zhēn Jin 女真金) dynasty (1125–1234)

Yuán 元 dynasty (1279–1368)

Míng 明 dynasty (1368–1644)

Qīng 清 dynasty (1644–1911/12)

Republican China (1911/12–1949)

People's Republic of China (1949–)

Republic of China, Taiwan (1949–)

Cultural Revolution (1966–1976)



4.1.2 Japan

Jomon culture (10,000–300 BCE)

Yayoi culture (300 BCE–300 CE)

Yamato state (300–552 CE)

Kofun period (300–710 CE)

Nara period (710–794 CE)

Heian period (794–1185)

Kamakura period *or* Kamakura shogunate (1185–1333)

Muromachi period (1333–1573)

Warring States (Sengoku) period (1467–1600)

Momoyama period (1573–1600)

Edo *or* Tokugawa period *or* Tokugawa shogunate (1600/1603–1868)

Meiji period (1868–1912)

Taisho period (1912–1926)

Showa period (1926–1989)

Allied Occupation (1945–1952)

Heisei period (1989–)

4.1.3 Korea

Koguryo kingdom (37 BCE–668 CE)

Paekche kingdom (18 BCE–663 CE)

Shilla kingdom (57 BCE–935 CE)

[the above three also known as “the state of Koguryo,” etc.]

Unified Shilla (668–935 CE)

Koryo kingdom *or* Koryo dynasty (918–1392)

Choson dynasty *or* Yi dynasty (1392–1910) Choson dynasty is preferred; if author uses Yi dynasty, then make sure to put Choson dynasty in parentheses after it: Yi dynasty (Choson dynasty)

Japanese rule (1910–1945)

4.1.4 Central and West Asia

Achaemenid Empire (550–330 BCE)

Seleucid dynasty (312–64 BCE)

Kushan Empire (c. 45–c. 230 CE)

Sasanid dynasty (224/228–651 CE)

Umayyad dynasty (661–750 CE)

Abbasid dynasty (749/750–1258)

Samanid dynasty (864–999 CE)

Buyid dynasty (c. 945–1055)

Ghaznavid dynasty (977–1187)

Karakhanid dynasty (999–1212)

Seljuk dynasty (1038–1157)

Ottoman Empire (c. 1300–1922)

Safavid dynasty (1501–1722/1736)

Qajar dynasty (1794–1925)

Republic of Turkey (1923–)

Pahlavi dynasty (1925–1979)

4.1.5 India and South Asia

Maurya Empire (c. 324–c. 200 BCE)

Kushan Empire (c. 45–c. 230 CE)

Gupta dynasty (c. 320–c. 500 CE)

Delhi sultanate (1192–1526)

Mughal Empire (1526–1857)

British India (c. 1850–1947)



4.1.6 Vietnam

Ngo dynasty (939–965 CE)

Dinh dynasty (968–980 CE)

Early Le dynasty (980–1009)

Ly dynasty (1010–1225)

Tran dynasty (1225–1400)

Ho dynasty (1400–1407)

Late Tran dynasty (1407–1414)

Struggle against Ming rule (1414–1427)

Late Le dynasty (1428–1788)

 early Late Le (1428–1527)

 Mac dynasty (1527–1592)

 restored Late Le dynasty (1533–1788) [If in doubt, use the general Late
 Le dynasty dates]

Tay Son dynasty (1778–1802)

Nguyen dynasty (1802–1955)

War with France (French, or First, Indochina War) (1946–1954)

Vietnam War (also called Second Indochina War, but if called that, the term
needs to be explained) (1954–1975)

4.2 Tone Marks / Diacritics

Copy and paste these as needed in text, some are not included as symbols in Word.

ā á â ã

ē é ě è

ī í ĭ ì

ō ó ō ò

ū ú ŭ ù

4.3 Alphabetical Listing of Preferred Spellings and Formats

Note that if the headword (article title) is an ethnic group, it should be listed in the plural, and that the preferred plural is the first listed plural form in *Merriam Webster's Collegiate Dictionary*, 11th edition (M-W 11). If the dictionary doesn't list a plural, then you can assume the plural is formed in the usual way (i.e., by the addition of "s") For example, the plurals of Khmer are given as "Khmer or Khmers"—so we would use Khmer.

A

Aceh, Acehnese, not Atjeh

AD (annus dominus, use CE [common era] in small caps instead; see BCE)

ad hoc working groups (vs. Ad Hoc Working Group on Further Commitments for Annex I Parties under the Kyoto Protocol, *or* Ad Hoc Working Group on Long-Term Cooperative Action under the Convention)

Adi Granth (sacred work, so not italicized)

African American (note change from 2009 list; omit hyphen in both noun and adjective forms)

Afro Eurasian (note change from 2009 list; omit hyphen in both noun and adjective forms)

ahimsa (italicize), means “nonviolence” or “non-harm”

Alexander the Great (use Alexander of Macedon in parentheses on first usage)

Almaty (not Alma-ata)

al-Jazeera (not Al Jazeera or Aljazeera or Al-Jazeera)

al-Qaeda (lowercase “al” and hyphen)

al-Rāzī, not ar-Rāzī (macrons over the “a” and “i” in Rāzī)—this contradicts M-W 11

American (we prefer “the US scientist Fred Bremer” rather than “the American scientist”; “US interests” rather than “American interests”)

Anatolia (not Asia Minor)

Annex I (Roman numeral), not Annex 1 (Arabic numeral)

Asian American (note change from 2009 list; omit hyphen in both noun and adjective forms)

Association of Southeast Asian Nations (ASEAN)

Aurangzeb in preference to Almagir (M-W 11’s first choice)

B

Bahá’í; use “Bahá’í faith or religion” to avoid using “Bahaism”

Bahá’u’llah (after first usage, OK to use “the Bab,” as he is commonly called)

Bangladesh

BCE (before common era: small caps), and NOT bc

Bhagavad Gita (italics, even though it is a sacred text)

“black” and “white” as racial descriptors should be lowercased

bodhisattva (lowercase “b”)

Bible (n.)

biblical (adj.)

biodiversity (not bio-diversity)

bio-ethicist (our preference to hyphenate between vowels for readability)

Boxer Movement (to refer to the protests of the Boxers United in Righteousness, a secret society formed in the late 1890s, that blamed Christian converts, missionaries, and other foreign establishments for worsening the condition of common people in China)

Boxer Protocol (to refer to the treaties requiring that China pay indemnities for suffering and losses to the Eight-Nation Alliance—which first attempted to quash the Boxer Rebellion—and the three subsequent foreign powers that came to the aid of Alliance in 1900)

Boxer Rebellion (to refer to the uprising in 1900 that grew from the Boxer Movement and resulted in the treaties called the Boxer Protocol)

Brahma (not Brahman) is the preferred name for the creator god in the trinity with Siva and Vishnu

Brahma (not Brahman) is the preferred word for “the ultimate ground of all being in Hinduism”

Brahman (not Brahmin) is the preferred spelling for the caste

British Empire (empire is not capitalized when used alone generically, as in “the empire”)

British imperial or British colonial

bronze working (not bronze working or bronze-working)

Buddha, Siddhartha Gautama (c. 566–486 BCE); note that these dates are different from *Merriam-Webster's Biographical Dictionary* (M-W Biog)

bumiputra, not *bumiputera*

C

Cambodia (not Kampuchea)

Candragupta (not Chandragupta), this is in accord with M-W Biog

Candra Gupta II (a different person from the above Candragupta)

carbon dioxide (not CO₂, except for technical articles where repeated uses of “carbon dioxide” would be unwieldy)

CE (small caps) instead of AD

Chagas Disease (in preference to M-W 11's Chagas' Disease, i.e., no apostrophe)

Chang River: See Yangzi River; we formerly referred to it as Chang, now it is Yangzi.

Chiang Ching-kuo

Chiang Kai-shek

chinadialogue (not China Dialogue, when referring to the organization)

Chinggis Khan (not “Genghis Khan”); on first mention use Chinggis (Genghis) Khan

classic, classical: lowercased, except when speaking of the Classic period in Mesoamerican culture. All other occurrences (classical Roman antiquities, classical Japanese literature, etc.,) take lowercase.

Cōla (with macron over the “o,” as per M-W Biog) for a south Asian dynasty, not Chola, (as per M-W Geog)

Cold War (capitalized)

Communism (capital C) when referring to the doctrine based on revolutionary Marxian socialism and Marxism-Leninism, or when referring to the systems used by countries embracing that ideology. Check CMS 16 8.65 about when to use a lowercase “c.”

Confucius (551–479 BCE)

Copenhagen Accord, the accord

COP 3, COP 15, COP/MOP 5, etc.

cyberspace, cybercafe (closed, no hyphen, as with most neologisms with “cyber”)

czar, czarist (not tsar)

D

Dalai Lama (caps)

Dalit(s) (caps and roman, but cf. untouchable, which is lowercased)

Daoism, not Taoism

dark sky initiative

darśana (acute accent over the “s”)—Sanskrit (often spelled *darshan*)

deep ecology

doi moi (lowercased and italicized)

Du Bois, W. E. B.

E

Earth (capped when referring to the planet, e.g., “the Earth’s carrying capacity,” but lowercase when referring to soil or dirt, or in colloquial expression, e.g., “move heaven and earth.”)

Eastern, East (when referring to Asia and its culture; cf. Western, below; (see CMS 8.46 for capitalizing directionals and CE manual 1.9.4 for exceptions)

e-business

e-commerce

e-rate

eco-ethicist (use hyphen when a prefix ends in a vowel and is followed by a root word that begins with a vowel)

ecocentric, ecovillages, ecotourism (no hyphen)

email (a BPG exception to M-W 11 based on familiarity with the word)

emission (use as plural per M-W 11, “emission reduction” to refer to substances discharged into the air)

empire vs. Empire: the Roman Empire; the empire fell

environmental-impact statement (lc)

EPA (the Environmental Protection Agency; the agency)

Ethernet

F

fall (n.) replace with *autumn* to refer to the season

feng shui (no itals)

fiber optics (n.)

fiber-optic (adj.)

Filipino (not Philipino)

foraging era (use instead of Paleolithic Era or Age) but on first usage include gloss, i.e., foraging (Paleolithic) era

Fundamentalist, Fundamentalism

G

G-20

Genghis Khan—see Chinggis Khan

glasnost (lowercase, no italics)



global North; global South

Green (capped) for political parties only, lowercase as a general descriptor: the Green Party of Sweden has initiated many green programs.

Green Paper (capped per M-W 11): a government document that proposes and invites discussion on approaches to a problem.

Guangzhou (not Canton) for the city in China. In some history articles, it may be necessary to use the English name Canton. In those cases, a parenthetical phrase should mention that the city is modern-day Guangzhou (actually, it has always been called Guangzhou in China). In most cases, however, the first mention should read “Guangzhou (Canton)” and future references should be to Guangzhou.

Guomindang, not Kuomintang, when referring to the Chinese Nationalist Party. When referring to it in Taiwan articles, post-1949, add Kuomintang (with a “t”) in parentheses on first usage.

H

hadith (lowercased and no itals)

Hanlin: When referring to “Hanlin” as part of a proper name, treat it as follows in **roman with caps as follows**—Hanlin Academy (English), Hanlin yuan (pinyin transliteration), Hanlin xueshi yuan (Institute of Academicians in pinyin). When used as a descriptive term in pinyin, **please use italics**: (*Hanlin gongfeng*, i.e., the earliest Hanlin academicians in residence before 738), (*Hanlin xueshi*, i.e., Hanlin academicians after 738).

Harijan (always capitalized, contrary to M-W 11) as a member of the outcaste group in India; “untouchable” should always be lowercased.

Harūn al-Rashīd, not Harun ar-Rashid (macrons over the “u” in Harun and the “i” in Rashid)—this contradicts M-W Biog.

Holy Sepulchre, not Holy Sepulcher. The former is much more common on Google, and more authoritative sites seem to use it.

Huang River (not Yellow River). On first mention it should be Huang (Yellow) River.

humankind (to replace “mankind”). Many people use “humanity” as a gender-neutral option, but the word more explicitly refers to a quality than an entity. Human race is a viable option.

I

- I Ching* (for the Chinese classic); gloss as *I Ching* (*Yijing*) on first usage
- Indian Union Territory
- Industrial Revolution (capped)
- Internet (not “the Net”)
- ironworking (not iron working)
- Islamic (in reference to the religion and culture; e.g., Islamic scholar)
- Islamist (in reference to politics or ideology; e.g., Islamist reformer)

J

- Jahāngīr (w/macrons over second “a” and the “i”), as in M-W Biog, NOT Jahan-gir, as in M-W 11
- jatra* (italicized and lowercased)
- joint implementation (JI)
- juche* (italicized and lowercased)
- just-war (hyphenated)

K

- Kandahar, not Qandahar. This agrees with M-W 11’s geography section but disagrees with the M-W Geog.
- Karakalpakstan, NOT Karakalpakistan
- Kara-Kum Canal (contrary to M-W Geog)
- Kazakhs (not Kazaks)
- Kazakhstan (not Kazakstan)
- Kazakstani (no “h” in this one)
- Khwarazm, not Khwarizm (a later name of Khiva—Khiva also acceptable)
- Khubilai Khan (not Kublai or Quibilai)
- Kim Jong Il (no hyphens; Jong, not Chong)
- Kipchak (not with a q)

Koh-i-Baba

Kojong, King (Korea): dates in M-W Biog are wrong; should be (1852–1919; reigned 1864–1907)

koumiss (not kumiss)

Krishna (not Krshna)

Kshatriya

Kushan Empire, not Kushana or Kusana

Kyoto Protocol, the protocol

Kyrgyz

L

land-cover change

land-use change

Laozi, not Lao Zi, not Lao-tze

life cycle (n. and adj.; this is a change from Volumes 1–3 of *Sustainability*; do not hyphenate as adjective)

M

Macao

madrasab, *madrasabs*; not *madrasa*, *madrasas*

mainland China, not Mainland China

Mandate of Heaven (caps)

Mao Zedong

Macartney, George

Malthus, T. Robert. All Berkshire texts published prior to April 2011 refer to Malthus as Thomas, Thomas R., or Thomas Robert. Heeding the advice of a well-respected Malthus scholar (and one of our *Sustainability* authors), we are now citing the name the way Malthus himself preferred—“T. Robert Malthus”—whether in text or in a Further Reading entry. Evidently Malthus’s friends called him Bob. (For first usage in text, please add “Thomas Robert Malthus” in parentheses.) Handle FR entries as follows: Malthus, T. Robert. (1926 [1798]). *First essay on population*. Revised ed. London: Macmillan.

Marrakech Accord

Mencius (371–289 BCE)

modeling, not modelling (see CE Manual 1.2.1 for other British spelling preferences)

Mohenjo Daro (not Mohenjo-daro)

Mongke (not Mangu) for Khubilai Khan's predecessor

Mughal (not Mogul)

Muhammad (not Mohammed), the Prophet Muhammad

Mujibur Rahman, not Urrehman or Rehman

multilateral environmental agreement (MEA)

multinational

Mumbai (Bombay) for first usage—not Bombay alone

Muslim (not Moslem)

Myanmar (Burma) for first usage—not Myanmar alone

N

Nabataean

National Committee on United States-China Relations (NCUSCR)

Natya sastra not *Natyasastra* or *Natya-sastra*

nawab, not nabob

Nebuchadnezzar in preference to Nabuchadrezzar

New World

nirvana

Noh drama (not No or Nō)

nonpoint source pollution (NSP)

O

offline

Oghuz (not Oguz)



Old World

online

Open Door policy, per CMS 16, but Open Door Notes (referring to policy and subsequent official terms instituted by the United States in 1899 and 1900)

Orientalism (w/cap)

Orientalist (capitalized) [we prefer not to use the terms Orient and Oriental, however, unless it comes up in a historical context]

P

Paleolithic era: use foraging era instead. On first use, say “foraging (Paleolithic) era” if necessary.

Pax Romana (capitalized, no itals), same with similar (Pax Americana, Pax Persica, etc.)

perestroika (lowercased, no itals; it's in M-W 11)

Phya Taksin

Pibul Songgram NOT Phibun Songkhram

post-urban, not posturban (e.g., post-urban Indus civilization)

postwar, prewar

pro-democracy, pro-life, pro-social (hyphenated, following CMS 16 7.85 for readability)

prophecy (n.), prophesy (v.)

Province (capitalized when used in single proper name “Sichuan Province,” but lowercase “provinces” when used to name two or more: “Sichuan and Shanxi provinces; the provinces”)

Punjab for place, Punjabi for language

Puranas (sacred works, so not italicized)

Q

qi (life force), not italicized

Qur'an (not Quran or Koran)



R

- Rakhine State (not Arakan State); at the first mention “Rakhine State (formerly Arakan State)” is permissible; Arakan State is permissible when talking about the state in the past (but first mention should say “now Rakhine.”)
 Same goes for Rakhine/Arakan minus the word “state.”
- rain forest
- rainwater
- resident-general (on the model of governor-general)
- rivers, not Rivers (we decline to follow CMS 16 8.52 regarding the capitalization of plural topographical terms such as rivers and mountains, thus we will stick with “the Yangzi and Huang rivers . . .”)
- Roman Catholic Church, the church

S

- Saba, not Sheba, as preferred spelling for ancient country in present-day Yemen—except in religious contexts; then Sheba is acceptable. When using Saba, put Sheba in parentheses on first usage.
- Samarqand, not Samarkand (this is in accordance with M-W Geog)
- sati, not suttee (no italics)
- Saiva, Saivism (not Shaiva, Shaivism)
- Scheduled Tribes (capitalized)
- Self-Strengthening Movement
- sepak takraw (no italics)
- Shahnameh* (closed up, italicized)
- Sheba: use in religious contexts only (e.g., Queen of Sheba), otherwise use Saba
- Shakti
- shamisen* (italicized, not samisen as in M-W 11)
- sharia* (Islamic law)
- Shaiva, Shaivism—See Saiva
- shi (1 shi is about 62.5 kilograms)

Shi'a Islam or Shi'ism (punctuated with *ayn*)

Shi'ite (as an adjective only, as in Shi'ite doctrine)

Shijing, not *Shi-jing* or *Shi Jing* for the Chinese classic of that name

Shilla (ancient Korean kingdom) NOT Silla

Shiva—see Siva

Shujing, not *Shu-jing*, *Shu-ching*, or *Shu Jing* for the Chinese classic of that name

Silk Roads (capitalized and plural)

Sinhala, not Sinhalese, for the language

Siva and Saiva NOT Shiva, Shaiva (but note that Shakti and Vishnu use “sh”)

Southeast Asia

Southeast Asia Treaty Organization (SEATO)

Southern Hemisphere

Southern Ocean

stormwater (not storm water)

subcontinent

subnational

Sudra, not Shudra

sun (lowercase unless it's used in a specific article about astronomy)

Sun Yat-sen (we allow use of Dr. Sun Yat-sen)

T

Tajikistan

Tajiks

Taoism: use Daoism instead

technology mechanism

third world (lc) for *Sustainability* volumes, but “developing world” is preferable;
Berkshire Encyclopedia of World History used Third World

Tibetan Buddhism (not Lamaist Buddhism or Lamaism)

tool kit, not toolkit

Tripitaka (sacred work, so not italicized)

Tumen River (not Tuman; this is contrary to M-W Geog)

Turkmen (in both singular and plural)

U

UK (per CMS 16, not U.K., see US)

ultraviolet-B (UV-B)

UN (without periods) is acceptable as a noun as well as an adjective (unlike US and UK)

US (per CMS 16, not U.S.,) not USA, as an adjective; spell out United States as a noun

Ulaanbaatar

ulama NOT ulema

Unequal Treaties: the term is used specifically to refer to the treaties signed when China was defeated by foreign powers during the First and Second Opium Wars (1839–1842 and 1856–1860) especially the Treaty of Nanjing and the Treaty of Tianjin, but generically as well as, and best lowercased, to describe those prevailing against China into the first third of the twentieth century.

untouchable(s) (lowercased, but cf. Dalit, Harijan)

Upanishads (sacred texts, so not italicized)

Uygur (not Uyghur, not Uighur)

Uzbekistan

Uzbeks

V

v. versus vs. (use “v.” in court cases and legal contexts, “vs.” for generic uses, but only in parenthetical text, “versus” in normal text)

Vaishnava, Vaishnavism

Vaishya, not Vaisya

Varanasi (Benares)—not Benares alone

Vedas (sacred texts, so not italicized)

Viet Minh

Vietnam

Vishnu

W

War of Independence (Turkey)

web-based

webpage

website

Western (capitalize, as in “Western ideas”)

white (as racial descriptor, always lowercase)

World War I, World War II

World Wide Web (or the Web)

Y

Yangzi River (not Chang or Yangtze River); on first mention it should be Yangzi (Chang) River

Yangon (not Rangoon); on first mention “Yangon (formerly Rangoon)” is permissible; when discussing Rangoon historically under British colonialism, on first mention add “now Yangon”

Z

Zoroaster (not Zarasthustra) for the prophet and founder of Zoroastrianism

PART 5:

INTERNATIONALIZING A PUBLICATION

5.1 Internationalizing Personal Names	138
5.1.1 Seeking Expert Help.	139
5.1.2 Author and Editor Names in a Database	141
5.2 Formats for Dates: ISO and W3C.	142
5.3 Practical Concerns	143
5.3.1 Publishing the Work of International Authors	143
5.3.2 Peer Reviews	143
5.3.3 Page Layout and Margins	144
5.3.4 Paper versus Online Publishing	145
<i>Carbon Footprints</i>	146
<i>The Digital Divide</i>	152



The preface to the *Berkshire Manual of Style for International Publishing* includes a detailed narrative about how Berkshire came to be a global point of reference. We describe our approach to international coverage and content, and explain our desire to encourage publishers—as well as scholars—to be more international, integrative, and interdisciplinary. In the preface we use examples from our encyclopedias and reference book series to emphasize some of the more theoretical decisions we have made over the years, as well as to demonstrate the scope of our experience. If you share our commitment to thinking globally and haven't yet looked at the preface, we urge you to spend a few minutes reading it (pp. xi–xvi).

In this part of our manual we address somewhat more technical considerations for publishers who want to “go international.” We offer suggestions based on knowledge we've acquired and provide links to other sources of expert advice. We also refer you to sections in the *Berkshire Manual of Style for International Publishing* that we wrote with authors, editors, and in-house staff in mind. The information in those pages represents various aspects of and perspectives about what the people who work together in publishing need to know to ensure that the industry, as Berkshire CEO Karen Christensen writes, develops its potential to be “a powerful force for good in our world.”

5.1 Internationalizing Personal Names

Global points of reference depend on contributions from people worldwide, and they compile information about people, historical and contemporary, in myriad fields and disciplines across cultures. How to “name” these people in the pages of a reference book written in English, published in the United States, but with an international focus and an increasingly global readership, has become one of Berkshire's more pressing concerns.

For instance, what do we call the man who in the late-twelfth and early-thirteenth century united Mongolia and went on to conquer northern China and much of central Asia? Most people in the West have immortalized him as Genghis Khan, but his birth name was Temujin. The Chinese call him Chéngsī Hán, an epithet meaning “resolute leader,” which he earned in 1206. Even though Merriam-Webster Biographical Dictionary, our usual authority on names, prefers “Genghis,” we opted for “Chinggis (Genghis) Khan” on the first mention of him in any article, and “Chinggis Khan” thereafter. That's the way most international scholars in the twenty-first century refer to him.

And what about Yingluck Shinawatra, the woman who succeeded her self-exiled brother, Thaksin Shinawatra, to become prime minister of Thailand in August 2011? Seeing them mentioned together in print, someone in the West would rightly assume that the name they share, Shinawatra, is the family name (surname). The *New York Times*, however, referred to her as Ms. Yingluck and to him as Mr. Thaksin, a practice that confounded us at Berkshire. We know, of course—contrary to Chinese and Japanese custom, which traditionally places the family name first—that in some Asian countries (especially Thailand) a person's given name comes first, as in the West, and that the person is often referred to by first name alone. But the mixing of Western journalistic convention (preceding the name of a prime minister or president with title Ms. or Mr.), with Thai convention (the preference for using a given name both in public and in private), can be confusing for readers. No one in the West calls the US president “Mr. Barack.” The issue becomes even more confusing for publishers who want to set clear and consistent guidelines for their writers and editors about how to handle international names—whether in a byline, a bibliography, an article, or an index.

If, for instance, we were to index Yingluck Shinawatra's name in this manual, our Western instinct might be to enter it as “Shinawatra, Yingluck.” The *Chicago Manual of Style* (CMS, sixteenth edition, section 16.85), however, has this to say about indexing Thai names (our bold emphasis):

Although family names are used in Thailand, Thais are normally known by their given names, which come first, as in English. The name is often alphabetized [indexed] under the first name, but practice varies. **Seek expert help.**

5.1.1 Seeking Expert Help

CMS 16 has a very useful set of guidelines for treating what they call “Non-English Names in an English Context” (8.7–8.17). They cover French, German and Portuguese (in a combined entry), Italian, Dutch, Spanish, Russian, Hungarian, Arabic, Chinese, Japanese, and other Asian names (this list is CMS's order of presentation, not Berkshire's). We recommend looking at Berkshire's pointers for handling Chinese names (see the section on alphabetizing in bibliographies, for example, at 1.8.1, the section on salutations for international scholars at 3.2.2, and section 5.1.2 below), all of which provide more examples of Chinese names, whether traditional or Westernized, or a mix

of both. We also note CMS’s omission of Indian names, and include here an explanation sent to us from one of Berkshire’s contributors, Mysore Narasimhan Panini, about how Indian names are structured.

.....

Let me sort out the confusion about my first name. Yes, my first name is my last name! Usually, the name of the caste or clan would be the equivalent of family name. Some “progressive” families chose to drop references to caste as they felt that caste divides Indian society. This was during the days of nationalist struggle in India. Our family has followed the convention. Mysore in my name refers to the place of my birth, Narasimhan is my father’s personal name, and my own personal name is Panini. So you are right when you call me Panini informally, and you are again right when you address me as Mr. Panini.

.....

But the difficulties do not come only from outside the Western world. Feminism has created new challenges. Many professional women use both their family of birth name and the family name of their husband, sometimes hyphenated and sometimes not. Some people use a middle name, presumably to distinguish, for instance, Michael Nathan Jones from the many other Michael Joneses in the academic world.

Berkshire’s first step to make it easier for readers to determine which part of an author’s name is which involved adopting a convention of international scholarly publishing for the *Encyclopedia of China*: using all capital letters for the author’s last name (in whatever form or combination the author has chosen to publish under). We instruct our copyeditors to insert a standard query under the author’s byline, asking for final confirmation of name and affiliation, even though we establish this information in our database when we first assign an article to an author.

[AU#: Please confirm that your name and affiliation are correctly spelled and formatted, using a middle initial if appropriate and capital letters for surnames. Examples: Valerie WILSON TROWER, Deborah Bird ROSE, Haiwang YUAN, KWAN Man Bun, José Juan GONZÁLEZ MÁRQUEZ. Please note that we can include only one affiliation per author, and that we do not include university departments.]

By seeking expert advice, in this case from the authors themselves, we can ensure that our articles are signed correctly. But the number of options and conventions in international names poses another problem when keeping reliable in-house records, compiling lists of contributors, and using automated letter-addressing options.



5.1.2 Author and Editor Names in a Database

Over time, Berkshire has switched from using fields in our database for First Name and Last Name (with the Middle Initial beloved by Americans) to using fields that store Family Name, Personal Name, Middle Initial, and Nickname. Full names, pulled from Family Name, Personal Name, and Middle Initial (optional) fields will appear in author bylines (with surnames in all capital letters) and in a volume's list of contributors (alphabetized by surname or family name, with no distinguishing capital letters). For instance, in *The Law and Politics of Sustainability*, Allesandro De Franceschi da Cruz appears in his byline as Allesandro De Franceschi DA CRUZ and in the list of contributors as da Cruz, Allesandro De Franceschi. In the *Encyclopedia of World History*, 2nd edition, Joan Lebold Cohen appears as Joan Lebold COHEN and Cohen, Joan Lebold. We also ask authors how they prefer to be addressed in correspondence, which often varies from the way they wish to see their names in print. For this we use the Nickname field—in the case of Michael Nathan Jones it is Mike, and in the case of Mysore Narasimhan Panini it is Panini.

Establishing a protocol for tracking all of this is not easy. As of August 2011, the Berkshire contributor with the all-time, database-busting name is André F. Reynolds Castel-Branco da SILVEIRA, the author of “Pearl River Delta” in volume 7 of the *Encyclopedia of Sustainability*. Our Chinese authors sometimes used their Chinese name, sometimes initials, and sometimes a hyphenated Chinese name in conjunction with a Western name. Take the case of Eddie C. Y. Kuo (so-named in his automatic email signature), but whose name appears in the “from” line of the email as Kuo Chen-Yue, Eddie (Prof). Chinese personal names generally consist of two characters and can be written in transliteration as two words, two words hyphenated, or one word—or just as initials. For example, Professor Kuo might, correctly, use Chen Yue, Chenyue, Chen-Yue, or C. Y. We do not try to standardize this as people have different preferences, though it does make our copyeditors a little twitchy. Other Chinese authors may reverse to a Western name order, as does Haiwang Yuan.

The colleagues of contributor Fan Hong always address her as “Fan” because they think it is her personal name. In fact, she is Professor Fan.

We highly recommend reading an article about personal names around the world (<http://www.w3.org/International/questions/qa-personal-names>) provided by the W3C Internationalization (I18n) Activity website, which is primarily geared to using Web technologies with different languages, scripts, and cultures. It begins with examples of the different forms of names (as well as variant and combination forms) in languages from Arabic to Vietnamese. It then goes on to explain possible implications for field designs in databases and other Web uses. But it is valuable for even the least technologically savvy among us as a basic resource for learning about international names.

5.2 Formats for Dates: ISO and W3C

In Berkshire’s Copyeditor’s Manual (under section 1.9.5, pp. 61–62) we discuss the rationale for using a European format for dates (the day-month-year format, i.e., 15 July 2005) in our encyclopedia articles. We find this the most reader-friendly and logical way to present a date in written English. The same section also includes a list of examples and exceptions for formatting other full dates (for events such as September 11 or July 4), and our preferences for handling decades, centuries, life dates, and other date ranges.

The International Organization for Standardization (ISO) suggests using all-numeral dates based on the year-month-day format (yyyy/mm/dd, logically sequenced from the largest to the smallest unit, e.g., 2010/04/05 to mean the 5th of April 2010). We find the ISO system appropriate in spreadsheets and other applications, especially because it has the considerable advantage of automatically placing entries or files in chronological order. Please see the ISO guidelines for dates (section 8061, at http://www.iso.org/iso/date_and_time_format).

We like the W3C website (<http://www.w3.org/International/questions/qa-date-format>) because it includes pro and con sections about ISO 8061 based on people- and computer friendliness. As the W3C authors are inclined to warn, there is no single perfect solution, especially when dealing with countries that use alternative calendars (Thailand, for example, favors the Buddhist calendar). Although the site is geared to Web technology and coding, we find advice of W3C especially thoughtful and balanced when making general editorial decisions for setting standards within our publications.

5.3 Practical Concerns

The following four sections address some of the strategies for international publishing that we have developed over the years.

5.3.1 Publishing the Work of International Authors

From Berkshire's earliest days we went to great lengths (and often expense) to build what has become an impressive network of authors from around the globe. We have worked diligently to establish guidelines, especially for those contributors whose first language is not English. Publishers who are just beginning to make their own international connections will find the following *Berkshire Manual of Style* sections and subsections valuable.

- 1.2.5 Editing International Authors
- 1.2.9 Keeping Our Publications Global and Timely
- 1.7 Special Rules for China-Related Projects
- 2.1 Author Guidelines
- 2.2 Authors Whose First Language Is Not English
- 2.4 Ten Questions Berkshire Most Frequently Receives from Authors

5.3.2 Peer Reviews

As the size and scope of our publications have grown, especially with our ten-volume *Encyclopedia of Sustainability*, Berkshire has recognized the need to draw on peer reviewers to supplement the efforts of our editorial boards and/or individual volume editors. Section 2.3 provides reviewers with explicit guidelines that explain the editorial priorities: global coverage; organization and structure of the article; quality of prose; originality and objectivity in the author's presentation; accessibility of the topic for a nonexpert reader; and, among others, the inclusion of recent or cutting-edge research, both in the article and in the list for further reading at the end. These are the general criteria we expect reviewers will use to recommend whether we accept an article for publication.

The section also explains why we advise our reviewers to make suggestions for copyeditors who will be writing author queries to ask for minor revisions, additions, or cuts. Berkshire stresses the importance of querying with grace

and professionalism, and we appreciate the efforts of reviewers to communicate with project coordinators and copyeditors who will have direct and indirect contact with our contributors. To get a sense of how this collaboration can work, we recommend reading sections 1.4.2 (guidelines for copyeditors when handling reviewer comments), 1.4.3 (on the querying process in copyediting), and 2.1.2 (which includes information about the review process that our project coordinators send to our authors).

5.3.3 Page Layout and Margins



In many ways Berkshire set new precedents for its publishing program with the *Encyclopedia of China*. We have mentioned several in these pages. One of the most relevant to international publishing is the inclusion of full given names in our bibliographies, a departure from the US convention that allows only initials (see the Copyeditor's Manual, p. 47), as well as section 5.2 above, which describes some of the complications publishers face with international names). We made a significant change in the design of our pages, however, which brings attention to the differences between US and international paper sizes, significantly in photocopying.

In the United States, standard paper and book-trim sizes are measured in inches and do not correspond to paper sizes set by the International Organization of Standardization (see ISO 216 at http://www.iso.org/iso/catalogue_detail?csnumber=36631). For instance, the 8.5 x 11 inch US letter paper size (also used for magazines, catalogs, standard forms, fax transmissions, and photocopies) is slightly wider and shorter than the international size A4 (210 x 297 millimeters; 8.27 x 11.69 inches), which is used for comparable purposes and formats everywhere outside the United States and Canada. Our design change, with the ultimate goal of making the article more pleasing to the eye and easier to photocopy, had to be compatible with A4.

So first we changed a tradition. Instead of running the articles together one after the other, as has been the standard in encyclopedia publishing, we decided to begin each article on a new page. This means that readers won't see the tail end of a bibliography for the preceding article in the top left column, and they won't need to copy a page with nearly two full columns of irrelevant text because the first three sentences of the article they want to read appear in the lower right. Next we widened our page margins slightly, on both the left and the right, to prevent the loss of text on the narrower A4 copy paper, thereby eliminating the need to reduce the magnification of the text.

The ISO paper-size system categorizes paper sizes in three series: A, B, and C. US publishers interested in expanding internationally need to learn about these options, but not only for photocopying. (Berkshire, for instance, routinely prepares flyers in both US and international sizes.) We recommend an article online written by Marcus Kuhn (<http://www.cl.cam.ac.uk/~mgk25/iso-paper.html>).

Kuhn presents a brief introductory analysis in which he explains why the square root of two is the basis for the height-to-width ratio of all page sizes in the ISO system, but the article quickly moves on to more utilitarian concerns. He provides detailed and practical descriptions of issues that arise when trying to adapt materials from US letter-size paper to A4 or other ISO options. He offers diagrams and charts: one for metric to US-measure conversions, for instance, and another that breaks down the A, B, and C categories according to usage: “A category” paper sizes are variously used for posters (A0, A1), flip charts (A1, A2), diagrams (A2, A3), notepads (A5), and postcards (A6), while the B series accommodates books (B5 and B6, along with A5 and A6), newspapers (B4, as well as A3), and playing cards (B8), and the C series is primarily devoted to envelopes. Kuhn writes about paper density (and the problems with US conventions that identify it), he gives instructions for reducing the magnification for copying a double-page spread on A3-size paper (420 x 297 millimeters), he shares additional links to references, and much more.

5.3.4 Paper versus Online Publishing

We constantly ask ourselves—and members of our global community as well—how we can run our business in a way that will help preserve and even restore the planet. To anyone familiar with Berkshire, this will be no surprise: Karen Christensen, Berkshire’s CEO, began her career as an author with *Home Ecology* (published in London in 1989); her *The Armchair Environmentalist* (MQ publications, 2004) was the first in the United Kingdom to be published on 100 percent recycled paper; she chaired the first Green Data Centres Conference in July 2008 (in London); and she mobilized an impressive array of experts to participate on an editorial board in the beginning stages of what has become the ten-volume *Berkshire Encyclopedia of Sustainability*.

No bigger debate exists about environmental sustainability in the publishing world right now, we argue, than the following: which is the most sustainable practice, printing books on paper or publishing online?



Carbon Footprints

When Karen announced in a 2009 publisher's note to customers and colleagues that *The Spirit of Sustainability*, the first volume of the *Berkshire Encyclopedia of Sustainability*, was at the printer's, librarians were among the first to respond. Mary Krautter, the head of Reference and Instructional Services at the Jackson Library, University of North Carolina at Greensboro, asked about plans to make the ten volumes available online. "It does seem odd to offer a set like this only in paper—goes against the 'spirit of sustainability.'"

Karen's reply to what turned out to be an unexpected deluge of comments on the print versus online issue took shape in an editorial she wrote for *UKSG Serials eNews* in November 2009. In it she acknowledged that the *Sustainability* volumes would be available electronically as well as in print, but not because publishing online would be the more sustainable approach. She went on to share what she learned at the 2008 Green Data Centres Conference: the surprisingly common belief that online publishing is inevitably a better, less carbon- and resource-intensive option is a myth. "I can't think of an issue where general awareness is more out of out of balance with its real-world impact than the choices we make about using computers and online services," Karen wrote.

Balance, in essence, became a crucial consideration. To achieve Berkshire's goal—circulating reference works that present cutting-edge global topics among wide readership in schools and universities, in organizations and in government—Karen needed to make business decisions about online and print publishing that didn't compromise the company's vision and mission. We include an excerpt from her *eNews* editorial here.

.....

I learned [at the Green Centres Conference] . . . that computer networks use as much energy as the global aviation industry and are on a much faster growth trajectory. I learned that keeping anything or anyone online makes a continuous contribution to global warming. . . .

I learned more as we worked with experts around the world on Volume 2, *The Business of Sustainability* [published in 2010]. E-waste is a problem that we're far from solving because of the short life of technology products—and they have not been designed, yet, for anything close to efficient reuse or remanufacturing. It's not just the energy we use but the energy we waste.

.....

“The problems are complex,” agreed Oliver Rackham OBE, a Life Fellow of Corpus Christi College, Cambridge. As one of many scholars and environmentalists who wrote to Karen as the print versus online discussion continued, he responded with several points and concluded, “It is time someone tried to analyze them, on the lines maybe of the Americans who investigated ‘built-in obsolescence’ as a factor driving the car industry in the 1960s.”

Rackham, we must note with quick digression, is an expert on the British countryside and its woodlands, and the author of a number of acclaimed books on forests and trees. The article he contributed to the *Berkshire Encyclopedia of World History*, 2nd edition, “Trees,” is in essence a meditation on the evolution of trees and on human/tree interaction through the ages, although Rackham stresses from the start that “trees are vastly older than the human species.” Throughout the article he considers trees as “objects of human veneration, as sources of food or obstacles to agriculture, and as wildlife whose ‘behavior’ is affected by human actions.” At the end of the article Rackham writes, “Probably the greatest threat to the world’s trees and woods is the effect of twentieth-century humanity in mixing up all the world’s pests and diseases.” Never once in the article does he use the word *paper*.

This fact may surprise readers who have reflexively taken the “save a tree” stance as the best reason for purchasing the latest e-reader or tablet. Berkshire, however, remains committed to publishing in print, as well as to voicing other reasons that publishers must consider before they blame paper as the culprit that makes book-printing unsustainable.

Approximately 40 percent of the wood harvested from our world’s forests is used to make paper. But of all the ways we use paper—for disposable goods like plates, cups, and towels; in wasteful and excess packaging materials; for printing email messages and articles from online news sources; and even for newspapers themselves—Berkshire believes that books are actually one of the smartest, because books last. The carbon footprint of publishing is not caused just by printing books on paper—the supply chain and shipping method by which the books get to the customer makes a substantial contribution to it. All the shipping back and forth—between the printer and the warehouse, sometimes clear across the country, and then on to suppliers and customers in myriad directions—results in an inefficient system whose economic and environmental cost is considerable, especially when the process is repeated if the book is distributed abroad. Berkshire is a small company, and we cannot change the world as much as we would like, but we are looking for ways to get books more directly from our warehouse in Michigan to our customers around the world.

Seeing the Forest *and* the Trees

When it comes to understanding the impact of how we approach sustainability everyday, at home and at work, we haven't come far enough. We have far more knowledge of specific issues than we did twenty years ago, but not much more awareness of the big picture.

The common expression, "can't see the forest for the trees," has a concrete application when it comes to libraries and publishers. In 2010, Berkshire Publishing circulated a "Building Sustainable Libraries" survey among all contributors to and all library contacts for the *Berkshire Encyclopedia of Sustainability*, as well as via *Against the Grain's* e-newsletter. The statistician Justin Miller, a doctoral student at Ball State University, provided this first analysis of the results. It shows how much emphasis we place on reducing paper use but how little we register the impact of digital technologies. We seem still to be, quite literally, seeing only the trees.

Preliminary Survey Results

- Over 1/4 (26.9%) of respondents have a sustainability-related degree or an affiliation with a sustainability research center.
- On average, over 1/2 (56.1%) have been taking steps toward green computer equipment purchasing and services, with the most popular being sharing printers (95.8%), recycling of equipment (87%), and examining cloud computing (71.4%).
- As an area for improvement, on average, only 1/4 (23.7%) of institutions chose books based on sustainability criteria and no institutions report asking suppliers about book sourcing or supply chain.
- While over half (56%) of all respondents favor electronic resources, fewer than 40% have data on the printing of these resources, and no institutions have inquired whether the vendor holds a certified environmental product declaration (EPD).
- With the exception of scientific and economics/business journals, the majority of respondents feel that available resources on environmental sustainability are "satisfactory."

- On average, almost 1/3 (30.8%) of all respondents have implemented some sustainably positive physical changes, with natural lighting, LCD monitors, computer shut downs, and low-water landscaping being the most popular.
- On average, almost 3/4 (72.6%) of all respondents have implemented sustainably positive changes in terms of supplies, with paper recycling bins (100%), recycle-content paper supplies (96.2%) and the encouragement to reduce office supplies and paper (96.2%) being the most popular.
- Over half of all respondents belong to the Association for Sustainability in Higher Education (AASHE) and/or are signatories of the American College and University Presidents' Climate Commitment (ACUPCC). None of the respondents thought their institution had signed the Tailloires Declaration, a 1990 declaration for sustainability created for and convened by presidents of institutes of higher learning at a conference in Tailloires, France. As of 14 August 2010, 421 presidents from 52 countries (165 from the United States alone) on five continents have signed the declaration (see http://www.ulsf.org/programs_talloires_td.html).

We do, of course, care about wasting paper. (We've long been editing electronically, and, beginning with the *Encyclopedia of China*, our proofreaders put away their red pencils to work online.) We use the "green" print house Thomson-Shore Inc., a member of the Green Press Initiative (www.greenpressinitiative.org/). As a nonprofit organization with a mission to help those in the publishing industry conserve natural resources, preserve endangered forests, and reduce greenhouse gas emissions, Green Press Initiative conducts eco-audits that calculate the reduced environmental impact of a particular title printed on a particular paper. For instance, with our printing of the five-volume *Berkshire Encyclopedia of China* in May 2009, and our choice to use 30 percent postconsumer recycled paper processed chlorine-free, we saved 138 trees (40' tall and 6–8" in diameter), 117 million BTUs of total energy, 12,219 pounds of greenhouse gases, 50,717 gallons of wastewater, and 6,513 pounds of solid

waste. (The results of these eco-audits appear prominently in the front matter of each publication.) We look forward to toting up those figures for *Sustainability* after the eco-audit of the tenth volume is complete.

In the meantime, we continue to develop our publishing program for online usability, with separate PDFs for all articles, succinct abstracts, and scheduled updating. And we are not only making our own commitment to sustainable publishing but working with other companies and with universities and schools to increase awareness of the many opportunities that exist to make a difference and improve performance.

The Digital Divide

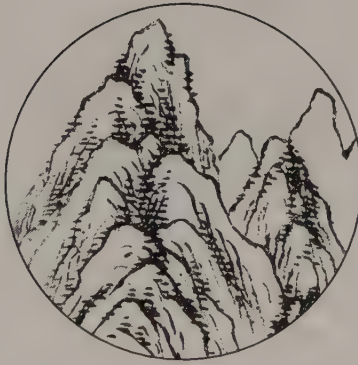
Going green, of course, is not the only concern when reference book purchasers decide to buy electronic or print versions. Writing from UNC Greensboro, Mary Krautter again responded, “Of course sustainability is really not the only reason that we’re avoiding paper reference works, although it’s a factor. . . . I’m still a big fan of paper volumes for longer works that can be checked out and studied at leisure, but for reference sets which we typically make building-use only with relatively brief articles, this model just isn’t working for us anymore. As a very minor example, our music librarian in another branch library is a member of our sustainability / green librarian group. Will she be more likely to use articles from this set if she has to walk over to the main library? Or if she can access from her desktop?”

In another response to Karen’s publisher’s note, Donna Halper, professor of communications at Lesley University in Cambridge, Massachusetts, brought up the digital divide: “I think some of my colleagues who want everything online (whether to save a tree or because it’s faster and easier) need to keep in mind that while most of us have all sorts of laptops and Netbooks and Kindles, along with a multitude of databases, not everyone shares our good fortune. . . . In the ideal universe, students wouldn’t be denied access to research just because their school can’t afford the best databases. . . . Thus, I am delighted that you are publishing this and all your reference volumes in BOTH an online and a hard copy version.”

The tablet market, of course, has pointed the debate in a new direction, as more and more schools and universities explore options that would alter a teacher’s role in the classroom as “a sage on a stage” by providing one-on-one teaching experiences with a textbook, thus opening possibilities for three-

dimensional, video, and other interactive features, including, as many educators acknowledge, feedback from social networking.

We'll continue to cover practical, sustainable, and international publishing in website and blog discussions. We plan to develop the material in the *Berkshire Manual of Style for International Publishing* into presentations and courses, and we invite scholars and publishers to send suggestions and comments to bmsip@berkshirepublishing.com.





INDEX

A

Abbreviations, 71

- acronyms versus, 101
- in Further Reading section, 46
- Latin, 112–113

Abstracts

- author guidelines for, 75–76, 87
- copyediting, 31

Academic degrees, 37

Academic research, xiii–xiv

Acronyms, 71, 101

Active voice, 8–9, 12, 107

Addressing letters, 102

Affiliations, 37–38, 82

After Deadline (blog), 17, 109–110

afterward, 115

Agreement

- of subject and possessives/
antecedents, 116
- of subject and verb, 116

All-caps, 18

also, 18, 19

Ambrose, Steven, 88

American English, 13–16

and, 18, 19, 117

Antecedents, agreement of subject and, 116

anybody, 11

anyone, 11, 116

AP (Associated Press), 16

Apostrophes, 55

The Armchair Environmentalist (Christensen), 15–16, 145

Article abstracts, 31

Article template, 30, 64–66, 72

Articles

- organizing, 74–76
- page layout of, 144
- peer review of, 91–94
- redistribution of, 95
- referring to titles of, 101
- submission of, 72
- supplements to, 78–79, 97
- See also* Encyclopedia articles;
Journal articles

Articles (part of speech), 115

Associated Press (AP), 16

Audience

- for Berkshire publications, 70, 95
- international, 70, 95

Author guidelines, 70–91

- abstracts, 87
- affiliations, 82
- for Berkshire encyclopedias, 85–87
- bios, 82
- bylines, 82
- citations, 77–78, 89, 90
- copyediting, 73, 74
- dates, 79
- deadlines, 94
- editing and review, 72–73, 96
- editing support, 96–97
- Further Reading sections, 80–82
- gender-neutral language, 80
- headers and footers, 80
- journal submissions, 85
- keywords, 88
- measurements, 79

- money references, 79
- organizing articles, 74–76
- plagiarism, 76–77, 88–89
- points to consider, 70–72
- political sensitivity, 89
- print and online publication, 94
- publishers' expectations, 83–84
- redistribution of articles, 95
- reference fields, 80
- revision, 72–73, 96
- scholarly indexes, 97
- scientific and common names, 80
- source requirements, 90
- submission of articles, 72, 95
- supplements, 78–79, 97
- target audience, 95
- translating ideas and sources, 88
- visual aids, 97

See also Authors whose first language is not English (guidelines for)

Authorial voice, 9–10

Authorities, 24

Authority List, 24, 30, 118–136

- dynasties, empires, eras, and kingdoms, 119–122
- preferred spellings and formats, 123–136
- tone marks/diacritics, 123

Authors

- frequently asked questions from, 94–97

- self-referencing by, 10

Authors whose first language is not English (guidelines for), 83–91

- abstracts, 87
- citations, 89, 90
- editing support for, 96–97
- for encyclopedias, 85–87
- journal submissions, 85
- keywords, 88

- plagiarism, 88–89
- political sensitivity, 89
- publishers' expectations, 83–84
- translating ideas and sources, 88
- unacceptable sources, 90

B

Bagg, Mary, xii

Barzun, Jacques, 11

BAS (Bibliography of Asian Studies), 97

because of, 115

Berkshire Encyclopedia of China, xi, xiii, 7, 42, 95, 97, 140, 144, 148

Berkshire Encyclopedia of Sustainability, xiv, xv, 9, 32, 64, 83, 146, 148

Berkshire Encyclopedia of World History, xiv, 83, 91, 141

Berkshire publications, 91

- global perspective in, xi–xv, 5–6
- levels of coverage in, xiv
- mentioning names of, 101
- print and digital formats of, 94

See also specific publications and topics

Berkshire Publishing, xi

- Chinese name of, xvi
- using name of, 101

Bias, 71

Bibliographic information

- names, 144
- in table source lines, 34

See also Further Reading section

Bibliography of Asian Studies (BAS), 97

Biographical entries, special rules for, 39–40

Biographies (author), 82

Blaisdell, Robert, 17, 108

Body of articles

- for encyclopedias, 85–86

structure of, 74–75

Boldface type, 18

Books, citing, 48–49

Bradley, Ray, 86

British English, 13–16

Business writing, 100

See also In-house style guidelines

but, 18, 19, 117

Bylines, 82

C

Capitalization

 of contributors' names, 37, 140

 in correspondence, 103

 in email signature, 104

 preferred use listing for, 123–136

 of time period terms, 119

 in titles, 115

CAPLOCKS, 18

Carbon footprint, 146–148

Central Asia, 121

Central Intelligence Agency (CIA), xi, 95

Charts

 author guidelines for, 71, 97

 copyediting, 33–34

The Chicago Manual of Style (CMS), xii, 5

 as copyediting authority, 24

 for in-house communications, 100

 keyed to Berkshire style, 51–64

 on serial commas, 16

China Gold: China's Quest for Global Power and Olympic Glory, 7

China-related projects

 copyediting, 13

 historical designations and dates, 119–120

 proverbs used in, xiii

 special rules for, 41–44

Chinese language

 spoken, 41–42

 time references in, 13, 87

 transliterations, translations, and characters, 43–44, 57–58

 written, 42–43

Chinese names, 37, 47, 103, 139–141

Chinggis (Genghis) Khan, 138

Christensen, Karen, xi–xii, 15–16

 and Marvin Mudrick, 17, 108

 on print versus online publications, 146

 on the publishing industry, 138

 sustainability as interest of, 145

Christensen, Tom Cotton, xii

Christian, David, xi

CIA (Central Intelligence Agency), xi, 95

circa, 112

Citations

 author guidelines for, 77–78, 89, 90

 books, 48–49

 court cases, 51

 electronic sources, 50

 forthcoming works, 51

 in-text, 35–36, 71, 77

 periodicals, 49

 with redistributed articles, 95

Closed compounds, 110

Closings (of articles), 32, 33, 75, 87

Closings (of letters), 104

CMS. *See The Chicago Manual of Style*

Co-authors, 82

 credit for, 89

 listing affiliations of, 38

Cohen, Joan Lebold, 141

Colloquial language, 12–13

Colons, 52

Commas, 16–17, 51–52, 109–110

Comments, reviewer, 25, 93

Complimentary closings, 104

Compound words, 57, 110–111

- Concluding sections/paragraphs, 32, 33, 75, 87
- Content rules, 22
- Contractions, 114–115
- Contributors. *See* Authors
- Copyediting
 - author information about, 73, 74
 - of in-house communications, 113–114
- Copyeditor guidelines, 1–66
 - affiliations, 37–38
 - apostrophes, 55
 - article template, 64–66
 - basic procedures, 23
 - biographical entries, 39–40
 - British versus American English, 13–16
 - China-related projects, 41–44
 - citations, in-text, 35–37
 - colons, 52
 - commas, 51–52
 - compound words, 57
 - content rules, 22
 - contributors' names/affiliations, 37–38
 - cross-references, 39
 - dashes, 52–53
 - dates, 60–61
 - diacritics, 57–58
 - directionals, 58–59
 - ellipses, 55
 - endnotes, 34–35
 - era designations, 62
 - exceptions to grammatical rules, 18–19
 - expectations from copyeditors, 6–7
 - fact checking, 30
 - figures, 33–34
 - first person pronouns, 9–10
 - footnotes, 34–35
 - foreign words, 56
 - formatting rules, 22
 - Further Reading section, 44–51
 - gender-neutral language, 10–11
 - geographical entries, 40–41
 - identifying experts cited in text, 35
 - international authors' works, 12–16
 - international perspective in, 20
 - italics, punctuation with, 53
 - less is more principle, 8
 - life dates, 63
 - list punctuation, 53–55
 - measurements, 63–64
 - money references, 60
 - names, 37–38, 58–59
 - negative numbers, 60
 - nonstandard spelling, 59
 - numbers, 59–64
 - numerals, 60
 - organization of articles, 30–33
 - parentheses, 56
 - place names, 58–59
 - plagiarism, 20–21
 - preparing to copyedit, 6
 - pronouns, 9–11
 - punctuation, 17–18, 51–56
 - queries, 26–29
 - quotations, 21, 35–37
 - quotations marks, 55–56
 - reference authorities, 24
 - responsibilities in, 23
 - reviewing editor's comments, 25
 - serial commas, 16–17
 - slashes, 53
 - so-called*, 57
 - special characters, 57–58
 - spelled-out numbers, 59
 - spelling, 59
 - style authorities, 24
 - tables, 33–34
 - time of day, 61–62
 - titles, 58

tone, 9
 uncommon terms, 56
 voice, 8–10
 word usage, 51, 56, 57

The Copyeditor's Handbook (Einsohn), 11, 18

Court case citations

in Further Reading section, 51
 in-text, 36

Cross-references, 39

D

Da Cruz, Allesandro De Franceschi, 141

Dashes, 52–53, 111

Database, names in, 141–142

Dates, 60–61

author guidelines for, 79
 for business letters, 102
 for encyclopedia articles, 87
 fact checking, 23, 30
 for historical periods, 119–120
 internationalizing formats for, 142
See also Life dates

Deadlines, 94

Deletions, indicating, 28

Details

author guidelines for, 75
 for encyclopedia articles, 86–87

Diacritics, 57–58, 123

Dictionary of Chinese Biography, 39

Digital divide, 148–149

Digital Object Identifiers (DOIs), 50

Directional adjectives, 58–59

due to, 115

Dynasties

Central and West Asia, 121
 China, 119–120
 India and South Asia, 122

Korea, 121

Vietnam, 122

dynasty, 119

E

Eats, Shoots and Leaves (Truss), 100

Economist magazine, 14, 15

Editing and review

author guidelines for, 72–73
 guidelines for, 91–94
 process of, 96
See also Copyeditor guidelines

Editing support, 96–97

Editors' comments, 25

e.g., 112

Einsohn, Amy, 11, 18

Electronic sources, citing, 45, 50, 78, 81, 90

The Elements of Style (Strunk and White), 16, 100

Eliot, T. S., xx, 88

Ellipses, 55

Em dashes, 52, 53, 111

Email

in-house style for, 101–106
 signature for, 104
 subject line of, 103

empathize, 19, 117

empathy, 19, 117

Emphasis in text, 17–18

empire, 119

Empires

Central and West Asia, 121
 India and South Asia, 122

En dashes, 52–53, 111

Encyclopedia articles

Berkshire requirements for, 85–87
 biographical entries, 39–40

- content of, 22, 84
- footnotes and endnotes, 34–35
- print and digital formats, 94
- selecting authors for, 95
- Encyclopedia of Community*, xiv
- Encyclopedias
 - cross-references in, 39
 - first-person pronouns in, 9–10
 - global perspective for, 20
 - non-native English-speaking author
 - guidelines for, 85–87
 - as sources, 78, 90
 - time references in, 26
- Endnotes, 34–35
- English, British versus American, 13–16
- Environmental impact, of printing books,
 - 94, 145–148
- Eras, 62, 119
- et cetera*, 112
- etc.*, 112
- everybody*, 11
- everyone*, 11, 116
- Examples
 - author guidelines for, 74
 - international, 70
- Exceptions to grammatical rules, 18–19
- Exclamation point (!), 17, 109
- Experts
 - identifying in text, 35
 - on non-English names, 139–141

F

- Fact checking, 23, 30
- Fan Hong, 142
- fewer*, 115
- Figures, 33–34, 71
- Files, naming, 23
- First person pronouns, 9–10

- Footers, 23, 80
- Footnotes, 34–35, 71
- Foreign words, 56
- Formatting, 22
 - citations, 48–51
 - dates, 142
 - tables, 33
- Forthcoming works, citing, 51
- forward*, 115
- Frequently asked questions, 94–97
- Further Reading section
 - abbreviations for, 46
 - author guidelines for, 75, 80–82, 90
 - choosing material for, 81
 - copyediting, 44–51
 - English-language sources in, 90
 - fact checking, 30
 - names in, 47
 - non-English sources in, 88, 90
 - number of references in, 45, 81
 - publishers' locations in, 45–46
 - as source of information, 84
- Future studies, xiii

G

- Gates, Bill, xi
- Gender-neutral language, 10–11, 80,
 - 115–116
- Geographical entries, special rules for,
 - 40–41
- Global perspective, xi–xiii, 91
 - See also* Internationalizing
 - publications
- God, referring to, 11
- Goodwin, Doris Kearns, 88
- Government reports, 77
- Grammar
 - authorities for, 24
 - exceptions to rules of, 18–19

in-house style guidelines for, 100,
114–117
 Graphs, 97
 Green Press Initiative, 148
 Greeting sentences (in-house
communications), 105–106
Guanxi, xiv, 7

H

Halper, Donna, 148–149
he, 10–11, 80, 115
 Headers, 23, 80
 Headings, 32–33, 72
 Historical designations and dates,
119–122
hopefully, 19, 117
however, 18, 19, 116, 117
humankind, 10, 80, 116
 Hyphenation, 110–111
 of compound words, 57, 110–111
 preferred use listing for, 123–136

I

Idiomatic language, 12–13
i.e., 112
 Illustration guidelines, 78, 79, 97
 Image resolution, 97
 In-house style guidelines, 98–117
 active versus passive voice, 107–108
 agreement of subject and
 possessives/antecedents, 116
 agreement of subject and verb, 116
 Berkshire's name, 101
 complimentary closings, 104
 composing text, 106–113
 compound words, 110–111

contractions, 114–115
 copyediting exercise for, 113–114
 dashes, 111
 email signature, 104
 “greeting sentences,” 105–106
 hyphenation, 110–111
 for in-house online communications,
 105
 Latin abbreviations, 112–113
 less is more principle, 106–107
 numbers, percentages, and money,
 111–112
 personal messages, 106
 prepositions, 115
 pronouns, 115–116
 punctuation, 108–109
 salutations, 102–103
 serial commas, 109–110
 titles of publications, 101
 tone, 106, 107
 word use, 115
 In-text citations, 35–36
 author guidelines for, 71, 77
 bibliographic listings of, 44
 In-text references
 embedded, 80
 to experts, 35
 to figures and tables, 71
 to tables, 34
 Independent scholars, 38
 India, 122
 Infinitives, splitting, 18, 19, 117
 International authors, xv, 12–16
 British versus American English
 used by, 13–16
 copyediting works by, 12–13
 publishing works of, 143
*International Encyclopedia of Women and
Sports*, xv
 International examples, 70

International Organization for
Standardization (ISO), 61, 142, 144

International perspective, 20, 70, 80
See also Internationalizing
publications

*International Review of Sustainability in
Business and Law*, 84

International scholars, salutations for, 103

Internationalizing publications, xi, 20,
137–149
date formats, 142
page layout and margins, 144–145
paper versus online publishing,
145–149
peer reviews, 143–144
personal names, 138–142
works of international authors, 143

Introductory paragraph(s), 31–32, 74, 76, 85

Islamic Countries Women's Sports
Solidarity Council, xv

ISO. *See* International Organization for
Standardization

Italics, 18
preferred use listing for, 123–136
punctuation with, 53
quote marks versus, 56
for words used as words or terms, 57

its, 114
it's, 114

J

Japan, 120

Jargon, 8, 70

Johnson blog, 14–15

Journal articles
abstracts for, 87
footnotes for, 35

non-native English-speaking author
guidelines for, 85
reviewing, 91
submission process for, 95

K

Kangxi Dictionary, 42

Keywords, 88

kingdom, 119

Kingdoms, 121

Korea, 121

Krautter, Mary, 146, 148

Kuhn, Marcus, 145

Kuo Chen-Yue, Eddie, 141

L

Language
British versus American English,
13–16
for encyclopedia articles, 86
gender-neutral, 10–11, 80, 115–116
global perspective in use of, xv
for in-house online communications,
103
less is more principle for, 8, 106–107
of non-native English-speaking
authors, 12–13
referring to time, 13, 20
See also specific topics, e.g.: Voice

Latin abbreviations, 112–113

The Law and Politics of Sustainability, 141

less, 115

Less is more principle, 8, 106–107

Life dates
in abstracts, 31
fact checking, 23, 30

- in text, 62–63
- Lists, punctuation of, 53–55
- Locations, geographical, 41

M

- M-W 11 (*Merriam-Webster's Collegiate Dictionary*, eleventh edition), 24
- Maathi, Wangari Muta, xiv
- mankind*, 10, 80, 116
- Margins, 144–145
- McNeill, William H., 5, 91
- Measurements, 63–64, 79
- Mechanical editing, 23
- media*, 116
- Mencken, H. L., 11
- Merriam-Webster Biographical Dictionary*, 30
- Merriam-Webster's Collegiate Dictionary*, eleventh edition (M-W 11), 24
- Metric units, 63–64, 79
- Mies van der Rohe, Ludwig, 8, 106
- Money, references to, 60, 79, 112
- most likely*, 115
- Mountain of Fame: Portraits in Chinese History* (Wills), xvi
- Mudrick, Marvin, 17, 51, 108–109
- Mysore Narasimhan Panini, 140

N

- Names
 - of authors, 141–142
 - of Berkshire and Berkshire titles, 101
 - capitalization of, 37, 104
 - checking spelling of, 23
 - of contributors, 37, 82
 - database fields for, 141–142

- of editors, 141–142
- fact checking, 30
- following article text, 82
- in Further Reading section, 47, 80
- internationalizing, 138–142
- order of, 47
- of places, 58–59
- sacred, 11
- scientific and common, 80
- titles with, 58
- Naming files, 23
- Negative numbers, 60
- New York City, 18
- New York Observer*, 18
- New York Times*, 16
- NJStar, 58
- Nobody Here but Us Chickens* (Mudrick), 17
- Non-native English-speaking author guidelines. *See* Authors whose first language is not English (guidelines)
- Non-native English-speaking authors, copyediting works by, 12–13
- Numbers, 59–64
 - dates, 60–63
 - era designations, 62
 - in-house style guidelines for, 111–112
 - life dates, 62–63
 - measurements, 63–64
 - money, 60
 - negative, 60
 - as numerals, 60
 - spelling out, 59
 - time of day, 61–62
- Numerals, 60, 63

O

- O'Connor, Anthony, 86
- Online communications, in-house, 105
- Online publication
 - author guidelines for, 94
 - hyphenation for, 111
 - paper publication versus, 145–149
- Online references, 45, 78, 81, 90
- Open compounds, 110
- Openings (articles), 31–32, 74, 76, 85
- or*, 18, 19
- Organization of articles, 30–33
- Originality, 84
 - See also* Plagiarism
- Oxford comma, 16–17, 109–110
- Oxford University Press, 16, 109

P

- P-A-U-S-E, punctuation as, 17, 51, 108
- Page layout, 144–145
- Page numbers, 23
- Paper publications, online publishing
 - versus, 145–149
- Paper sizes, 144–145
- Paragraph length, 32
- Paraphrasing works, 77
- Parentheses, 56
- Passive voice, 8–9, 12, 107–108
- Peer review
 - guidelines for, 91–94
 - in internationalizing publications, 143–144
 - process of, 96
- Percentages, 111, 112
- period* (term), 119
- Periodicals, citing, 49

- Periods, historical
 - China, 119–120
 - Japan, 120
- Personal messages, in-house style
 - guidelines for, 106
- Personal names, internationalizing, 138–142
- Pinker, Steven, 11
- Place names, 58–59
- Plagiarism, 20–21
 - caution to authors about, 72, 76–77, 84, 88–89
 - self, 21, 72, 77, 89
- Plurals, 123
- Political sensitivity, 89
- Population figures, 40
- Possessives, agreement of subject and, 116
- Prepositional phrases, 8
- Prepositions
 - ending sentences with, 18, 19
 - in-house style guidelines for, 115
 - in titles, 115
- Print publication
 - author guidelines for, 94
 - online publication versus, 145–149
- probably*, 115
- Pronouns
 - first person, 9–10
 - gender-neutral, 10–11, 80, 115–116
 - in-house style guidelines for, 115–116
 - referring to God, 11
- Publication Manual of the American Psychological Association, 24, 80
- Publishers
 - carbon footprint of, 146–148
 - expectations of, 83–84
 - locations of, 45–46
- Punctuation, 17–18, 51–56
 - authorities for, 24
 - colons, 52
 - commas, 16–17, 51–52, 109–110

dashes, 52–53, 111
 ellipses, 55
 exclamation point, 17, 109
 in Further Reading section, 48
 in-house style guidelines for, 100,
 108–109
 with italics, 53
 of lists, 53–55
 Marvin Mudrick on, 17, 51, 108–109
 parentheses, 56
 quotations marks and apostrophes,
 14, 55–56
 serial commas, 16–17, 109–110
 slashes, 53

Q

Queries, 26–29

about Americanization of spelling/
 style, 15
 about editors' comments, 25
 about time periods, 20
 common causes for, 74
 creating, 27–29
 phrasing of, 28–29
 from reviewers, 143–144
 for sense and understanding, 23
 standard, 29
 when to use, 26–27

Quotations

citations for, 35, 36
 confirming, 21
 in-text, 35–37
 in-text citations for, 71
 spot-checking, 21

Quote (quotations) marks, 14, 55–56

R

Rackham, Oliver, 147
 Redistribution of articles, 95
 Reference authorities, 24
 Reference fields, author guidelines for, 80
 Rejection of work, 73, 96
 Religious affiliations, 37
 Reviewer guidelines, 91–94
 Reviewing editors
 handling comments of, 25
 process used by, 96
 Revisions, 72–73
 author information about, 72–73
 requests for, 96

S

Sacred names/terms, 11
 Salutations, in-house guidelines for,
 102–103
scheme, 14
 Scholarly indexes, 97
 Scientific names, 80
 Scope statement (for publications), 71, 74
 Self-plagiarism, 21, 72, 77, 89
 Self-referencing, by authors, 10
 Serial commas, 16–17, 109–110
 Series titles, 101
she, 10–11, 80, 115
shogunate, 119
 Shogunates, 120
 Sidebars, xv, 78
 Signature, email, 104
 Silveira, André F. Reynolds Castel-
 Branco da, 141–142
 Sima Qian, xvi
since, 115
 Sizes, geographical, 40–41

Slashes, 53
so-called, 57
social, 19, 117
societal, 19, 117
 Source lines (tables), 34
 Sources
 in Further Reading section, 81
 non-English, 88
 unacceptable, 90
 South Asia, 122
 Special characters, 57–58
 Spelling(s)
 Americanization of, 13–14
 authorities for, 24
 checking, 23
 of compound words, 57
 in-house guidelines for, 100
 nonstandard, 59
 preferred listing for, 123–136
The Spirit of Sustainability, 9, 11, 146
 Split infinitives, 18, 19, 117
 Stacked headings, 72
 Standard queries, 29
 Strunk, William, 16, 100
 Style authorities, 24
 Subheadings, 32–33
 Subjects, agreement with, 116
 Submission of articles
 to Berkshire, 95
 to journals, 85
 Sultanates, 122
 Summary, article, 75
 Supplements to articles
 author guidelines for, 78–79, 97
 charts, 33–34, 71, 97
 sidebars, 78
 tables and figures, 33–34, 71, 78
sympathize, 19, 117
sympathy, 19, 117
 Syntax
 authorities for, 24

in-house guidelines for, 114–117

T

Tables, 33–34
 author guidelines for, 71, 78, 97
 copyediting, 33–34
 formatting, 33
 in-text references to, 34
 source line for, 34
 titles of, 33–34
 Target audience, 95
 Template, 30, 64–66, 72
 Terms
 defining, 70
 sacred, 11
 words used as, 57
 Thai names, 139
 Thaksin Shinawatra, 139
that, 115
their, 11, 114
there, 114
they, 11
they're, 114
This Fleeting World: A Short History of Humanity (Christian), xi
This Is China, xi, 57, 95
This Is Islam, 57, 95
 This World of Ours series, xi
 Thomson-Shore Inc., 148
thus, 18, 19, 117
 Time of day, 61–62
 Time references
 for encyclopedia articles, 87
 language for, 13, 20
 Time-sensitive information, querying, 26
 Titles
 of Berkshire publications, 101
 capitalization in, 115

of persons, 58
 table, 33–34
 Tone, 9, 106, 107
 Tone marks, 123
toward, 115
 Tracking changes, 23, 25
 “accept all changes” in, 28, 73
 “comment” feature of, 27
 for reviewer comments, 93
 Translating ideas and sources, guidelines
 for, 88
 Treasure Mountain Reference Books, xvi
 “Trees” (Rackham), 147
 Truss, Lynne, 100
 Typesetting codes, 30

U

UKSG Serials eNews, 146
 Unacceptable sources, 90
 Uncommon terms, 56
 Underlining, 18

V

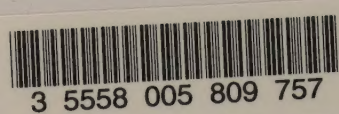
Verbatim passages
 from authors’ other works, 21
 plagiarized, 20
 Verbs, agreement of subjects and, 116
 Verification, querying for, 26–27
versus, 112
 Vietnam, 122
 Visual aids guidelines, 71, 97
 Voice
 active versus passive, 8–9, 12, 107–108
 authorial, 9–10

W

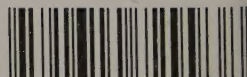
Wade-Giles transliteration (Chinese), 43
 Websites
 images taken from, 97
 as references, 45, 78, 81, 90
 West Asia, 121
 Western publishers, expectations of,
 83–84
which, 18, 115
while, 115
 White, E. B., 16, 100
 Wikipedia, 78, 90
 Wills, John E., Jr., xvi
 Women’s names, 140
 Word count, 71
 Word usage, 51
 authorities for, 24
 in-house guidelines for, 114–117
 preferred listing for, 123–136
 Words
 compound, 57, 110–111
 foreign, 56
 uncommon terms, 56
 used as words, 56, 57
 See also specific words
 W3C website, 142

Y

Yingluck Shinawatra, 139
your, 114
you’re, 114
 Yow, Yit-Seng, 42
 Yuan, Haiwang, 141



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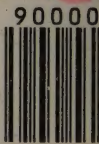


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