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University publications

style manual & services guide

foreword

Why an Emory University Style Manual?

Like any large corporation or institution, Emory University each year produces thousands of publications that describe our services to students, alumni, donors, and the general public. These materials include magazines, catalogs, view-books, posters, brochures, newsletters, invitations, and more. Given that these publications convey our image and message to thousands of people, maintaining high standards of accuracy and consistency is essential to exhibiting a positive, professional image of the University.

As a service to the University community and its clients, the Emory University Publications Office has created this style manual, which is a nonacademic, in-house reference source that includes hundreds of entries—some related specifically to University-related issues and others to frequently cited style questions. It was created to give the writers and editors of promotional and marketing materials answers to their questions about style and usage.

How to Use It

For ease of use, entries have been arranged alphabetically. Highlights of the manual include:

- a guide to punctuation and usage
- abbreviations of academic degrees granted by Emory University and professional titles
- an overview of the University's identity guidelines

The manual uses *The Chicago Manual of Style*, fifteenth edition, as its preferred style source and *Merriam-Webster's Collegiate Dictionary*, tenth edition, as its preferred dictionary. For issues of computer, electronic, or technological style, consult *Wired Style: Principles of English Usage in the Digital Age*. If you have questions that are not addressed in these sources, please contact one of our Ms. Thistlebottoms:

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Emory Graphic Standards and Identity

An institution as large and varied as Emory requires a consistent visual identity that unifies its various affiliates. Emory's current standards, which have been in use since 1999, reinforce the unique character and quality of each academic and administrative unit, while simultaneously making it clear that Emory stands behind each of them.

In addition to the main University graphic identifiers, most schools and major units have their own complementary set of identity graphics, which were developed in careful consultation with deans and unit heads. Downloadable logos and wordmarks for individual units or Emory University as a whole can be found on the web at www.emory.edu/identity. All of the wordmarks and graphics are federally registered trademarks and should include a small "®" next to the wordmark in most instances.

The typeface Goudy is reserved for the Emory logo and should never be used in text or display copy. You never should attempt to render the Emory logo by typing the letters in a word-processing or page-layout program. None of the logos is a typed word but rather is specifically designed vector art. These files can be downloaded from the web. A sanctioned identifier—the "signature," if you will, of the University—should appear on each publication.

The graphic standards include a group of typefaces for use in everything from small, internal materials to larger pieces promoting the University to outside constituencies. Among the typefaces chosen for the Emory palette are several that are commonly installed on PCs and Macintoshes.

Serif Typefaces

- Bodoni
- Minion
- New Century Schoolbook
- Palatino
- Rotation
- Sabon
- Times

Sans Serif Typefaces

- Frutiger
- Futura
- Meta
- Syntax
- Univers

Sabon is the recommended font for body copy in most printed pieces. Emory has purchased a site license for the Sabon typeface. A CD-ROM of Sabon can be obtained at a greatly reduced fee from ITD's Software Distribution Center. Call 404.727.4741 or visit www.software.emory.edu/sdc/other.cfm for details.

Additional information about Emory's graphic standards for printed materials can be found on the web at www.emory.edu/identity. For web design standards, visit www.emory.edu/WWW/GUIDE2/.

The information presented here and on the web is by no means exhaustive. If you have an inquiry about Emory's graphic standards or how to apply them, contact David McClurkin at 404.727.7146 or dmclurkin@publications.emory.edu.

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services guide

Staff

We employ design, editorial, and production professionals with an intimate understanding of Emory. To get to know the staff members better, please log onto the Publications website: www.emory.edu/PUBLICATIONS. Beyond our in-house staff are the vendors used for printing and bindery services. The Publications Office uses dependable, cost-conscious area vendors who do quality printing.

Priorities

Given the finite resources of University Publications, the office must maximize its contribution to the University's strategic goals and mission by assigning priorities to its jobs. Below are the priorities we follow in rendering print and web services to clients:

- Initiatives of the president and Board of Trustees, including the annual report, Commencement materials, and the like.
- Publications used in the recruitment of undergraduate students.
- Development publications, including those associated with a campaign, special events, dedications, and so forth.
- Alumni relations materials, including *Emory Magazine* and the magazines representing the alumni populations of Emory's professional schools.
- Websites, especially those that need to be brought in line with the University's graphic- and web-identity standards. During busy periods, we may opt to design only top-level pages.
- Recruitment of graduate students and faculty.

All other external publications are welcome but will be scheduled around our work on the materials listed above. Please note: the director of publications will be responsible for determining what constitutes a "rush" project, and she will schedule it accordingly (*see Plan Ahead*). If priority assignments prevent University Publications from assisting with a project, every effort will be made to refer clients to other sources of help.

Bidding

In the selection of outside vendors, the Publications Office follows all University Purchasing rules. For those who may be new to the University, Emory operates on a sealed, competitive bid system. For any project expected to exceed \$1,500, competitive bids must be acquired by our production staff.

Plan Ahead

Do not wait until the last minute to bring in your job. Although the Publications office has produced jobs in an extraordinarily short period of time, it is the exception rather than the rule. Imposing short deadlines on Publications staff means that other jobs already in process will be delayed to accommodate the rush job. For example, if a brochure is needed for an upcoming event in three months, contact Publications at least sixty days before the event.

Initiating a New Project

If you have a new print or web project in mind, please give Publications Director Susan Carini a call at 404.727.7816 or email susan.carini@emory.edu. She will talk with you briefly about the scope, timeline, and budget for your project and then set up a meeting between you and a Publications designer and editor. Before the time of the launch meeting, it would be helpful for the client to give thought to the following issues:

Securing Photography

Will your project contain photography? If yes, do you have such photography in hand or will it have to be shot? If the former, please bring all relevant prints and slides with you to the meeting. If the latter, please discuss your photographic needs with the Publications designer, who may well—depending on the scope of the project—art-direct the shoot. There are modest costs associated with using the staff of University Photo/Video, who do charge for their consumables. To obtain more information about their cost structure, please contact Director Ann Borden at 404.727.2025 or aborden@emory.edu.

Budget

Although many of our clients lack specific budgets for publications, it is helpful to know approximately how much can be spent on a given project. Knowing the limits of a client's budget from the outset guides the design of a project and helps ensure that our initial design work does not have to be put aside because the project, as conceived, will exceed a client's fiscal limits.

Suggestions, Samples

If the work of another school or organization has caught your eye, please bring physical samples or notations about URLs to our attention as a guide in shaping your work. Equally important, if you have examples of what you consider to be unsuccessful communications, we are interested in seeing these as well.

Account Number

On the client's behalf, Publications will pay the printing bills for jobs, using a client-provided account number. By the time of your first contact with Publications, please be prepared to put an account number on file with us that will be debited for any printing or other charges associated with the execution of your project. If you are sharing costs with another office, please be prepared to offer the appropriate account number for that office as well. **Please note that an administrative fee of \$45 is charged to all jobs undertaken by Publications.**

Each requisition from an outside vendor is examined carefully by the designer involved with that particular job to ensure that all charges are accurate. A pdf of the invoice(s) associated with your job will be sent to you once the bill has been paid. If you spot any discrepancies, please contact accounting@publications.emory.edu immediately.

Preparing Copy

If you do not have time to write copy or need assistance developing the concepts, writing services are available through the Publications office. If you prepare the copy yourself, be prepared to email it as a Word attachment to the Publications editor assigned to your job.

Copywriting Tips

Here are some ideas that should be considered when preparing copy for your printed product:

- Maintain a positive, consistent tone throughout the piece; e.g., serious, witty, academic, personal, informal, or lively.
- Be concise. The shorter the piece, the better.
- Use simple and direct language.
- Use professional diction or tone in your writing. Do not use slang unless absolutely appropriate.
- Support your text with strong titles, descriptive headlines, and subheads.
- Put the most important information at the beginning of the piece.
- Make sure all information is accurate.
- Write for the target audience and to its level of expertise.
- Use examples to illustrate your points.

- A variety of sentence lengths and construction helps to emphasize concepts.
- Use proper paragraph development (topic, details, close) and avoid one- or two-sentence paragraphs.
- Avoid editorializing. Use attribution and direct quotations to convey opinions.

All Jobs Are Edited

After submission, your text is edited by a Publications editor. The editor imposes *Chicago* style and Emory style requirements and checks spelling and grammar. The editor's general familiarity with the University may enable him or her to catch factual errors; however, the client is responsible for ensuring that the document is factually accurate.

Developing the Design

Although some departments have staff who design internally circulated newsletters and flyers, we strongly encourage the use of our professional design staff for any publication that will be externally disseminated and/or used for marketing purposes. Following your lead, our staff will create designs that reflect your requirements. If you are not completely satisfied, we can make modifications to help you achieve the concepts that you want to convey. After you choose and approve a design, the production process begins.

The Production Process

Following the launch meeting—which will involve a designer and editor (and possibly production manager) from Publications—a schedule will be drawn up that is mutually agreeable to the client and Publications. Any deviations from the schedule, from our side or yours, will result in a revised schedule. In general, you may expect to see two galley proofs of your publication on which you may mark any changes or corrections. Signoff from the client will be required at each stage, with a final signoff indicating the project's readiness for printing.

Proofs

When corrections and changes are made early in the job (at the proofreading stage), costs will be lower than if changes are made at the blueline (ready-for-press) stage.

Take time to review the first proof in detail. Carefully compare the original (edited) copy with the proof. The Publications office will edit for style, not content.

A second round of proofing and a final signoff will be required before the job can be sent to press. It is very important to review carefully the body copy, headlines, cut-

lines, and other elements. Examine the spelling of names; double-check phone numbers, along with web and email addresses. It is infinitely better to take the time to review your piece now, rather than be embarrassed later.

Basic Proofreading Tips

When proofreading copy, consider the following:

- Make sure the message is clear and concise.
- Eliminate redundancy. If you said it once, that's enough.
- Check spelling using both a spell-check program and a dictionary. If a word looks like it's spelled wrong, it probably is. Double-check hyphenation of prefixes and take care to have introduced correct, consistent capitalization.
- Look for proper rendering of numbers. Whole numbers from one through one hundred are spelled out, as are round numbers (hundreds, thousands, hundred thousands, and millions), and any number beginning a sentence.
- Watch for balanced sentence length.
- Be consistent in the use of first, second, and third person.
- Check information accuracy:
 - Is information accurate and complete?
 - Is quoted material verbatim?
 - Are paraphrases accurate?
 - Will future events become past events by the time of publication?
- Skim the entire document to get a sense of the layout and content.
- Check for format consistency in headlines, capitalization, centering, margins, and line spacing.
- Check spelling, punctuation, and grammar. Pay particular attention to little details, such as Emory's boilerplate, addresses, telephone numbers, and people's names. (A proofreading tip: check copy by reading the entire document, word for word, backward.)
- Review number styles, check accuracy of mathematical equations, and cross-reference page numbers with the table of contents. If your copy contains lists, make sure that the sequence established—whether alphabetical or numeric—is consistent and not missing any elements.
- Watch for missing words.
- Be consistent with singular and plural.
- Read out loud fine print or statistical copy to another proofreader.
- Check all editorial changes against original hard copy.
- Make sure apostrophes are all the same style.
- Check your advertisement size against the publication's order form or rate guide.
- Make sure the piece meets Emory identity standards and that the appropriate accreditation statement and notice of nondiscrimination (if required) are included.
- Check headlines and subheads for content, length, and consistency of typeface.
- Avoid awkward hyphenations, or individual words or letters at the end of lines and paragraphs.
- Provide directions in addresses. Spell out *north*, *south*, etc. Do not put periods in *NE*, *SE*, etc.
- Time designations are in lowercase: a.m., p.m., and noon.
- Titles of published matter are set in italics instead of quote marks.
- Spell out percent amounts; i.e., 12 percent.
- Use proper dates (day, month, year) in titles, mastheads, etc.
- Phone numbers use periods, not hyphens: 404.727.5515.

Timelines

Since each project is different, we cannot post completion times for projects with absolute specificity; however, the following time frames offer some general guidelines for a representative cross-section of Publications projects:

- Invitations and posters: four weeks
- Brochures: six weeks
- Newsletters and annual reports: eight weeks
- Magazines, catalogs, viewbooks: twelve weeks
- Signage: for turnaround times, contact our environmental graphic designer, Barry Worley, at 404.727.0166.

Printing

Please allot anywhere from two to three weeks' time for printing, depending on the quantity and complexity of your job. We choose the appropriate printer based on the scope of your work (e.g., two- or four-color) and after a competitive bidding process. Note: please do not ask us to use printers of your choice or request our involvement in a project for which we do not supervise the printing. A client occasionally may suggest a vendor, but Publications (as an arm of the Purchasing Department) is the final arbiter of which vendor is chosen. If a client has had a bad experience with a particular vendor, the client should relate this information at the outset of a job, and Publications will try to accommodate the client.

Postal Disclaimer

The Publications Office is not responsible for ensuring that its clients' mailers meet Post Office standards. A guarantee of compliance with such standards must come through the following means: the client must take a composite provided by Publications either to the Emory Post Office (404.727.6172), to the mailhouse (where applicable), or to Terry Brown (404.727.3615) for those clients who are members of the Office of Development and University Relations.

From Print to Web

Often the content of a printed piece also may need to be used on a website. To facilitate the process of putting publications on the web, many of our job files can be exported in HTML format or as PDF files. University Publications often uses the latter format for sending design proofs to clients. If you will need your project posted on the web, let us know at the outset. We can email a PDF to you once the job is complete and we have received the final files from the printer.

Visit Our Websites

General information on the Publications Office:
www.emory.edu/PUBLICATIONS

Detailed information on graphic identity:
www.emory.edu/identity

a, an

An is used before words beginning with an unsounded consonant or a vowel. *A* is used before a word beginning with a sounded consonant. An exception to this is the use of *a* before *historic*.

- an hour; an egg
- a hotbed of controversy; a zoo
- an MA; a PhD
- a historic moment

abbreviations

Abbreviations fall into two categories of acronyms: those formed by using only the first letters of a phrase's constituent words (e.g., BA for bachelor of arts) and those formed by using more than the first letter of each word (e.g., vol. for volume). As these examples illustrate, the former do not take periods and the latter usually do. There exist some notable exceptions:

The abbreviation for United States (U.S.) takes periods, but USA does not.

abbreviations for academic degrees

Academic degrees are rendered without punctuation.

- BA, MA, MBA, JD, PhD, EdD, EdS

See also academic degrees.

academic degrees

- bachelor of arts in
- bachelor's degree in
- bachelor's degrees in

NOT bachelors of

- master's degree in
- doctoral degree in
- doctorate in

NOT doctorate of

NOT doctorate degree

Academic degrees are not used with a person's name.

- Thomas C. Arthur is the dean of the law school.

NOT Thomas C. Arthur, JD, is the dean of the law school.

- Sample plural forms: PhDs, MAs, MBAs

See also titles of people.

See also abbreviations for academic degrees (this page) and Emory University Degree Offerings (page 37).

accents, diacritical marks

Use only on words that are still considered foreign, not on words commonly used in American English such as resume and cliché. Here's the test: If a word appears in the main section of an American dictionary (and not in an appendix on foreign words and phrases), you can consider it assimilated. Capital letters do not take accent marks.

See foreign words.

accreditation statement

This statement appears in all catalogs and major recruitment pieces of the University. To meet the Southern Association of Colleges and Schools' (SACS) standards, it must be used verbatim, as provided by the Office of University Publications:

Emory University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, Georgia 30033-4097; telephone number 404.679.4501) to award degrees at the associate, bachelor's, master's, and doctoral levels.

acknowledgment

No "e" before the "m."

See also judgment.

ACT (American College Test)

The abbreviation for this college entrance exam is written without periods.

See also PSAT and SAT.

addresses

See the Emory University *Faculty, Physicians, and Staff Directory* for a list of University addresses. To comply with postal regulations, use the postal abbreviations for states (e.g., GA for Georgia) in address fields or whenever a zip code is used. In running text, state names should be written out whenever space permits. If space in running text is lim-

ited, use the postal abbreviations rather than the traditional abbreviations (GA NOT Ga.) (CMS 15.29). See the local telephone directory for a full list of state abbreviations.

Street names are also abbreviated (e.g., Ave., Blvd., and Hwy.) (CMS 15.35) Although CMS recommends spelling out street addresses under 100 (as in Ninety-Third Street); this can be cumbersome. We recommend using numerals for all building numbers and street addresses. Do not use periods in compass-direction addresses such as NW and SE.

- 3100 SW 9th Ave.
- 3375 SW 75th Ave.

See also **state names**.

admission

Please note that Emory admission offices use the singular.

- Office of Admission

NOT Office of Admissions

adviser, advisor

The *Chicago Manual of Style* recommends the -er suffix.

affect, effect

affect (verb): to influence; effect (verb): to cause; effect (noun): a result

African American

Note that this is written without a hyphen, whether it is used as a noun or an adjective.

See also **nationality and race**.

ages

Spell out all ages under 100. Hyphenate ages used as nouns.

- She will turn fifteen next week.
- It's difficult handling a two-year-old.

See also **numbers**.

all-time (adj.)

Use the hyphen.

Note: The phrase all-time record is illogical. The word *record* itself incorporates the data of all previous time, and no record can purport to stand for all time.

a lot

Always written as two words. Because this phrase lacks precision, try not to use it.

although

Be sure not to confuse the usage of *although* with that of *while*, which suggests the passage of time.

- Although I studied Shakespeare, I enjoy modern theater.

NOT While I studied Shakespeare, I enjoy modern theater.

See also **while**.

alumnus, alumni, alumna, alumnae

One man: alumnus

Two or more men: alumni (last syllable rhymes with sky)

One woman: alumna

Two or more women: alumnae (last syllable rhymes with sky)

For a group containing both men and women, use alumni.

a.m., p.m.

Use periods and lowercase letters to express morning or afternoon. For even hours, use colons and zeros:

- 10:00 a.m. (NOT 10 a.m.; NOT 10 a.m. this morning).

Note: Numerals should never be used to express noon or midnight. (CMS 9.43) Lowercase these designations as well.

- The seminar will meet from 11:00 a.m. to noon.

NOT The seminar will meet from 11 a.m. to Noon.

ampersand (&)

Avoid using ampersands in running text and even in charts or other places with limited space. The only case in which ampersands are appropriate is when the symbol is part of the official name of a company or publication:

- Fitzgerald & Co.
- *U.S. News & World Report*

annual

An event cannot be described as annual until it has occurred for at least two successive years.

NOT first annual

any more, anymore

The two-word *any more* is used only in the negative sense and always goes with a noun.

- Emory cannot award financial aid to any more students this year.

Written as one word, *anymore* is used to modify a verb and should be used only at the end of a thought.

- We don't go there anymore.
- I don't like her anymore.

any one, anyone, every one, everyone

Use the two-word expressions when you want to single out one element of a group.

- Any one of those students can apply to Emory.
- Every one of those clues was worthless.

Use the one-word expressions for indefinite references; note that these expressions take singular verbs.

- Anyone who has graduated from high school can apply to Emory.
- Everyone wants a happy life.

See also **none**.

any way, anyway

Write as two words only when you can mentally insert the word *one* in the middle. The rest of the time, write as one word.

- Any [one] way you want to write the letter is fine.
- The committee opposed the plan, but it was implemented anyway.

apostrophe

See the **Guide to Punctuation and Usage** on page 41.

as regards

See **regard, regards**.

assure, ensure, insure

Assure goes with some reference to people, and means to convince or to give confidence to.

Ensure means to guarantee.

Insure involves monetary coverage according to policy.

- I assured the old gentleman that he could indeed insure his twenty-three cats and thus ensure them a decent burial.

as yet

Yet is nearly always as good, if not better.

- We don't know the verdict yet.

NOT We don't know the verdict as yet.

athletic (adj.), athletics (noun)

The singular form is the correct adjective:

- The athletic boy played tennis, soccer, and golf.

The adjectival form, however, sounds odd in relation to programs (seeming to suggest, for example, that they are in good cardiovascular condition). Consequently, using the noun as an adjective is acceptable in a case such as:

- We are proud of our athletics programs.

The noun *athletics* usually takes a plural verb:

- Our athletics are the envy of many universities.

When writing fund-raising copy about avid sports enthusiasts, avoid the phrase *athletic supporters*.

attributive nouns

Attributive nouns modify other nouns, such as “state roads,” “harvest moon,” and “prison guard.” When these forms become plural/possessive, they can get tricky. For instance, should it be “boys room” or “boys’ room?” What about “teachers lounge” v. “teachers’ lounge?” Although varying opinions exist on this subject, the CMS (7.27) eliminates the apostrophe only in proper names.

- a consumers’ group
- taxpayers’ meeting

- the women's team
- a boys' club

BUT

- Diners Club
- Department of Veterans Affairs

audio-

Words like audiocassette and audiovisual are closed and do not take hyphens.

a while, awhile

With *for* or any other preposition, use two words; otherwise, use one word.

- We rested for a while.
- We rested awhile.

baccalaureate

Although *Webster's* lists this word as a noun, it is more accurately used as an adjective to describe a bachelor's degree or a service in which one is conferred.

Baker Woodland

The name for this nature preserve near the Carlos Museum takes the singular form.

backyard

One word.

based on

The safest place for this much-abused phrase is after a *to be* verb:

- Our decision to reprint the admission brochure was based on last year's increase in enrollment.

Don't let this modifier dangle at the beginning of a sentence. Here's the test: At the beginning of a sentence, if you can substitute *because of* or *given*, do so.

- Because of last year's increase in enrollment, we decided to reprint the admission brochure.

NOT Based on this year's increase in enrollment, we decided to reprint the admission brochure.

Note: Avoid using *based upon*; it is unwarranted.

See also **dangling modifiers** and **due to**.

because

Don't use as a substitute for *that*.

- The reason I left the focus group was that I felt sick.
- OR I left the focus group because I felt sick.

NOT The reason I left the focus group was because I felt sick.

Beginning a sentence with *because* is correct as long as you are not unintentionally creating a fragment.

- Because I wanted to have a glowing complexion, I vowed to drink eight glasses of water each day.

NOT Because I said so.

See also **reason . . . is that** and **since**.

Bible, biblical

The noun takes an initial cap but no italics or underline; lowercase a preceding *the* unless it begins a sentence.

- She read a verse from the Bible.
- The Bible was her only comfort.

Lowercase the adjectival form.

- The biblical passage brought him to tears.

black

See *nationality and race*.

businesses

See *names of businesses*.

businessman/men

The words *business person* and *business people* are preferred.

See also *sexism*.

can, may

See *may, can*

capitalization

The following rules apply to running text (i.e., promotional copy in paragraph form in brochures, newsletters, magazine articles, flyers, and advertisements). These rules adhere to a “down” style of capitalization (i.e., a predominant practice of lowercasing words), which gives the copy a clean and modern look. Capitalization in other formats featuring lists or freestanding lines of text (e.g., memorandum headings, commencement programs, and invitations) may differ, often tending toward a more extensive use of capital letters.

CAPITALIZE THESE ELEMENTS

Job titles that directly precede a proper name (CMS 8.21)

- Dean Marla A. Salmon; President James W. Wagner; Professor Claire Sterk

Named academic professorships and fellowships (CMS 8.31)

- Mary Emerson Professor of Piano William H. Ransom; Irwin T. Hyatt Jr. Professor Emeritus
- BUT Fulbright scholar

Formal names of academic departments or administrative offices (CMS 8.73)

- Department of Biology; Office of Publications

Schools and divisions within Emory

- Roberto C. Goizueta Business School; Health Sciences Division; School of Medicine; Division of Campus Life
- BUT lowercase general references to schools and divisions (when reference is ambiguous, use initial capital letters):
- business school, medical school, campus life division

The school that is an exception is the Rollins School of Public Health, which is the School of Public Health on second reference.

See also *school names*.

Names of specific courses

- Biology 101; History of Civilization (Note: no quotation marks.)

Names of specific programs

- MBA Program; Emory Parent Giving Program
- BUT lowercase second, truncated references to specific programs:
- Students in the business program enjoy its internship component.

General references to the University

- She gave me a tour of the University campuses.

NOT Emory is a large university.

Political divisions of the world (e.g., state, county, etc.) used as part of a proper name (CMS 8.55)

- DeKalb County

Nouns designating specific regions of the United States and the world

- the South; the East Coast; the Midwest; North Georgia
- BUT The family is moving to western Australia.

See also directions and regions.

Titles of awards, prizes, or scholarships, including nouns (e.g., *award*) if they are part of the title, but not articles, prepositions, or conjunctions within the title (CMS 8.89)

- Academy Award; Pulitzer Prize; International Music Scholarship; Woman of the Year Award

Names of religious and secular holidays

- Ash Wednesday; Mother's Day

Both elements in hyphenated compounds in headlines (CMS 8.170)

- Post-Apocalyptic Ruin of Civilizations; Medium-Sized Libraries

First elements are always capitalized in headlines or titles; subsequent elements are capped unless they are articles, prepositions, or coordinating conjunctions.

- Out-of-Fashion Initiatives; Run-of-the-Mill Responses

Second elements attached to prefixes are not capped unless the element is a proper noun or adjective.

- Strategies for Re-establishment
- BUT Sexual Politics in the Post-Kennedy Administration
- AND Pre-Raphaelite Paintings Revisited

Full names of committees

- The Office of Finance Budget Committee meets on the third Monday of each month.
- BUT The committee adjourned at 3:00 p.m.

State, city, and town names when used as proper nouns

- The family recently moved here from Jefferson City.
- The Detroit City Commission will vote tomorrow.
- BUT Oxford College is located outside the city of Atlanta.

Emory University campuses

- Briarcliff Campus, Clairmont Campus

See also Emory campuses.

DON'T CAPITALIZE THESE ELEMENTS

Job titles that follow a proper name

- James W. Wagner, president of Emory University, has a background in engineering.

Freestanding job titles

- James W. Wagner assumed the office of president in September 2003.
- The committee will include all Emory deans.
- Who is chair of the Board of Trustees?

- She is an adjunct professor.

Role-denoting epithets (CMS 8.37)

- biology professor Gray Crouse; historian Susan M. Socolow

Informal references to offices or departments as distinguished from their official names (CMS 8.73)

- the biology department; the publications office

Majors, minors, and areas of specialization

- biology major; psychology minor; hospital pharmacy technician certificate

Degrees and degree programs

- Emory offers more than fifteen doctoral programs.
- I'm studying for a bachelor's degree in psychology.

Areas of study

- I'm taking two history courses. Are you interested in business and entrepreneurship?

Grade levels

- Students in grade one have progressed well this year.

Introductory *the* preceding the name of a school or organization

- the Graduate School of Arts and Sciences, the Johns Hopkins University, the Ohio State University, the University of Chicago

Seasons or school terms

- spring 1998, fall term

Academic years (CMS 8.32):

- first-year student; sophomore; junior; senior

See also **first-year student**.

Generic names of buildings on campus

- library; residence hall; field house

Titles of forms

- student transaction form; financial aid form; application form

The words *black* and *white* to designate race

See **nationality and race**.

Adjectives designating regions of the United States

- southern; eastern; midwestern

Although most religions and secular holidays are capitalized, holidays that are descriptive of an event are not.

- The president's inauguration day follows New Year's Day.

For a comprehensive discussion of capitalization, see *The Chicago Manual of Style*, 15th edition.

See also **titles of people** and **titles of works**.

chairman

The word *chair* is preferred.

See also **sexism**.

class of

There are three acceptable ways to express this:

- John Smith, Emory College Class of 1987, considered a career in business.
- John Smith '87C has become a stockbroker.
- He is a member of the Emory College Class of 1987.

At Emory, class years are usually listed with an abbreviation of the school attended.

- Jane Smith '91C
- Stacey Taylor '84N
- John Marks '65Ox

If a graduate has earned a degree from more than one school at Emory, these degrees are separated with a hyphen.

- Jane Smith '91Ox-'93C

The following school abbreviations are used at Emory:

AH	allied health
B	business school
C	Emory College
D	dental school
G	Graduate School of Arts and Sciences (except alumni with a PhD)
L	law school
M	medical school
N	nursing school undergraduate
MN	nursing school graduate
Ox	Oxford College
PH	public health
PhD	Graduate School of Arts and Sciences with a doctorate
T	theology

Within the business school, these abbreviations are used:

BBA	business school undergraduate
MBA	business school master's degree
EMBA	business school executive MBA
EvMBA	business school evening MBA

cliches

No! No! A thousand times no!

Other common transgressions: a tradition of excellence; caring professors; a quality education

co

Publications follows *CMS* in its use of a hyphen with *co*. Co-op is hyphenated. Coed, cocurricular, coauthor, coeditor, codirector, and cochair are not. *See CMS 7.90* for examples and a complete explanation.

coed

Use this term to mean inclusive of both genders; do not use to refer to a female student.

- There are several coed residence halls on campus.

collective nouns

Nouns that denote a unit—such as class, committee, faculty, family, group, team, and student body—take singular verbs and pronouns:

- The faculty is delighted that the team has committed itself to higher academic standards.

In those instances in which the reference is to the individuals who are part of a particular unit, then the reference is plural:

- The faculty are eating their slices of key lime pie.

See also faculty.

Some words that are plural in form become collective nouns and take singular verbs when they represent a unit:

- The data he produced is worthless.

colon

See the Guide to Punctuation and Usage on page 41.

comma

See the Guide to Punctuation and Usage on page 41.

commit, commitment, committed

Please exercise care with these commonly misspelled words.

companies

See names of businesses.

compose, comprise

Compose means “to create or assemble.”

- The United States is composed of fifty states.

Comprise means “to embrace or contain.”

- The United States comprises fifty states.
- A zoo comprises mammals, reptiles, and birds (because it “embraces,” or “includes,” them).

Never use “comprised of”; use “composed of.”

compound words

When in doubt, look up individual entries in the *Chicago Manual of Style's* Hyphenation Guide for Compounds, Combining Forms, and Prefixes on page 302 or *Merriam-Webster's Collegiate Dictionary* (10th edition).

Use a hyphen to separate a compound modifier that comes before the noun it modifies.

- He was wearing a blue-green shirt.

Adverbs ending in -ly do not take a hyphen.

- *Emory Report* is a widely distributed University publication.

computer terms

CD: compact disc
CD-ROM: all caps, hyphenated
chatroom: one word
database: one word
disk, diskette: note the difference from compact disc
DOS: disk operating system
email
ethernet
512K: no space before the K
FORTRAN: *Webster's* suggests all caps and says it stands for formula translation.
homepage: one word
Internet
ISP: Internet service provider
laptop: one word
listserv
log on
Macintosh: no internal cap
microcomputer: one word
Microsoft Word
offline, online: no hyphens
PC: personal computer (plural: PCs)
PowerPoint
QuarkXPress
real time (n.); real-time (adj.)
URL: uniform resource locator
VDT: video display terminal
videoconferencing
WordPerfect: written as one word, with internal cap
the web, website

Consult *Wired Style: Principles of English Usage in the Digital Age* for additional terminology.

Congressman, Congresswoman

Avoid these. Representative or U.S. representative is preferred.

See also sexism.

co-op

Although the word cooperative is written without hyphenation, its abbreviated form is hyphenated to prevent confusion with the word *coop*.

course work (noun)

Two words.

cross-country

See sports terms.

currently

Use this word to mean now, as opposed to the word presently, which means soon.

- Currently, I am working on my master's degree; I expect to finish it presently.

curricula, curriculums

Webster's lists *curricula* before *curriculums*.

curriculum vita (singular), **curricula vitae** (plural)

dangling modifiers

Careful writers avoid these. A dangling modifier is a word or phrase that modifies either a term that has been omitted from a sentence or a term to which it cannot easily be linked. The modifying phrase preceding the comma in the second example below is a dangling modifier because it seems to modify the test rather than the sentence's ostensible subject, the people who arrived late.

- Having arrived late, we missed the beginning of the test.

NOT Having arrived late, the test was in progress when we started.

See also **based on**, **due to**, **hopefully**, and **thankfully**.

dash

See the **Guide to Punctuation and Usage** on page 41.

data (plural), **datum** (singular)

The singular is rarely used. The plural is pronounced *day-ta*.

To avoid the tricky question of subject-verb agreement presented by the word *data*, which can be used as either a singular or a plural, try using synonyms: *research*, *research findings*.

See **collective nouns**.

database

See **computer terms**.

dates

List years using all four numerals.

- 1997

NOT '97

To show a span of years, list all four numerals for both years and separate the years with an en dash.

- 1997–1999

NOT 1997–99

Express centuries and decades as follows:

- the twentieth century (NOT 20th century); the 1880s (NOT the 1880's)

Spell out the days of the week and the months of the year, unless it is necessary to abbreviate in charts, tables, or advertising matter with limited space.

See the **Guide to Punctuation and Usage** on page 41.

Note the punctuation of these sentences:

- The events of Tuesday, September 11, 2001, were unforgettable.
- The events of December 1941 were decisive.
- The events of spring 1998 will determine the future of the business.

Note: Although the day of the month is actually an ordinal (and pronounced that way in speaking), the American practice is to write it as a cardinal number:

- April 18

NOT April 18th

degrees

See **academic degrees**.

different

For statements of comparison, use *different from*, NOT *different than*.

directions and regions

Lowercase north, northeast, south, etc., when they indicate compass directions. Capitalize them when they designate regions:

- This university is located just east of Atlanta's downtown.
- I enjoy living in North Georgia, but I miss Southern California and the West Coast in general.

Note: Names of countries take capitals: South Korea, Northern Ireland.

See also **capitalization**.

disabled**dormitory**

The preferred term is residence hall.

dual-degree (adj.), **dual degree** (noun)

As an adjective, this phrase takes a hyphen:

- The versatile young woman sought a dual-degree program in Spanish and international business.

As a noun, no hyphen:

- The young man has a dual degree in engineering and psychology.

due to

Often misused, so watch out. Avoid beginning a sentence with this phrase; the safest place for it is after a form of the verb to be.

- The cancellation was due to bad weather.

NOT Due to bad weather, the game was cancelled.

When in doubt, see if you can substitute the phrase *caused by*. If you can, your sentence is correct.

See also **based on**.

each and every

Both a cliché and a redundant phrase; avoid.

e.g., i.e.,

These abbreviations take periods and are always followed by a comma. The former stands for the Latin *exempli gratia*, meaning “for example.”

- Emory students can choose from a wide variety of Atlanta entertainment options (e.g., museums, concerts, shopping).

Don’t confuse *e.g.*, with *i.e.*, which stands for *id est*, or “that is.” Whereas *e.g.*, refers the reader to several possible examples of a given case, *i.e.*, refers him or her to all examples of a case.

Please refer all questions of style to the correct office (*i.e.*, the Office of University Publications).

ellipsis (. . .)

This series of three dots indicates the absence of quoted words. It also can be used to indicate a pause in or incompleteness of thought. A four-dot ellipsis indicates quoted material left out after the end of a complete sentence.

- “. . . Bin put on his shell-rimmed glasses, which at once made him resemble an official participant in the conference. . . . Nobody stopped him all the way to the theater.” (Ha Jin, *In the Pond*)

See the **Guide to Punctuation and Usage** on page 41.

email

Lowercase the “e” (except when the word appears in a headline or at the beginning of a line or sentence). Do not use a hyphen.

email addresses

If an email address falls at the end of a sentence, include the terminal period:

- Contact the director of publications at susan.carini@emory.edu.

emeritus (m., sing.); **emerita** (f., sing.); **emeriti** (plural)

- Paul H. Anderson Sr. is a trustee emeritus of the Emory University Board of Trustees.
- Professor Emerita Mary F. Neff
- The president addressed the professors emeriti.

Emory addresses

Mailing and/or street addresses for various buildings at Emory can be found in the current *Faculty, Physicians & Staff Directory*.

Emory campuses

The University has four campuses, which are to be capitalized as follows: main campus, Oxford campus, Briarcliff Campus, Clairmont Campus.

emphasis

Resist the urge to emphasize words, since bold, italic, underlined, and uppercase type can be jarring to readers. Do not use multiple type styles for emphasis.

ensure

See *assure*.

et al.

An abbreviation for the Latin *et alia*, meaning “and others”; used only in note citations and bibliographies, not in regular text.

NOT *et. al.*

etc.

An abbreviation for the Latin *et cetera*, meaning “and so forth.” Avoid using this abbreviation since its vagueness tends to weaken writing. Instead of tacking *etc.* on the end of a sentence, indicate up front that the list of examples will not be exhaustive.

NOT We will engage in activities such as hiking, fishing, swimming, etc.

- BUT Our activities will include hiking, fishing, and swimming.

every day, everyday

- She goes to work every day.

- He is wearing everyday shoes.

every one, everyone

See *any one, anyone*.

exclamation point

See the *Guide to Punctuation and Usage* on page 41.

faculty

Use this word only if you are referring to the singular, collective body of teachers at a school:

- The students are high achievers, and the faculty is known for excellent teaching.

When you are referring to individual teachers (singly or in a group), use the more personal *faculty member* or *faculty members*.

- She is the faculty member most popular with students.
- Students and faculty members served on the committee.

See *ratio*.

See also **collective nouns**.

farther, further

Farther denotes physical distance; *further* denotes an extension of time or degree.

- We must not go any farther into the woods until we have further considered our strategy.

fax (adjective, noun, verb)

This word, which is short for *facsimile*, is not an acronym; it should not be written in all caps.

See also **phone numbers**.

federal

No initial cap unless the word is part of a proper name.

- The federal guidelines are very clear.
- We sent the package via Federal Express.
- The U.S. Federal Reserve will raise interest rates.

fewer

See *less*.

first, firstly

When you're conveying information in order of importance, and you want to alert your reader to this strategy, use *first*, *second*, *third*.

NOT *firstly*, *secondly*, *thirdly*

first-class (adj.), **first class** (noun, adverb)

- We stayed in a first-class hotel.
- He pronounced the accommodations first class.

firsthand (adj.)

One word, no hyphen.

first-year student

This phrase applies to students pursuing an initial year of study in an Emory undergraduate program and replaces the gender-specific *freshman*.

forego, forgo

To forego means go before, precede.

To forgo means to abstain from.

foreign words

Foreign words appearing in the main section of an American dictionary (and not in an appendix on foreign words and phrases) are considered assimilated.

- *nuit blanche*
- *tout ensemble*
- fait accompli
- vox populi

Although the dictionary vacillates on the question of diacritical marks for certain words, we believe a cleaner style is more fitting:

- cafe, resume, cliche, facade

See also accents, diacritical marks.

If you're quoting a foreign phrase, put it in italics and include the appropriate diacritical marks.

If you're mentioning the name of a foreign place or person, include diacritical marks but skip the italics.

Fortune 500

Do not italicize.

fractions

In nonscientific, running copy, spell out all fractions.

- Less than one-third of the class failed the exam.

Use numerals for fractions with whole numbers.

- That fax machine uses only 8 1/2 x 11 paper.

When typing fractions, leave a space between the whole number and the fraction, as in 8 1/6.

freelance

One word, no hyphen.

Fulbright

Always takes an initial cap, as in a Fulbright grant.

full-time, full time

(also part-time, part time)

- (adj.) She has a full-time job.
- (adv. phrase) She works full time.

fund-raiser (noun), **fund-raising** (noun), **fund-raising** (adj.)

Webster's hyphenates the nouns as well as the adjective.

- Her success as a fund-raiser was unequalled.
- Fund-raising is at a record high.
- Our fund-raising success exceeds our wildest dreams.

See also compound words.

further

See farther, further.

geographical terms

See directions and regions; see also capitalization.

Glenn Church

The official name is Glenn Memorial United Methodist Church, but when used as a performance venue, it is called Glenn Auditorium.

GPA, grade point average

GPA stands for grade point average. The abbreviation does not take periods, and the words *grade point average* are not capped even when they precede the parenthetical abbreviation.

- She has a grade point average (GPA) of 3.5.

grades (letter)

Use the capital letter alone, no quotation marks around it or italics.

- Those who miss the final exam will receive an F in the course.

graduate (verb)

Use the active voice.

- She graduated from Emory.

NOT She was graduated from Emory.

handicapped, disabled

Do not use outdated terms such as *handicapped*, *invalid*, *lame*. Use specific terms for individual disabilities when possible. If not, treat *disabled* as an adjective or a verb. When writing about persons with disabilities, do not use *normal* to refer to people without disabilities, use *able-bodied* instead. A person with some hearing loss is *hearing impaired*; one totally without hearing is *deaf*. The greatly parodied *challenged* designations are also outdated; instead, use terms such as *physical*, *sensory*, or *mental disability*.

headlines

Capitalize all major words and do not use terminal punctuation.

- Alumni and Students Gather for Homecoming 2005.

For more information about capitalization of titles, see CMS 8.167.

health care

The preferred usage is to leave both the adjectival and noun forms of this word open.

- Our programs cater to health care professionals.
- The nation needs a better system of health care.

high school

Two words; no caps unless you are using the school's proper name.

- She enjoys high school.
- She goes to Druid Hills High School.
- She couldn't find a date for her high school prom.

high-tech (adj.), **high tech** (noun)

Hispanic

See nationality and race.

historic, historical, history

Historic refers to a noteworthy or famous event in the past; *historical* can refer to any event in the past. *History* refers to a chronological record of events affecting a nation, an institution, or a person. Avoid *past history* (redundant).

While many people have learned differently, current usage dictates that *a* is used before words beginning with a sounded consonant.

- A historic occasion

NOT an historic occasion

See **a, an**

homecoming

Lowercase when it refers to the general event. Uppercase when used as the official proper name of the event.

- At my college, homecoming was the social event of the year.
- We are making preparations for Homecoming 2005.

hometown (noun or adj.)

hopefully

This often-misplaced modifier means “full of hope.” If your sentence reads: “*Hopefully, the sun will shine tomorrow,*” it means that when the sun shines tomorrow, it will be full of hope. To express the idea that you are full of hope, revise your sentence to: “*I hope the sun will shine tomorrow.*”

Hopefully can fall at the beginning of a sentence as long as it is placed next to the term it is supposed to modify: “*Hopefully, the puppy sat beneath the finicky toddler’s high chair.*”

See also **importantly** and **thankfully**.

however

Attach it to the previous sentence with a semicolon, or place it later in its own sentence.

- The semester seemed interminable; however, summer vacation arrived at last.
- OR The semester seemed interminable. At last, however, summer vacation arrived.

hyphen

See the **Guide to Punctuation and Usage** on page 41.

hyphenated words

See **compound words**.

i.e.,

See **e.g., i.e.,**

impact (verb)

Avoid using this word to mean *affect*.

- How will your decision affect her?

NOT How will your decision impact her?

imply, infer

According to *Webster’s*, *infer* means “to derive as a conclusion from facts or premises,” whereas *imply* means “to involve or indicate by inference, association, or necessary consequence rather than by direct statement.”

- I infer from his silence that he does not approve.
- His silence implied his disapproval of the situation.

importantly

The “ly” sounds as if the subject is performing, in a self-important way, whatever action is modified by *importantly*. Avoid by rephrasing.

- More important, we offer free tuition.

NOT More importantly, we offer free tuition.

See also **first, firstly**.

Inc.

According to the *CMS* (15.24), in straight text, the word *Inc.* usually can be dropped from a company name.

- J. C. Penney announced that its stock is splitting.

Indians

See **nationality and race**.

individual

Whenever you can, avoid using this word (which works fine as an adjective) as a noun. In noun form, it can sound pretentious; use *person* instead.

- She is an accomplished person.

NOT She is an accomplished individual.

If you’re talking about more than one person, use *people* or *persons*, NOT individuals.



initials

When a person uses initials instead of a first name, the space between the initials should be the same as that between the initials and last name: H. L. Mencken. Entire names represented by initials, like JFK, don't take periods. (CMS 8.6, 15.12).

in spite of

Despite means the same thing and is shorter.

insure, ensure, assure

See *assure*.

in terms of

A piece of padding best omitted. Rephrase:

- The salary made the job unattractive.

NOT The job was unattractive in terms of salary.

international students

Avoid describing non-American students as *foreign*. Instead, describe them as *international students*.

It is . . .

Generally, a weak beginning for a sentence. Recast:

- I am proud to welcome the graduating class.

NOT It is with pride that I welcome the graduating class.

its, it's

Possessive pronouns (its, ours, his, hers, theirs, yours) do not take apostrophes. *Its* means belonging to it; *it's* is a contraction for *it is*.

See *apostrophe* in the *Guide to Punctuation and Usage* on page 41.

JD

See *academic degrees*.

Jr., Sr.

Do not use a comma before *Jr.* or *Sr.*

- The Martin Luther King Jr. exhibit was interesting.
- BUT Martin Luther King, Jr. Center for Nonviolent Social Change (per that organization's name)

See *comma* in the *Guide to Punctuation and Usage* on page 41.

judgment

No "e" before the "m."

See also *acknowledgment*.

Latino/a

See nationality and race.

lawmaker (noun)

less

Should not be misused for fewer. *Less* refers to quantity; *fewer* refers to number.

- The college had fewer students this term.

NOT The college had less students this term.

life-size (adj.)

NOT life-sized.

lifestyle (noun)

One word.

lifetime (noun)

lists

There are two styles of lists: run-in style and outline style. Follow these general rules and consult the *CMS* for more specific instruction. Whatever style you use, it is important to be consistent in its use.

Run-in style:

Enumerated lists, those that take letters or numbers, can remain in running text if they are short and not too numerous. Numbers or letters should be in parentheses and semicolons should separate items. The first letters of items in run-in lists should be lowercased.

- The theory is founded on (1) generally accepted principles; (2) verifiable scientific facts; and (3) anecdotal information.
- Before the test begins, students will be given four items: (a) pencils; (b) erasers; (c) scratch paper; and (d) a calculator.

Outline style:

If the items to be listed are too extensive or complex to list in run-in style, the list should follow outline style by beginning each item on a separate line. Vertically listed items should be bulleted. Note that there is no colon before the list if the listed items complete the introductory part of the sentence. Avoid punctuation and uppercasing in vertical lists unless the item contains multiple sentences and/or proper nouns. Do not use “and” before the final item.

- The school’s sports program includes
 - *baseball
 - *football
 - *softball
 - *track
 - *soccer
- Investigators made several conclusions about the crime scene:
 - *police officers followed procedures to the letter
 - *physical evidence was altered by natural circumstances
 - *the victim failed to report the crime immediately
- The required reading material includes the following:
 - **For Whom the Bell Tolls*, which is one of several Hemingway books to be read this year.
 - **The Grapes of Wrath*, which is a Steinbeck classic set during the Depression.
 - **Great Expectations* by Charles Dickens—the oldest book on the reading list—is the first one we will discuss.



magazine names

Italicize the title. If the word magazine is not part of the publication's official title, lowercase it and put it in roman type; consult the publication or its website for the proper spelling: *Harper's Magazine*, *Time* magazine, *Newsweek*, *U.S. News & World Report*, *BusinessWeek*.

See also newspaper names and titles of works.

makeup (noun), **make up** (verb), **make-up** (adj.)

man, mankind

To avoid sexist language, use humanity or humankind instead.

See sexism.

marketplace (noun)

MasterCard

may, can

These words have a subtle but important distinction as Theodore M. Bernstein notes in *The Careful Writer*: *can* is used to denote the "ability or power to do something, *may* for permission to do it."

MBA v. M.B.A.

See academic degrees.

memorandum

The plural is memorandums.

midterm (adj., noun)

money

Isolated references to United States currency are spelled out or expressed in numerals in accord with the general rules discussed under **numbers**. If the number is spelled out, so is the unit of currency, and if numerals are used, the dollar sign (\$) is used. Always write out *cents*.

- On my seventh birthday, I was thrilled to receive one dollar from each of my aunts.
 - I generously gave my little sister ten cents that had been languishing in my sock drawer.
- Don't use periods and zeros after a whole dollar amount unless you're comparing it to a fractional dollar amount.
- The application fee is \$20.

- BUT I was going to pay \$16.00 for the CD, but I found it on sale for \$13.95.

Sums of money that are cumbersome to express in numerals or to spell out in full may be expressed in units of millions or billions, accompanied by numerals and a dollar sign:

- The University received a donation of \$1 million.
- a \$4.5 billion endowment

See also numbers.

more than v. over

When you are describing a comparative amount, use *more than*:

- We have more than fifty full-time faculty members.
- She saved more than \$1,000 for her college expenses.

In the case of ages, use *over* instead:

- He is over forty.

movie titles

See titles of works.

myself

Correctly used as an intensifier (I want to eat the entire cake myself), as a reflexive (I hurt myself), or sometimes as an object of a preposition (Because I was by myself, I took all the guilt upon myself, and soon I was beside myself). Helpful hint: You can use *myself*—or *himself*, *herself*, or *yourself*—only if there is a matching pronoun earlier in the sentence to which it refers. In the examples above, *myself* refers to *I*. Never use *myself* as a substitute for *me*.

- Feel free to contact the president, the chancellor, or me at any time.

NOT Feel free to contact the president, the chancellor, or myself at any time.



names of businesses

Check with the business itself, *Standard & Poor's Registry of Corporations*, or a reference librarian to make sure you have the exact spelling.

- The Coca-Cola Company, Delta Air Lines, Georgia-Pacific, BellSouth, Emory Healthcare

names of people (Jr., III)

See comma in the *Guide to Punctuation and Usage* on page 41.

nationality and race

Capitalize the proper names of nationalities, peoples, races, and tribes: Jewish, French, Hispanic, Latino, Eskimo, Cherokee, African American, Asian (Note: avoid *Oriental*). Capitalize Native American. (CMS, 15th edition, notes: "Many American Indians prefer *American Indians* to the more current term *Native Americans*, and in certain historical works *Indians* may be more appropriate.")

According to CMS 8.42, proper nouns designating race that are open as nouns (e.g., African American, Native American) are also open as adjectives.

Lowercase distinctions of color: *black*, *white*; but keep in mind that *African American* is preferred to *black* as a designator of race.

See also *African American*.

NCAA (National Collegiate Athletic Association)

When you mention the divisions of this group, capitalize division and use a roman numeral.

- NCAA Division III

newspaper names

Follow CMS practice in terms of capitalizing and italicizing.

- She reads the *Sun-Times* every weekday morning, and she gets the *New York Times* every Sunday.
- Have you read the latest issue of the *Wheel*?

See also *magazine names* and *titles of works*.

non

Publications follows CMS rules for when to use a hyphen with *non*. See CMS 7.90 for examples and a complete explanation.

nondiscrimination statement

Like the accreditation statement, the nondiscrimination statement must appear in all viewbooks, catalogs, applications, and most major admission pieces. And, like the accreditation statement, the nondiscrimination statement must be printed verbatim, as provided by the Office of Publications.

Emory University does not discriminate in admissions, educational programs, or employment on the basis of race, color, religion, sex, sexual orientation, national origin, age, disability, or veteran/Reserve/National Guard status and prohibits such discrimination by its students, faculty, and staff. Students, faculty, and staff are assured of participation in University programs and in use of facilities without such discrimination. The University also complies with all applicable federal and Georgia statutes and regulations prohibiting unlawful discrimination. All members of the student body, faculty, and staff are expected to assist in making this policy valid in fact. Inquiries and complaints should be directed to the Equal Opportunity Programs Office, Emory University, Administration Building, Atlanta, Georgia 30322-0520. Telephone: 404.727.6016 (V/TTY).

none

None uses a singular verb:

- We kept working until 9:00 p.m., and none (i.e., not a single one) of us was resentful.
- None of the students (i.e., not a single one) has any desire to transfer.

nonprofit (adj.)

nonresident

now

A simple, substantial word, much preferred to more cumbersome constructions.

See *currently*, *presently*, *point in time*.

numbers

Spell out whole numbers and ordinal numbers from one through ninety-nine; use figures for all other numbers as per CMS, BUT use AP style for sports writing and reporting.

- He is four years old.
- The School of Nursing has 128 baccalaureate students.

- The medical school trains 459 medical students and 1,275 residents and fellows each year.
- The celebration marks the center's thirty-fifth year of service.

Use a comma in numbers of 1,000 or more (unless you're reporting SAT scores, which take no commas).

- Her essay summarizes 2,000 years of Christian history.
- She felt lucky to get a 1400 on the SAT.

Numbers applicable to the same category should be treated alike within the same context. If any number within a category is less than 100, all numbers in the category are to be expressed as numerals—except if a number falls at the beginning of a sentence (see below):

- Although her brother was fourteen and she only eight, Ramona couldn't believe his judgment was superior to hers.

Spell out a number at the beginning of a sentence, regardless of the inconsistencies this may create. If your sentence then seems too cumbersome, rearrange the sentence so that the number falls later.

- One hundred ten men and 103 women will graduate this spring.
- OR This spring's graduating class includes 110 men and 103 women.

References to U.S. currency follow the general rules for expressing numerals.

See **money**.

For percentages, use numerals followed by the word *percent*.

- The state tax is 5 percent.
- Only 30 percent of the class passed the exam.

EXCEPTION: In tables or charts where space is tight, use the percent (%) sign.

See also **ranges** and **ratio**.

okay

Note spelling; this is academic style rather than journalistic.

online

See **computer terms**.

on-site (adj.), (adv.)

on v. upon

Upon is a stuffy, overly formal way of saying *on*. The exception is when *upon* is used to make a time reference.

- We decided on a new restaurant for lunch.
- BUT Credits will be transferred upon graduation.

oral, verbal

Use **oral** to refer to spoken words:

- She gave an oral promise.

Use **verbal** to compare words with some other form of communication:

- His tears revealed the sentiments his poor verbal skills could not express.

over

See **more than v. over**.

parentheses

See *parentheses* in the **Guide to Punctuation and Usage** on page 41.

part-time, full-time (adj.)

See *full-time*.

passive voice

Avoid it whenever you can.

- The professor gave her a passing grade.

NOT She was given a passing grade by the professor.

- His friend asked him for his notes.

NOT He was asked for his notes by his friend.

people, person, persons

No absolute rule exists for choosing between *people* and *persons*; *people* is less formal. Where possible, avoid the use of *persons*.

- Thousands of people applied for financial aid, but only five persons won full scholarships.

See also *individual*.

percent

One word. Write it out rather than use the percent (%) sign—unless you're writing copy for a table or chart, or you're trying to fit copy in a tight space.

Percent takes a singular verb when it stands alone or when it is followed by an "of" construction containing a singular word.

- The teacher said that 60 percent was a failing grade.
- Sixty percent of our effort was lost.

When the of construction contains a plural word, use a plural verb.

- She said that 50 percent of the students were there.

See also *numbers* and *percentage*.

percentage

Use *percent* when you are reporting an actual figure, as in 50 percent.

Use *percentage* when you are describing a collective proportion:

- A high percentage of Oxford students are from Georgia.
- The greater your income, the higher percentage you are likely to save.

period

See the **Guide to Punctuation and Usage** on page 41.

person

See *people, person, persons*.

PhD

See *academic degrees*.

phone numbers

Phone numbers are rendered with periods between the elements, not hyphens.

- 404.727.6036, 800.727.6036

plurals

See the **Guide to Punctuation and Usage** on page 41.

plus

Colloquially, this word is considered acceptable as a synonym for *and* or *moreover*, but use it sparingly, if at all. Don't use plus to start a sentence; substitute *furthermore*, *in addition*, *moreover*, or similar words.

p.m.

See *a.m.*

point in time

At this point in time is redundant. Instead, say *at this point* OR *at this time*. Better yet, simply say *now*.

possessives

See *apostrophe* in the **Guide to Punctuation and Usage** on page 41.

postdoctoral (adj.)

Also *postdoctorate* (n.)

postgraduate (adj.)**postsecondary** (adj.)**practicum** (noun)

The plural is *practicums*.

prefixes

See compound words.

prelaw, premed, preprofessional

premier (adj.)

premiere (noun)

Premier means first in rank, time, or importance:

- Candler School of Theology is the premier seminary for United Methodists in the Southeast.

Because *premier* means first, there can't be more than one, and it can't be used with an indefinite article (i.e., a premier institution).

Premiere is the first showing or performance of a work.

- The Schwartz Center premiered a composition by music professor John A. Lennon.

preposition at end of sentence

Positioning a single preposition at the end of a sentence is characteristic English idiom:

- That's something this book can help you with.
Your writing will be stronger, though, if you reserve the end of a sentence for strong, emphatic words, which prepositions aren't. Rephrase when you can:
- This book can help you with questions of style.

presently

Do not use to mean *now*.

Presently implies *soon*; if you want to indicate *now* and avoid confusion, use *currently* instead.

See also **currently**, **now**, and **point in time**.

president

Capitalize only when it directly precedes a proper name:

President James Wagner; President George W. Bush;
Presidents Carter and Clinton

See also **capitalization** and **titles of people**.

priority

Means "something that is more important than other considerations; something that deserves to be first." Therefore,

you can't have more than one priority, any more than one person or experience can be "more unique" than another (see **unique**). Use *priority* alone, without the addition of *top* or *first*.

professor

Capitalize only if it precedes a proper name, BUT lowercase if *professor* refers to a generic designation and is not an actual title:

- Professor Erickson
- She patterns her playing style after music professor Kyle Smith.

See also **capitalization** and **titles of people**.

proved, proven

The past tense of *prove* is *proved*; *Webster's* suggests *proved* as the past participle:

- The dean has proved her point.
But there are exceptions:
- A proven belief (adjective preceding noun)
- That rumor has not been proven true. (with negative)

PSAT (Preliminary Scholastic Aptitude Test)

Also known as PSAT/NMSQT (National Merit Scholar Qualifying Test).

No periods.

See also **ACT** and **SAT**.

Q

qualitative, quantitative

Qualitative refers to qualities (characteristics, properties, attributes):

- Qualitative analysis would tell us those facets of Emory that appeal to transfer students.

Quantitative refers to quantity (amount, measure, size, volume):

- Quantitative analysis would yield the proportion of Southeastern natives at Emory.

quotation, quote (nouns)

Although both are listed in *Webster's* to refer to verbal or written passages attributed to another person or to an estimated price, use *quotation* in formal writing:

- We will solicit a quotation from each of Emory's trustees.

NOT We will get a quote from each trustee.

quote (verb)

- Can you quote the Declaration of Independence from memory?
- May I quote you on that statement?

R

race

See **nationality and race**.

ranges

Use the words *to* or *between* to represent the range between two factors:

- The distance is from twelve to fifteen miles.
- Estimated attendance was between 15,000 and 17,000.

Use an en dash for abbreviated ranges appearing in listings and charts.

- noon–3:00 p.m.

ratio

Use numerals, without a hyphen or colon:

- There is a student/faculty ratio of 12 to 1.

reason . . . is that

Never say "the reason . . . is because . . ."

NOT The reason she applied to Emory is because the campus felt "right."

- BUT The reason she applied to Emory is that the campus felt "right."

Better yet, cut the extra words:

- She applied to Emory because the campus felt "right."

See also **because**.

refer, refer back

This word, derived from the Latin words meaning "carry back" or "carry again," already contains the idea of "back." The phrase *refer back* is redundant.

regard, regards

The singular form is correct in prepositional phrases such as *in regard to* and *with regard to*, both of which mean the same thing as the antiquated plural form phrase *as regards* (NOT *as regards to*).

You can avoid the whole question of singular v. plural and can also sound much more modern, by simply replacing all those wordy phrases with *concerning* or *about*.

religious titles

Protestant variants:

Official title: the Reverend Dr. Wesley H. Wachob, pastor of Glenn Memorial United Methodist Church (or “the Reverend Bill Smith” for nondoctorate holder). In conversational address: Dr. (or Mr.) Wachob. For letters/written reference: Rev. Wesley Wachob. Casual/generic reference: the minister; the pastor.

Roman Catholic variants:

Official title: the Reverend Timothy Hepburn. In conversational address: Father Hepburn. For letters/written reference: Father Hepburn. Casual/generic reference: the pastor.

Jewish variants:

For rabbi and cantor, capitalize these titles before a person’s full name on first reference: Rabbi David Smith. On second reference, use only the last name.

Muslim variants:

Official title: the Imam Plemon El-Amin. In conversational address: Imam El-Amin. Casual/generic reference: the imam.

residence hall

Use this term rather than *dormitory*.

resume

No accent marks.

See also foreign words.

Round Table v. roundtable

Use *Round Table* to describe King Arthur and his knights or when specifically used in a name. Use *roundtable* to describe meetings, conferences, and deliberations held in such a manner.

RSVP

All uppercase, no periods.

rules and regulations

Both a cliché and a redundant phrase; avoid.

said, says

Use *said* with direct and partial quotes as well as paraphrases.

- “Emory has a beautiful campus,” the visiting student said.

NOT The visiting student says Emory has a beautiful campus.

SAT (Scholastic Aptitude Test)

Use no periods in the abbreviation and no commas in the scores of this exam administered by the College Entrance Administration Board.

See also ACT and PSAT.

school names

Emory has nine schools of undergraduate, graduate, and professional education. When all schools are listed, they should appear by date of founding or alphabetically. Except for internal publications, the formal name of the school should appear on first reference. First, second, and internal/informal references (if applicable) are as follows:

Emory College; the college

Oxford College of Emory University; Oxford College; Oxford; the college

School of Medicine; the medical school

Nell Hodgson Woodruff School of Nursing; School of Nursing; the nursing school

Candler School of Theology; Candler; the theology school (Note: No *the* precedes Candler School of Theology.)

- United Methodist students make up the majority of the student body at Candler School of Theology.

School of Law; the law school

Goizueta Business School of Emory University; Goizueta Business School; Goizueta; the business school (Note: No *the* precedes Goizueta Business School.)

- *BusinessWeek* and *U.S. News & World Report* consistently rank Goizueta Business School’s Executive MBA program in the top ten.

Graduate School of Arts and Sciences; the graduate school

Rollins School of Public Health; Rollins; the School of Public Health (Note: Never use *public health school*.)

See also **capitalization**.

Scripture, scriptures, scriptural

Names of scriptures and other highly revered works are capitalized but not italicized. For specific references, see CMS 8.111–8.115.

Donna and Marvin Schwartz Center for Performing Arts

Note: There is no *the* preceding *Performing Arts*.

seasons

See **capitalization**.

See also **dates**.

self- (prefix)

Hyphenate unless preceded by *un-* or followed by a suffix.

- unselfconscious
- selfless
- self-centered

See **compound words**.

serial comma

This is a major difference between *Chicago* and *Associated Press (AP)* styles. We use the serial comma. See **serial comma** in the **Guide to Punctuation and Usage** on page 41. (Note: *Emory Report* and the Department of Athletics and Recreation use *AP* style.)

sexism

Sexist biases are encoded in our language. To help perpetuate a vocabulary that is fair to both women and men, use ungendered language whenever you can. Examples:

- firefighter, NOT fireman
- U.S. representative, NOT Congressman
- chair, NOT chairman
- businessperson, NOT businessman

When possible, avoid he and his as inclusive references. Don't use slash-forms: she/he and his/her.

Saying his or her and he or she is fine, but those expressions can be awkward. It would be better to alter the sentence using plurals instead of singulars.

- “*All students plan their own programs*,” rather than the equally correct, “*Each student plans his or her own program*.”

since

Avoid using in place of *because*. Although it is an accepted usage according to *Webster's*, *since* is more clearly used to indicate a time reference:

- It has been seven months since we first heard the news.
- The show was canceled because no one showed up.

NOT The show was canceled since no one showed up.

See **because**.

Social Security number

Note uppercase and lowercase initial letters, BUT SSN when abbreviated.

split infinitive

See **verbs**.

sports terms

Because the *Chicago Manual of Style* does not contain a comprehensive listing of sports terms, see *The Associated Press Stylebook and Libel Manual*.

See **NCAA**.

state names

In running text, spell out the names of U.S. states when space permits. In other cases, use postal abbreviations with no comma between city and state.

See addresses.

state-of-the-art (adj.)

Avoid overuse of this term; it's becoming a cliché.

study abroad

Do not hyphenate *study abroad*.

- Students can visit more than fifty countries in Emory's study abroad program.
- We encourage our students to study abroad.

student-athlete**subjunctive mood**

Use the subjunctive mood of a verb for contrary-to-fact conditions and for expressions of doubts, wishes, or regrets:

- If I were rich, I wouldn't have to work.
- I wish it were possible to take back my words.

Sentences that express a contingency or hypothesis may use either the subjunctive or the indicative mood, depending on the context. In general, use the subjunctive if there is little likelihood that the contingency might come true:

- If I were to inherit millions, I wouldn't have to worry about money.
- BUT If this bill passes as expected, it will provide a tax cut.

syllabus/syllabi

Webster's lists *syllabi* first as the plural form.

teacher

At Emory, professor or instructor is preferred whenever possible.

See also professor.

telephone numbers

See phone numbers.

television

See TV.

thankfully

Another dangling modifier, often used in sentences like this: "*Thankfully, the rain waited until after my wedding day.*" If you want to convey that you, rather than the rain, were thankful, revise one of two ways:

- I was thankful the rain waited until after my wedding day.
- OR Thankfully, I marveled that the rain had waited until after my wedding day.

See also **hopefully**, **importantly**, and **dangling modifiers**.

that/who v. which/who

Restrictive clauses: *That* (or *who*, for persons) identifies which one and does not need a comma.

- A corporation that works with Emory will never regret that association.
- My brother who works in Toledo came home for the holidays. (In this example, the *who* tells which brother, the one who works in Toledo.)

Nonrestrictive clauses: *Which* (or *who*, for persons) identifies information that is not essential to the sentence and is separated by a comma.

- My new Cadillac, which has a sunroof and a CD player, is the most luxurious car I've ever driven.
- My oldest brother, who works in Toledo, came home for the holidays. (In this example, the sentence's subject tells us which one because the writer can have only one oldest brother. The information about Toledo therefore is not necessary to the meaning of the sentence.)

the

If you're wondering whether to place this article before the name of one of Emory's centers, colleges, and schools, honor the institution's preference. Unless it's the first word in a sentence, don't capitalize *the*.

- BUT The Carter Center
- BUT The Emory Clinic

See **school names**.

theater, theatre

Use theater except for proper names of theaters that spell themselves *theatre*.

- We enjoyed our trip to the theater.
- Theater Emory has joined with the Alliance Theatre Company to produce two original plays next season.

the fact is . . .

A bad beginning. If you know the fact, simply state it.

their, they're, there

Their indicates possession, *they're* is a contraction for *they are*, and *there* is an adverb that reveals location.

- They're proud of their new car that is parked over there.

there is, there are

Whenever possible, avoid using either of these weak constructions at the beginning of a sentence.

this

The pronoun *this*, used to refer to the complete sense of a preceding sentence or phrase, can't always carry the weight and so may produce an imprecise statement. Avoid letting *this* stand alone at the beginning of a sentence, clause, or phrase; and never let it stand alone at the beginning of a paragraph.

NOT This is an excellent value.

- BUT This program provides excellent value.

through

Note spelling. Do not use the colloquial short form, *thru*.

time

See **a.m.**, **p.m.**

time zones

Capitalize the full name of the time in force within a particular zone: Eastern Standard Time, Central Standard Time, etc.

When you're citing clock time in a particular time zone, abbreviate and punctuate as follows: noon EST; 9:00 a.m. CST.

titles of conferences, seminars, and meetings

Capitalize all the principal words in the full titles of conferences and meetings. Do not italicize or put in quotes.

- We will attend the American Lung Association's 2001 International Conference on Cancer.
- James Wagner is the keynote speaker at the International Conference on Education.
- BUT The tax conference ends on Thursday.

titles of people

Capitalize civil, military, religious, academic, and professional titles when they precede a personal name: Pope John Paul II, Professor Erickson, Sister Honora (BUT see comment on occupational titles, below.)

Lowercase titles when they come after a name or when they are used alone:

- Abraham Lincoln was president of the United States.
- James W. Wagner is the nineteenth president of Emory University.
- President Jim Wagner came to Emory from Case Western Reserve University.

Always capitalize named professorships and fellowships: Fuller E. Callaway Professor of English; Dorot Professor of Modern Jewish and Holocaust Studies; Almar H. Shattford Professor of Biblical Preaching; Charles Howard Candler Professor of English and Women's Studies; Samuel Candler Dobbs Professor of Intellectual History; Professor Emeritus Horace Greeley BUT Woodruff professor; Candler professor; Woodruff scholar; Fulbright scholar

- Elizabeth Fox-Genovese, Eleonore Raoul Professor of the Humanities, has research interests in women's history and the antebellum South, among other subjects.
- David Carr is a Candler professor in the Department of Philosophy.

Occupational titles (as opposed to formal titles) do not take caps: astronaut John Glenn, biology professor Charles Saxe.

Do not use courtesy titles such as Mr., Miss, Mrs., or Ms., except in special circumstances such as an award or citation. Do not use them on second reference; use last name only.

- Susan Smith decided this was the year she would finish her dissertation. Smith didn't like the comments her thesis adviser made, which were too vague.

See also **capitalization** and **religious titles**.

titles of works

For books, plays, newspapers, periodicals, movies, and TV and radio shows, use italics.

Capitalize the first and last words and all the principal words, including prepositions and conjunctions of five or more letters. Lowercase *a*, *the*, *and*, *or*, *for*, *nor*, prepositions of less than five letters, and the *to* in infinitives. Don't lowercase parts of speech other than those listed here—even if they're less than five letters.

- *Free to Be, You and Me*
- *Butterflies Are Free*
- *The Odyssey*
- *Cousin, Cousine*
- *Buffy the Vampire Slayer*
- *All Things Considered*

For stories, songs, articles, chapters, speeches, and poems, use quotation marks instead of italics and capitalize as above. Note: Long poems take the italic form.

- "The Gift of the Magi"
- "The Robber Bridegroom"
- "Stopping by Woods on a Snowy Evening"
- BUT *Beowulf*

For papers, theses, dissertations, and other unpublished works, use quotations and capitalize as above.

For a more complete discussion, see *CMS*.

See also **magazine names** and **newspaper names**.

total (noun)

The phrase *a total of* is often redundant.

- Five students received awards.

NOT A total of five students received awards.

toward, towards

As *Webster's* recommends, use *toward*, not *towards*. The same holds true for other similar combinations, such as *backward*, *inward*, and *upward*.

trademarks

Trademarks such as Kleenex, Xerox, and Coke should be capitalized. Check them in the *Trade Names Directory*, available in most public libraries.

Although owners of trademarks must use the special trademark symbol—® or ™—in their advertisements, the general public is under no such obligation.

Some product names—such as thermos, nylon, and jeep—were originally brand names but have come to be used commonly.

Be wary of using these trademark names unless you are referring specifically to that product. Use the noted alternative:

- Levi's/jeans
- Jello/gelatin
- Prozac/antidepressant, Pepcid/antacid, and Tylenol/acetaminophen
- Q-tips/cotton swabs
- Vaseline/petroleum jelly
- Band-Aid/adhesive bandage
- Scotch tape/tape

transfer, transferred, transferring

T-shirt

turnaround (noun, adj.), **turn around** (verb)

- Usually brochures have a six-week turnaround.

- Turn around in that driveway if you have room.

TV

Acceptable as an adjective or in such constructions as *cable TV*. Generally, though, use *television* as the noun.

undergraduate (noun, adj.)

Avoid using the slang *undergrad*.

under way

Two words.

unique

This word means “having no like or equal.” Logically, a thing cannot therefore be “more unique,” “most unique,” or “very unique.” Try substituting another word: *novel*, *exceptional*, *remarkable*, *rare*, *inimitable*, *peerless*, *incomparable*, *uncommon*, *unusual*.

-up (suffix)

Follow *Webster’s*; hyphenate if the word is not listed there.

Sample nouns/adjectives: *breakup*, *checkup*, *cleanup*, *close-up*, *follow-up*, *grown-up*, *layup*, *makeup*, *mix-up*, *mock-up*, *pileup*, *runners-up*, *setup*.

- BUT when any of these occurs as a verb, write it as two words.

upperclass

URL addresses

URL (no periods) stands for uniform resource locator. This is the web address used to access sites on the Internet. Do not apply special styles to URLs such as bold or italic typefaces. Do not underline. Do not use *http* when *www* appears in a web address. Include a period if a URL comes at the end of a sentence, but do not hyphenate if it is broken at the end of a line.

- The web address for Emory University’s Office of Public Affairs is www.dur.emory.edu/PUBLIC_AFFAIRS/.

See also **computer terms**.

U.S.

Used as an adjective but not as a noun for *United States*. When you need a noun, either write out United States or use *the nation*. Avoid using the abbreviation *USA* or the word *America*.

verbal

See oral.

verbs

SPLITS. In general, avoid awkward constructions that split either the infinitive form of a verb (to leave, to help, etc.) or the compound forms (had left, have arrived, etc.).

- She planned to leave immediately.

NOT She planned to immediately leave.

- We had left home hurriedly.

NOT We had hurriedly left home.

Sometimes, however, such splits are necessary to avoid misreading:

- She wanted to really help her friend.
- Those who do well are usually rewarded.
- The budget was tentatively approved.

versus

Legal cases use *v.* In running copy, spell out.

very

An intensifier that actually drains meaning from your sentences if used too often. (When too many points are emphasized, none stands out.) Often you can find a more precise way of expressing your thoughts:

- I was thrilled he asked me out.

NOT I was very happy he asked me out.

- When my novel was rejected, I despaired.

NOT When my novel was rejected, I was very sad.

vice president

No hyphen. The same rule holds true for other “vice” compounds.

videoconferencing, videodisc, videogame, videotape

One word.

- BUT laser disc, compact disc

VISA

Trademark name of credit card and company. All caps.



website v. web page

According to *Wired Style: Principles of English Usage in the Digital Age*, “A website is any collection of pages that lives on the web. The term ‘website’ usually refers to a constellation of separate pages accessed through a main title or contents page.” Therefore, when referring to any web presence that contains more than one page or location, use *website*.

Web page should only be used to refer to a single page within a site, or a single-page site with no internal links. Use *homepage* only to refer to the opening or introductory page of a website.

See also **computer terms**.

well (adv.)

Compounds formed with *well* plus a participle or an adjective are hyphenated before but not after a noun. (CMS 7.90)

- a well-known author
- The child is well read.

which

This word must have a definite antecedent in your sentence. Don’t use *which* to refer to a whole idea, and NEVER use *which* as a conjunction.

- We will hire him if he passes the drug test, but I doubt that he will.

NOT We will hire him if he passes the drug test, which I doubt. (ambiguous reference)

- She wants to know whether he passed the test, but I have no idea.

NOT She wants to know whether he passed the test, which I have no idea.

See **that/who v. which/who**.

while

Usually refers to time. Avoid indiscriminate use of *while* as a substitute for *and*, *but*, and *although*.

- Sherry toured Oxford while her friend waited in the car.

NOT While I disagree with you, your point is well taken.

- BUT I disagree with you, but your point is well taken.

See also **although** and **awhile**.

who, whom

- With whom are you going to the dance? (*Whom* is the object of the verb *going*.)

- Who is that girl in the corner?

whoever, whomever

The form depends on the word’s use in the sentence.

- Whoever answers the phone will receive my exciting message. (*Whoever* is the subject of the verb *answers*, and the entire phrase *whoever answers the phone* functions as the subject of the verb *will receive*.)

- I will speak to whoever answers the phone. (This one is tricky. *Whoever* functions as the subject of the phrase *answers the phone*; the entire phrase *whoever answers the phone* is the object of the preposition *to*.)

- Repeat this story to whomever you see. (Here, *whomever* is the object of *you see*, and *whomever you see* is also the object of the preposition *to*.)

HINT Try substituting *anyone who* or *anyone whom*; that might help you choose the correct form.

wide- (prefix)

Usually takes a hyphen: wide-eyed, wide-open.

EXCEPTION: widespread.

-wide (suffix)

Does not take a hyphen: worldwide, statewide, campuswide.

EXCEPTION: The *Chicago Manual of Style* says to hyphenate long, cumbersome words such as university-wide.

-wise (suffix)

Avoid this suffix whenever you can.

word breaks

Do not separate the elements within phrases such as 6:00 p.m., St. Catherine, Mrs. Worthy.

Exception: Class years can be broken away from alumni names.

words as words

Put in italics:

- “Distinguishing between *whoever* and *whomever* always confounds me,” he lamented.

workforce, workplace (nouns)

work-study (adj., noun)

Use a hyphen, not a slash.

NOT work/study.

world-class

yearlong, weeklong, daylong

One word.

ZIP code

ZIP is an acronym; it stands for *Zone Improvement Program*.

emory university degree offerings

AA	Associate of Arts
AMSc	Associate of Medical Science
BA	Bachelor of Arts
BBA	Bachelor of Business Administration
BMSc	Bachelor of Medical Science
BS	Bachelor of Science
BSN	Bachelor of Science in Nursing
JD	Doctor of Law
MD	Doctor of Medicine
DM	Doctor of Ministry
PhD	Doctor of Philosophy
DPT	Doctor of Physical Therapy
ThD	Doctor of Theology
MA	Master of Arts
MAT	Master of Arts in Teaching
MBA	Master of Business Administration
MDiv	Master of Divinity
MEd	Master of Education
LLM	Master of Law
MMSc	Master of Medical Science
MM	Master of Music
MPT	Master of Physical Therapy
MPH	Master of Public Health
MSM	Master of Sacred Music
MS	Master of Science
MSN	Master of Science in Nursing
MSPH	Master of Science in Public Health
MTS	Master of Theological Studies
ThM	Master of Theology

glossary of publication and printing terms

Art

All designed elements, such as illustrations, photos, type.

Author's alterations

Changes the client makes to the copy that are not corrections of mistakes made by the editor.

Binding

Finishing work done to a publication after printing, such as folding, collating, taping, stitching, and trimming.

Blueline

Final proof showing exactly how the printed piece will look. Alterations at this point can be prohibitively expensive.

Boldface (bf)

A heavier, darker version of any typeface.

Brochure

A publication made from one piece of paper, folded to create a number of panels.

Caption

Copy accompanying a photo or illustration, also called a cutline.

Coated paper or stock

Paper with a smooth finish (glossy or matte) preferred for sharpness in type and photos or heavy ink coverage. More expensive than uncoated papers.

Color separation (sep.)

Process that breaks down a color photo into four primary colors for printing.

Comp

Short for comprehensive layout; designer's concept of a publication, showing placement of type, photos, illustrations, and colors.

Crop

To trim away unwanted portions of a photo.

Design

The process of putting together the elements of a publication to achieve the desired visual impact.

Die-cutting

The process used to cut special shapes in the paper used for a publication.

Digital printing

Printing by plateless imaging systems that are created by digital prepress systems.

Duotone

A photo (halftone) printed with two colors, one dominant and the other as an accent.

Editing

Making changes to original copy to improve understanding and clarity.

Flop

To reverse a photo, creating a mirror image, to suit the design of the publication.

Four-color process

Printing process that produces full-color publications.

Halftone

A photo converted, for printing, into a pattern of dots.

High contrast

A quality in photos emphasizing light and dark areas, eliminating some or all of the in-between tones.

Illustration

A graphic, picture, or design created by hand or machine.

Indicia

Postal information, including permit number and class of mail, printed on a publication or envelope.

Italic

A typeface with letters slanted to the right.

Justified type

Left and right margins are even, resulting in proportional spacing between words.

Layout

Design sketch showing the relative positions of copy and artwork as they will appear in a finished publication.

Line art

Art created by solid lines rather than halftones.

Logo

Artistic rendering of a name. Its elements are never separated, and it may not be used without permission.

Masthead

Also called nameplate. The title design of a particular publication, such as a magazine or newspaper.

Mockup

A simulation of the final publication, indicating folds, pages, colors, and finished size.

One-color

The least expensive color process (black is a color).

Paper

Also called stock; basic to the publication's overall look.

Pasteup

The precise arrangement of all the elements of a publication—type, artwork, etc.—on art boards, which are then photographed for printing.

Perfect binding

Binding that uses a flexible adhesive instead of staples (as in saddle stitch), resulting in a spine; larger catalogs and handbooks are usually perfect bound.

Photocopy

Inexpensive facsimile produced by a machine.

Production

The process that includes every stage of a job—editing, design, prepping the file for the printer, and printing.

Proofreaders' marks

Standard marks used in proofing and editing to indicate corrections.

Proofs

Photocopies of typeset text and layout for proofreading.

Ragged

Referring to an unjustified margin, whether left or right.

Return card (business reply)

A card meeting postal regulations that is attached to a publication. The post office charges only for cards that are returned.

Reverse (knocked-out)

Printing that outlines letters or artwork against a dark background.

Screens

Used for converting photos to a dot pattern for printing or to create various tints or tones from solid colors.

Self-mailer

Publication meeting postal requirements that has a printed indicia for mailing without an envelope.

Stock (cover paper)

Thicker, heavier paper that may be used for covers, cards, or posters; may be coated or uncoated.

Tabloid

Half the size of a standard newspaper, folded magazine-style.

Type specs

Specifications added to copy indicating type style (font), size, weight, spacing, etc.

Varnish

Clear finish—either dull or glossy—added to a printed piece to enhance its appearance.

White space

Area in a design not occupied by type or artwork.

guide to punctuation and usage

This section includes selected guidelines only; it does not attempt to cover all the rules of punctuation. For further information on the use of punctuation, consult *The Chicago Manual of Style* or a grammar handbook.

apostrophe

For nouns plural in form but singular in meaning, add only an apostrophe: mathematics' rules, measles' effects, United States' wealth.

For singular nouns ending in -S sounds (but not in -S itself), add apostrophe and s:

- Butz's policies, the fox's den, Marx's theories, Xerox's product

Never use an apostrophe to denote the plural of a personal name: the Smiths, not the Smith's.

Don't use an apostrophe with plural abbreviations of degrees or tests, or with dates:

- MBAs, SATs, GPAs
- 1990s, 1860s

See **plurals**.

colon

Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence. Insert only one space after the colon.

- She gave us her promise: The company will make good all the losses.
- BUT That evening we had three goals: to eat dinner, to discuss the day's work, and to get to bed before 2:00 a.m.

Unnecessary colons. The words preceding a colon should form a complete sentence. If you find yourself putting a colon after *such as* or a verb, it is probably incorrect. (Hint: Try reading your sentence out loud and see how silly it sounds to come to a complete stop after *such as*.)

comma

In a series, put a comma before the *and*:

- The campus tour included the library, the gym, and the theater.

With dates: *see* **dates** in this manual.

You can omit the comma after a short introductory phrase, but only if no ambiguity will result:

- At St. Mary's you feel immediately at home.
- BUT On the street below, a curious crowd gathered.

With conjunctions: When a conjunction such as *and*, *but*, or *for* links two independent clauses, use a comma before the conjunction if the subject of each clause is expressly stated:

- We visited Washington, and our senator greeted us personally.
- BUT We are visiting Washington and plan to see the White House.

With numbers: Use a comma in numbers of 1,000 and above, unless they appear in an address or an SAT score.

With *too*. Use a comma before *too* (when it means also) unless it looks wrong in context. Consistency is not necessarily in order here.

Names of people:

- Ben F. Johnson III is chair of the Emory University Board of Trustees.
- James L. Ferman Jr. serves on the executive committee of the board.

Names of states or nations, with city names

- Last year we had students from Selma, Alabama, and from Fargo, North Dakota; this year we have students from Dublin, Ireland, and even from Reykjavik, Iceland.

Placement with quotation marks: Commas always go inside quotation marks.

See also **academic degrees** and **class of**.

dash

There are several types of dashes, each with specific uses. For the purposes of this manual, there are three types to know: the em dash, the en dash, and the hyphen. Most wordprocessing programs have em and en dashes available. For those that don't (or for typewriters), use two hyphens to represent an em dash, and a hyphen to represent an en dash.

The em dash is the longest, and denotes an abrupt change, interruption, or emphatic phrase. Do not place spaces before or after the dashes:

- The professor's hypothesis—though rejected by scholars—actually had merit.

The en dash is shorter than the em dash and is used to connect continuing or inclusive numbers:

- 1968–1972; 10:00 a.m.–5:00 p.m.; pp. 38–45

The hyphen is used for numbers that are not inclusive, such as Social Security numbers or for hyphenated compound words, names, or modifiers:

- word-of-mouth; Olivia Newton-John; a fast-moving car

ellipsis

For omission: Use to indicate any omission from within a quoted passage. Three dots—beginning with a space, and with an additional space after each dot—indicate an omission within a sentence or between the first and last words of a quoted fragment.

Spacing of ellipses: If the words preceding an ellipsis constitute a grammatically complete sentence, place a period at the end of the sentence, add a space, and then add the three dots, with spaces in between them.

Important: Unless you have a clearly defensible reason, don't use an ellipsis as a "trailing off" end to a phrase or sentence.

exclamation point

Use exclamation points sparingly. They can make writing seem both juvenile and falsely enthusiastic.

hyphen

Other than for word divisions and compound modifiers, hyphen use should be limited. Hyphens are commonly but erroneously used where em dashes and en dashes should be used.

See also **dash**.

parentheses

Remember that parentheses, though sometimes serviceable, are jarring to the reader. If you find them cropping up often in your writing, simplify your sentences or your thoughts; try including the parenthetical material some other way.

Punctuation: If the parenthetical material is a fragment and comes at the end of your sentence, place the period outside the parenthesis (as with this example). But if the parenthetical material stands alone as a sentence, include the period within the parenthesis: (Such are the basics of correct punctuation.)

period

Periods always go inside quotation marks.

plurals

For numbers and noun coinages: simply add an s:

- YMCAs, the 1920s, CPAs, lasers, the '90s, PhDs

Single letters: add 's: x's and y's, p's and q's, BUT all As

Italic plurals: put the final s (or 's) in roman type:

- I love the *Rubaiyat's* lyrical poems.

Words as words: don't use an apostrophe:

- His speech had too many ifs, ands, and buts.

See also **apostrophe**; check manual for individual words such as *curriculum* and *memorandum*.

quotation marks

For irony, quaintness, or unfamiliarity: If you're striving for an ironic or quaint effect with a particular word or phrase, or if you're making the first reference to an unfamiliar expression, you may set it off with quotation marks:

- I was tickled to learn that Patti had "gored his ox."

Otherwise—except for direct quotations—use quotation marks sparingly.

With other punctuation: Periods and commas go inside. Dashes, semicolons, question marks, and exclamation points go inside only if they're part of the quoted matter; otherwise, put them outside.

Quotations within quotations: Alternate between double and single quotation marks:

- Tamara said, "Ginger told me only yesterday, 'I realize that accusing Patti of "goring his ox" was going a bit too far.'"

semicolon

To link independent clauses: The semicolon can replace such conjunctions as *and*, *but*, or *for*:

- The package was due last week; it arrived today.

To clarify a series: Semicolons can shed light in a series that contains internal commas:

- He leaves a son, John Smith of Chicago; two daughters, Jane Smith of Wichita, Kansas, and Mary Smith of Denver, Colorado; and a sister, Rochelle Glick of Sweet Lips, Tennessee. (Note: the semicolon also appears before the *and* in such a series.)

Even when a conjunction is present, use a semicolon before it if the individual clauses contain internal commas:

- They pulled their boats from the water, sandbagged the retaining walls, and boarded up the windows; but even with these precautions, the island was hard-hit by the hurricane.

serial comma

Use a comma before the *and* in a series of three or more items.

Be sure to keep the elements in a series parallel.

- She applied to Emory University, Georgia Tech, and Oxford College of Emory University.
- NOT She applied to Emory University, Georgia Tech, and especially liked Oxford College of Emory University.

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