WOU Press
Style Guide
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Introduction

A publisher’s "house style" is a collection of rules and traditions in its manual of style or style sheet. It is a term used to describe the guide on language use. House style also covers the element of layout and graphic design such as typography. Overall, house style means punctuation, italicising, bolding, capitalisation, spelling, tables, etc. The "style" here does not mean the writer’s style.

The purpose of having a house style in a publishing house is consistency. It serves as a guideline for editors, writers, designers, proofreaders and even printers to ensure consistent use of language. Writers are usually given the in-house style guide of the publisher in preparing manuscripts while copywriters are to implement the style.

It would be practical for WOUP to adapt an international house style from a reputable publishing house since some conventions used in publishing are widely recognised by publishers around the world. Hence WOUP adapted *The Chicago Manual of Style*, a renowned style guide developed by Chicago Press. The Chicago Manual has a history of over 100 years and is recognised by leading universities and publishers in the world, and it is now in its 16th edition. There is even an online version for easy reference.

Authors and editors of WOU Press (WOUP) are advised to use the Chicago Manual as a guideline to ensure consistency in all its publications.
WOUP style

Please refer to *The Chicago Manual of Style* (16th edition). Some highlights and exception noted below:

**Punctuation**
Please refer to *The Chicago Manual of Style* for sample usage.

**Quotes**
1. Use double quotes except within a quote.

2. Comma and period are inside double quotes, whether or not it is part of the quote. Colon, semicolon, question mark or exclamation mark goes outside double quotes unless it is part of the quote.

**Commas**
1. Use comma in 4-digit numbers: 2,323.

2. Dates: April 1968, but 3 April, 1968 (not April 3rd or April 3).

**Apostrophes**
1. Omit apostrophe before *s* in plural numbers: 1960s or fifties is preferred; ‘50s is acceptable.

**Hyphens**
1. The twenty-first century, not the 21st. No hyphen if it is a noun but hyphenated if it is an adjective: “The vase was produced in the twentieth century” but “It is a twentieth-century vase.”

2. Secretary General, Attorney General, etc., are not hyphenated.

3. Do not hyphenate adverb ending in “ly” followed by adjective: “nicely decorated house,” “easily answered question,” etc., are not hyphenated.

4. Use a hyphen in writing out numbers between 21 and 99
   Twenty-one
   One hundred and twenty-one
5. When in doubt about hyphenating compounds, check table of compound words in *The Chicago Manual*. If the word isn’t there, use the hyphen.

**Periods**
1. Omit periods in capital letters that stand for companies and similar entities.
   
   WOU, GM

2. Use one word space between initials of a person’s name.
   
   Dr. M. Mohammad.

**Possessive**
1. For plural nouns that do not end in an *s* sound, add ‘*s*’
   
   children’s toys
   men’s hats
   women’s club

2. For plural nouns ending in *s* or *es*, add the apostrophe after the *s*
   
   girls’ room
   fishes’ fins

**Capitalisation**
1. Do not capitalise a noun or an abbreviation of a noun in the text even when it is followed by a numeral.
   
   chapter 8 room 18
   page 3 vol. 8

2. Titles following a personal name or used alone in the place of the name are written in lowercase.
   
   Datuk Sri Abdullah Badawi, prime minister of Malaysia
**Abbreviation**

1. Use these for titles and scholarly degree

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>B.A.</td>
<td>Bachelor of Arts</td>
</tr>
<tr>
<td>M.A.</td>
<td>Master of Arts</td>
</tr>
<tr>
<td>B.S.</td>
<td>Bachelor of Science</td>
</tr>
<tr>
<td>M.S.</td>
<td>Master of Science</td>
</tr>
<tr>
<td>M.D.</td>
<td>Doctor of Medicine</td>
</tr>
</tbody>
</table>

2. Agencies and organisations are usually abbreviated without period.

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOU</td>
<td>UNESCO</td>
</tr>
<tr>
<td>YMCA</td>
<td>USA</td>
</tr>
</tbody>
</table>

3. The slash may represent per in abbreviation.

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 km/hr</td>
<td>88 m/sec</td>
</tr>
</tbody>
</table>

**Numbers**

1. Spell the number out if it starts a sentence.

Seventy percent of the earth surface is covered by water.

2. Spell it out in casual use.

A hundred times more.

3. Use numerals in:
   a. phone numbers: 604 2263323
   b. statistical use: 50 percent
   c. address: 168, Penang Road
   d. measurement: 28 cm
   e. betting odds: 3-1
   f. temperatures: 32°C
   g. money: RM8.00
   h. dates: 4 April, 1988

   **But start a sentence with the number spelled out.**

**Spelling**

1. Use the Oxford Dictionary for English and *Kamus Dewan* for *Babasa Melayu* as references.

2. Usage of suffix
   a. -ise, not -ize idolise not idolize
   b. -our not -or: favour not favor
   c. -re not -er: centre not center

3. Use double / and s in the past tense of verbs, not single / and s

Example: labelled
4. Words with the prefix *non*: If the word is not in the dictionary, use a hyphen after *non*.

5. Words with other prefixes: If the word is not in the dictionary, spell solid when it is formed with prefixes co-, pre-, intra-, etc., except when a double vowel occurs (co-operate, re-elect) or when there is uncertainty.

**Examples:**

<table>
<thead>
<tr>
<th>centre</th>
<th>control-menu box</th>
</tr>
</thead>
<tbody>
<tr>
<td>cut-and-paste</td>
<td>dial-up</td>
</tr>
<tr>
<td>end user (n.), end-user (adj.)</td>
<td>fish boat</td>
</tr>
<tr>
<td>fresh water</td>
<td>freshwater fish</td>
</tr>
<tr>
<td>goodwill</td>
<td>handheld</td>
</tr>
<tr>
<td>honour, honourable, honorary</td>
<td>humour, humourous</td>
</tr>
<tr>
<td>licence (n.), license(v.)</td>
<td>lowland, low-lying land</td>
</tr>
<tr>
<td>low-level</td>
<td>one-half</td>
</tr>
<tr>
<td>on-screen</td>
<td>percent, percentage</td>
</tr>
<tr>
<td>practice (n.), practise (v.)</td>
<td>rigour, rigourous</td>
</tr>
<tr>
<td>storey (level of building)</td>
<td>subclass</td>
</tr>
<tr>
<td>theatre</td>
<td>write-only</td>
</tr>
</tbody>
</table>
Typefaces
They are standard typography functions to reinforce a uniform image for WOUP publications. In selecting the typography, several elements are taken into consideration – readability, availability and compatibility.

For contrast of headings and body text, Helvetica, a sans serif font is recommended for the heading while Times New Roman, a serif font for the body text in all publications.

To differentiate text, an italic or bold font may be used – bold for key or glossary terms and italics for emphasis. Never use bold and italic together.

Illustrations
Line drawings, diagrams, graphs and photographs in black & white or colour may be used to illustrate points in the text. Cartoon style drawings can add humour to the learning process as well as provide illustrations to enhance the text.

Illustrations will be printed in black & white or colour. Place illustrations in or next to the text to which they are related.

Line drawings
Line drawings are preferred for illustrating a text as they are easier and cheaper to reproduce compared to photographs.

The black ink lines which form the outline and details should be solid and uniformly black in all parts of the drawing.

If the drawing needs to be made smaller for printing, the lines must not be too thin or too close together. Thin lines may disappear and lines that are close together may merge to form a black area without detail. Below is a good example of line drawing:
Line drawings can be made by:
- drawing by hand
- tracing the outlines of a photo on
- using computer drawing software
- ‘clip art’ from computer disks

**Computer graphics**
Graphics can be generated as computer files either with ‘painting’ or ‘structured drawing’ software. The files can then be imported and embedded in a word-processed or desktop published document.

If images from commercial or shareware ‘clip art’ disk are used, please make sure they are free from third party copyright.

**Graphs**
Graphs present information in picture form and should be:
- simple
- clear
- free from clutter
- suitably proportioned

Many forms of graphs can be:
- drawn by hand
- generated by computer software
**Photographs**
Photographs may be black/white or colour prints but it must be converted to single-colour half-tone images for printing or photocopying.

To change the grey tones or colour of a photograph suitable for printing, scan the photograph with a computer image scanner to generate a picture file compatible with Microsoft Word for Windows.

Photographs should be printed on good quality, smooth surface photographic paper. The quality of the printed pictures will depend largely on the sharpness and details of the photograph and the equipment available in preparation for the printing process or photocopier.

Direct photocopies of photographs are seldom satisfactory.

Photos or maps for each chapter must be in a separate envelope and marked accordingly. Each photo must be labelled and the following information is required:
- General description of photo
- Placement of photo in the text
- Provide accurate caption
- Provide credit line
References

In-text usage
All references quoted in the body of the text should be listed in a separate section at the end of the unit or document entitled ‘References’. In a text, use the ‘Author-date’ date system of notation; details should be given in the References.

Citations
Proper citation is important to ensure proper acknowledgement is given to the creator of the idea when used in your work, and to avoid plagiarism.

In a basic citation, the last name of the author and the year of publication of the work are stated with no punctuation between them. Commas separate page numbers and semicolons separate two or more references given together.

- (Andrews 1991, 6)

When there are multiple authors, use the names for two or three authors. When there are more than three authors, use the first name and ‘et al.’

- (Pepper and Salt 1981)
- (Pepper et al. 1960)

Abbreviate to identify a course textbook clearly on first mention.

- In the first article, you will read from your Mintzberg and Quinn textbook …

Reference sections
Provide complete information on books or articles used in the manuscript in this section.
Book
name of author(s), name of editor(s) or institution responsible
date of publication
full title, including subtitle,
series title, volume/
series numbers
edition, if not original
city of publication
publisher’s name
pages, if an extract in the publication
(Consult *The Chicago Manual of Style* for examples)

Article
name of author
date
full title
name of periodical
volume/issue number
pages occupied by article

Reference list in WOUP materials use minimum punctuation and only two fonts: normal and italic. Authors’ given names are usually initials. Degrees are omitted.

Date of publication appears right after the author.

Article and chapter titles are enclosed in single quotation marks. Use sentence-style capitalisation (initial letter of first word only)

Book and periodical titles are in italics. Capitalise headline-style (all important words)

Instead of abbreviating volume and issue numbers, the WOUP prefers to use colons.

**A typical reference for a book:**
For an article in a periodical:

Note: No space between the colon and the page numbers.

For a reference to the number of the volume, issue number (and page numbers of an article in a journal):


Note: There is no space between the volume number and the parentheses containing the issue number, but, there is a space between the colon and the page numbers following the issue number.

The following reference formats for volumes and issues are also acceptable, but only where the situation demands:

or

For a chapter from an edited work:

For official documents:

For translated work:
Unpublished material:
Titles are treated as journal articles. The word ‘unpublished’ is not necessary.
Location or sponsoring body or both should appear, as well as a date.
    Annual Conference of Asian Educators, Hong Kong.
Papers printed in published proceedings of meetings are treated as chapters in a book.

Note abbreviations and their use in the previous examples:
ed.    eds    edn    no.    vol.

For any online references:
Provide the following information:
<author’s name><date of documents><title of documents><<URL>>
<date accessed>
‘Date accessed’ is the date last viewed by the Course Coordinator (CC)
before passing the unit to ETPU. The CC will need to revisit the site
and update the date accessed when the CC maintains the course.

For example:

Beckleheimer, J (1994) How do you cite URL’s in a bibliography?
1998)

Note the use of angled brackets < >. Make sure you preserve case in
network server directories and filenames, as it is usually significant. You
may break URLs across lines, but if possible arrange for breaks to occur
only at punctuation separators (not hyphens and do not add hyphens)

For a printed reference that also has an online reference:
Follow the standard order and put the URL at the end but without the
date. For example:

Woup style – specialisation

Computing
Follow standard usage of computer terminology and remain consistent. For instance, many software programs are written using North American spelling. Do not try to adapt this terminology to British spelling.

Use program not programme
disk not disc

Trademarks, e.g. program name, must remain intact without changes to spelling or style, and must be acknowledged properly (with a source line or in the acknowledgements).

Avoid using typefaces styles (bold, italic, and ‘quotation marks’) to highlight body text so that they are more effective as instructional tools in activities and exercises.

Capitalise the initial letters of computer commands and menu items, e.g. Paste, when used in the main body text. Do not capitalise the name of drives, e.g. drive A.

Do not use commas to separate multiple commands, e.g. File Save (not File, Save). The space and capitalisation provide sufficient separation.

For keyboard commands, use brackets, e.g. <enter>, <shift>, <backspace>.

Bold
Try not to use this function in the main body text.
Use:
• when highlighting text to be input by students
• for computer commands (for PCs) and menu items when instructing students in activities or exercises
• for command buttons such as OK or Open (in Windows)
All CAPS
Use for PC file names when in activities or exercises, e.g. SOLUTION.MDB.

Quotation marks
Use:
- around file names when in main body text, e.g. ‘solution.mdb’
- for items in the main body text that are otherwise, i.e. in activities, in bold.

Use a second colour and a contrasting typeface for instructions for practical tasks on the computer. For example:
“Adjust the size of tram.gif to 32 by 32” is in blue, with a different typeface from Garamond.

However, in the following sentence, there is no change in typeface or colour, because it is not an instruction to students. For example:
“The inclusion of BORDER = 1 in the first …”

Please note the following spellings of computer terminology:

ActiveX          email
Extranet         homepage
HTML             hypertext
information superhighway Internet
Intranet         JavaScript
Listserv, Listservs the Net
Netscape         Newsgroups
online, e.g., an online printer
UNIX             the Web
website          World Wide Web
xDSL
Mathematics
Italicise all letters used in mathematical terms, including Greek letters. Do not italicise abbreviation such as log, tan, cos, sec, and sin. Italicise all variables within equations formulae, within figures and in the text.

\[ y = -2x \cos x = 4 \tan z = 3 \]

Italicise quantity symbols, such as \( m \) for mass and \( V \) for volume, to distinguish them from the International System of Units symbols (the SI system symbols), such as \( m \) for metre and \( V \) for volt. Unit symbols are never italicised.

Superiors and inferiors should be formatted as superscript or subscript respectively, and use a smaller font size than the body text.

Use the correct signs, e.g. for multiplication use the symbol ‘\( \times \)’ and not the letter ‘\( x \)’. The keyboard commands for the correct signs are:

- Addition \(+\) number keypad
- Subtraction \(-\) number keypad*
- Equals \(=\) number keypad
- Multiplication \(\times\) <option> + <y> (symbol font)
- Division \(\div\) <option> = </>

*In some cases, there may be a preference to use a hyphen for a subtraction sign and to use the actual subtraction sign as a negative sign. As long as materials are clear and consistent this is not a problem, however, if it will be edited, then make sure the preference is indicated for the editors’ information.

Enclosures should follow the order shown below, from the middle outwards and must be consistent:
\{[(())]\}

Vector should be shown in \textbf{bold} rather than by using arrows.

\textbf{AB} instead of AB
Science and Technology
The International System of Units (the SI system) should be used. A list of commonly used abbreviations and units is given on pages 394 and 395 of *The Chicago Manual of Style*.

The symbols for the chemical elements are given on pages 395 and 397 of *The Chicago Manual of Style*.

Note capitalisation and use of italics and hyphen:
- *ortho*-xylene, *cis*-isomer, *N*-methyl
- $^{12}$C or carbon-12
- Cu² (not Cu )
- CH COOCl
- pH and pK

Use square brackets to indicate labelling.

Molarity is indicated by a small capital M. Do not confuse this with the number of moles, which should be abbreviated to mol.

In reference to temperature, there is no space between the degree sign and C or F. Note that K (degree Kelvin) does not take a degree sign.

The keyboard command for degree is `<option> + <shift> + <8>`
- 100°C  212°F  98.6°F  100K

Scientific names of plants and animals should be in italics and may be abbreviated after the first mention. Note that a genus name is capitalised and the species and subspecies names are all lower case.

*Escherichia coli*

E. coli
Preparing a manuscript for submission

Guidelines
Please use the following as a guide before finalising the manuscript for submission. For any uncertainty about style or format, please contact the Publishing Unit – gracelau@wou.edu.my

1. When a manuscript is submitted electronically, two copies of identical printout is required (double-spaced, one side of A4 paper). After submission, any changes in the manuscript must be made on the hard copy through the editor's office.

2. Please submit manuscript in Microsoft Word if the manuscript is text only.

3. Other guidelines
   a. Do not insert tabs or other indents at paragraph starts, and do not insert extra line spaces (returns) between paragraphs.
   b. Use a single space, not a double space between sentences.
   c. Do not insert any coding using the command or function keys on your computer, such as italics, bold, centralising, type size changes, etc.
   d. Making each chapter a separate file is preferred.
   e. Number all pages.
   f. Please use a 1 (an Arabic numeral, not the letter l) for number one, and a 0 (zero, not the letter O) for the number zero.
Indexing
The author will be asked to prepare the index of their books.

1. The final proof of the copy (with pagination) will be given to the author for indexing. The author should use a yellow highlighter to mark every word that is to appear in the index. Every occurrence of each word that the author wants in the index must be highlighted.

2. The manuscript of the index is to be typed double-space in a single column. The publisher will determine the size of type and number of columns of the index in the finished book.

Abstract
The book abstract should provide a clear idea of the main arguments and conclusions of your book, while chapter abstracts should give an overview of the content of each chapter, including the introduction and conclusion. The book abstract may be no more than 250 words, and chapter abstracts may be no more than 200 words. Where possible, you should adopt an impersonal voice rather than using personal pronouns: “This chapter discusses...” rather than: “In this chapter, I discuss...”

Abstracts cannot be more than one paragraph in length and cannot contain the following:

- lists of any kind;
- tables;
- footnotes or endnotes;
- graphics; or
- boxed material.

Only the following special formatting is allowed:

- italics;
- bold;
- small caps; or
• superscript/subscript.

(Source: http://www.press.uchicago.edu/infoServices/emsguide.html)