The Newsletter Style Guide

International Institute for Asian Studies (IIAS)
Leiden, the Netherlands
Updated: January 2022

1. General Information

    a. Articles should be 1400-1700 words (for one-page articles) **OR** 2500-3600 words (for two-page articles). Book reviews should be 800-1200 words.

        i. These word counts *include* endnotes.

    b. Please provide a title, a lead paragraph (less than 100 words, **not** an abstract), and at least 2-3 section headings.

    c. We encourage authors to submit images to accompany their articles (see below). Please include *at least* 2-3 images with all submissions.

        i. Certain images, at the editor's discretion, may be uploaded onto the IIAS website as part of a virtual gallery. If you do *not* want your images considered for this forum, please communicate that early to the editors. Moreover, if your images are included on the website, please note that they may also be taken down without notice. Therefore, authors should always keep their own images backed up independently.

    d. At the end of your article, include a brief biography (maximum 50 words). At minimum, the biographical note should include your name, affiliation, institution, location, and email address.

        i. Example: John Doe is an Assistant Professor of History at Elm Grove College (United States). His work explores questions of nationalism, democracy, and grassroots activism in Central Asia. Email: jzdoe@elmgrove.edu

    e. In general, we publish articles aimed at an "educated non-specialist" readership. Please calibrate articles accordingly. For examples, please browse through our previously published issues: http://www.iias.asia/the-newsletter

2. Types of Submissions

    a. The Study

        i. These are stand-alone articles accepted in consultation with the Newsletter's editorial team. They can deal with any issue related to Asia.

    b. The Review

        i. For the print edition, we typically select book reviews from our reviews website. To write a review for the website (with the possibility of publication in the print edition of the Newsletter), please browse available titles at https://www.iias.asia/reviews

        ii. Publications available for review can be found here: www.iias.asia/available-for-review. Alternatively, you may submit reviews of books, journals, films, or websites of your own choosing.

    c. The Tone

        i. The Tone features works of creativity and curation. While this includes traditional museums and exhibitions, we increasingly encourage contributors to think in broader terms about artistic output: film and literary festivals, street

art, digital media, musical recordings, crafts, and more. To pitch an article for this section, please reach out to the editorial team (TheNewsletter@iias.nl).

1. Tone articles can be a bit shorter than Study articles, as we hope authors will submit high-quality images to complement the text
2. In addition to images, we welcome all types of audio-visual material, to complement your article online.

    d. The Focus

        i. This is a special section in each issue that compiles multiple articles on a particular theme. The Focus is put together by an external guest editor, so we do not accept single submissions for this section. If you would like to propose a theme for a Focus section, please contact the editorial team (TheNewsletter@iias.nl)

3. Submission Structure

a. All submissions should be laid out in the following order:
   i. Image captions (with clearly-labeled image files sent separately)
   ii. Title of article
   iii. Author Name
   iv. Lead Paragraph
   v. Main body of article
   vi. Author Affiliation (see 1.d above)
   vii. Endnotes

4. Spelling

a. Authors can use either British or American English spelling. However, this must remain consistent within each article.
   i. Examples: program/programme, globalization/globalisation, color/colour
   ii. For more information: https://blog.collinsdictionary.com/language-lovers/9-spelling-differences-between-british-and-american-english/

5. Punctuation

a. Authors should use the "Oxford comma" (i.e., the last two items in a series should also be separated by a comma)
   i. Example: *India, Bhutan, and China are countries in Asia.*
b. Use spaced en-dashes (–) instead of closed em-dashes (—).

6. Hyperlinks

a. Do not embed hyperlinks in your text. All links should be put into endnotes with the full URL.

7. Italics

a. Use italics for all foreign words, except those that have been more or less incorporated into English (see Point #11)

b. Italicize book titles, film titles, titles of artworks (e.g., paintings, sculptures, etc.)

8. Quotation Marks
a. Double quotation marks for direct quotes, single quotation marks for quotes-within-quotes. Quotation marks should fall *outside* of other punctuations marks.
   i. Example: *According to Smith, "The activists were inspired by Gandhi's dictum that 'an eye for an eye leaves the whole world blind.' Indeed, it was this saying that inspired the movement's nonviolent tactics."*
b. Use single quotation marks to put emphasis on a word or to mark it as a peculiar, ironic, or otherwise particular usage.
   i. Example: *Tourists claimed to visit Bali in order to find their 'true' selves.*

9. Quotations
a. Within quoted material, any changes/additions made by the author should be in brackets.
   i. Example: *The interviewee said, "We know that [the shopkeepers] mean well."*
b. Avoid lengthy quotations, but if a quotation goes longer than three lines (with standard Word formatting), offset the quotation as an indented block quote.
c. If quoting from a printed source, be sure to include an endnote citation that includes the page number.

10. References/Citations
a. All citations should be in endnote form only (no parenthetical in-text citations). Do not include a references list/bibliography at the end of your article. For any other queries, we follow the Chicago Manual of Style for endnote citations. For more guidance, see: https://www.chicagomanualofstyle.org/tools_citationguide/citation-guide-1.html
   i. If quoting directly from a source, include the page number in your endnote citation.

11. Endnotes
a. We do not use footnotes. Only endnotes.
b. Use Arabic numerals (1-10), *not* Roman numerals (i-x), to number endnotes.
   i. Superscript endnote numbers should go *after* periods and commas.
c. Keep endnotes to a minimum. Avoid discursive endnotes.
d. Use endnotes for all links (i.e., do not embed hyperlinks in your text).
e. Endnote numbers should appear *after* punctuation marks (e.g., commas, periods, quotation marks, etc.)

12. Currencies
a. Use the standard symbol and abbreviation: £, US$, €, AUD$, etc. Spell out the currency when it is not followed by a specific amount.
   i. Example: *The book costs €20, but I will pay for it in US dollars.*

13. Foreign Words and Translations

a. Generally, all non-English words should be in italics. This does not, however, apply to words that have been fully adopted into English (e.g., samosa, kimono, sushi, etc.)

b. Upon first mention of a foreign word, provide the transliterated term in italics, followed in parentheses by (1) the word's appearance in its original alphabet (if applicable) and (2) the English translation in quotation marks. For all subsequent mentions of the term, only use the English translation.

    i. Example: The *mandir* (मन्दिर, "temple") is an exemplar of Nepali architecture from the period. Today, tourists also visit the temple to admire its woodwork.

c. "Key term" exceptions

    i. We understand that many terms/concepts lose meaning and cultural resonance when translated into English. The above guidelines (Point #13.b) are meant to avoid introducing lots of foreign terms to unfamiliar readers. However, we welcome 1-2 terms per article that do **not** follow the above conventions. These "key terms" are meant to introduce readers to a concept that is central to the article's argument and/or difficult to adequately translate into English.

    ii. For key terms, the first usage of the term follows the overall rule (transliterated word in italics, followed in parentheses by the term in its original alphabet, followed by the English translation in quotation marks). On subsequent usages, however, only use the transliterated word in italics rather than the English translation.

    iii. Example: The *mandir* (मन्दिर, "temple") is an exemplar of Nepali architecture from the period. Today, tourists also visit the *mandir* to admire its woodwork.

14. Abbreviations/Acronyms

a. In general, use the full title/name/organization first, followed by the abbreviation/acronym in parentheses. In subsequent usages, authors can use only the abbreviation/acronym.

    i. Example: *The International Institute for Asian Studies (IIAS) is based in Leiden. In 2021, IIAS will host the 12th International Convention of Asia Scholars (ICAS). ICAS is an exciting opportunity for scholars to gather.*

b. For common country abbreviations (e.g., the US, the UK, the UAE), use the full name when used as a noun and the abbreviation when used as an adjective.

    i. *The US government has friendly relations with the United Kingdom.*

15. Numerals/Numbers

a. Use numerals for all numbers above ten. Spell out the word for numbers ten and below. If a number above ten is the **first** word in a sentence, however, spell it out.

    i. Example: *Three hundred and sixty-five days equals one year, and 730 days equals two years.*

b. Use commas for numbers with more than four figures, but not for numbers with three or less figures.
   i. Example: *There were 15,000 people at the event, but only 1200 of them were from outside the city.*
c. Always spell out the word "percent"
   i. Example: The law affected three percent of the population.

16. Centuries/Millennia
a. Centuries and millennia are always preceded by ordinal numbers (i.e., in contrast to the general numerical conventions of Point #15. Never spell out the number for centuries/millennia. If needed, use BCE and CE (not BC and AD, respectively).
   i. Example: The battle occurred in the 2nd century BCE.
b. Use a hyphen when used as an adjective (17th-century). Do not hyphenate when used as a noun (17th century).
   i. Example: *In the 20th century, there was a renewed interest in 18th-century art as well as artefacts from the 9th, 10th, and 11th centuries.*

17. Passive/Active Voice
a. Avoid passive voice whenever possible.
   i. Examples:
      1. ~~The book is read by people.~~ → People read the book.
      2. ~~The man was arrested.~~ → Police arrested the man.

18. Images & Captions
a. Images must be either copyright-free, taken by the authors themselves, or else the authors should have full permissions from the owner to use them.
b. Authors should submit several possible photos, though which (if any) get included will depend on the demands of page layout and editor discretion.
   i.
c. Indicate in the text wherever figures are referenced.
   i. Example: *The famous church still stands today in the center of town [Fig. 1].*
d. Include full captions and sources/attributions in the main text, at the beginning of your article document.
   i. Example: Figure 1: *Bangkok skyline (Photo by [Photographer], [Year]).*
   ii. Example Artwork caption: Figure 1: *Title*, artist, material, measurements, dates, current location, inventory number (if in a museum)
e. Submit JPG or TIF file formats, at least 1000x600 pixels and 300dpi. These should be submitted as *separate* files (i.e., not embedded in a Word file).

19. Dates/Lifespans/Eras
a. When referencing an artist, era, author, etc., please include a timespan in years in parentheses afterward.
   i. *Rabindranath Tagore (1961-1941) is a major figure in Bengali literature.*

20. Hybrid/Plural Communities

    a. When referring to a "hybrid/plural" identity group, hyphenate when used as an adjective, but not when used as a noun.

        i. Example: Asian Americans face a particular set of stereotypes and injustices in the United States. Consequently, Asian-American activists have sought to bring attention to such issues.

21. Historically Marginalized Communities

    a. Capitalize Black and Indigenous when referring to demographic groups.

22. Sentence Structure

    a. Avoid excessively long sentences, particularly those containing clauses-within-clauses.

        i. Example: ~~The organization, which was founded in 1974 by John Doe, who was also active, if not integral to, parallel social justice movements, quickly became a leading voice in the struggle.~~ → The organization was founded in 1974 by John Doe. Doe had also been active in parallel social justice movements, and his new organization quickly became a leading voice in the struggle.

23. Acknowledgements

    a. If you need acknowledgements included in your article, please include them as the *last* endnote to your piece (i.e., at the end of the final sentence).