

General guidance and style

1. Essays are to be submitted as MS Word or RTF files.
2. Authors should provide a **title: subtitle** (15 words max.), an **abstract** (150–160 words) and **author bio** (150–160 words). Language: standard English (Oxford spelling, Oxford commas used for lists).
3. The text should be set up as a simple document in a single column, with footnotes. **Do not** use the Harvard/Author-Date system. All citations/references, digressions, and elucidations should appear as footnotes only.
4. Essays will be anonymized for review at a later stage by the publisher, authors do not need to concern themselves with redactions or special formatting. A general overview of submission and review processes is here: www.contextualalternate.com/submissions
5. Please use **single spaces**, only one space should follow punctuations/sentence ending. Line-spacing is not of any concern, as long as the text is fully legible.
6. Any standard/easily-available font is acceptable for English text (that is, if no accents or special characters are used). Please include a PDF document for comparison if particular systems of transliteration or text in a different script appears in the essay.
7. Use of subheadings (short, 10 words max.) for different sections within the essay is recommended. Their number may vary based on the essay's structure, but a minimum of 3–4 subheadings are expected. All essays must start **without** a subheading (i.e. no 'Introduction') and must end **with** a 'Conclusion' section.
8. Illustrations/images (referred to as **Figures** in the journal) should be placed where they will appear in relation to the text. Authors are not expected to modify or prepare images for print, only to procure them at the highest-quality available from institutions/personal collections, and get explicit permissions to reproduce the same.
9. Tables, quotations, and other textual matter must appear as part of the text, not as a separate numbered figures/illustrations.
10. Final images (hi-res, 300dpi min./600dpi max.) can be provided separately, following the review stage, i.e. much later. Low-res images should be included, as far as possible, with the submitted essays (i.e. embedded in the Word document or attached separately as a single PDF with sequentially numbered and captioned figures).
11. Figures should be numbered and a descriptive caption provided for each, including source attribution and original dimensions, where possible. (See samples below.)
12. As references are cited in the body of the text, a separate bibliography is not required.

For any additional details please see the following samples, consult previously published volumes of the journal, or contact the editor/s.

SAMPLES: FOOTNOTES

1. Essay titles cannot accommodate a footnote: any acknowledgement or general remark can only be placed as the first footnote following the first sentence.

1 This essay expands on my earlier note, 'XYZ'. Here the place names of the period have been used rather than their modern equivalents. I would like to acknowledge

2. Footnotes should only appear at the end of the sentence, after the punctuation (except in cases with multiple references, or if that would create ambiguity).

It has been noted that religious tracts, as a mass medium, exemplified Protestant 'visual piety' and were vital to 'visual evangelism'.¹

3. If multiple short references to the same source are being made in a paragraph, it is not necessary to add a citation for each one. Instead, consolidate the information in a single footnote at the end of the sentence.
4. First references to books appear as shown below, in sentence case (i.e. only first word and proper nouns are capitalized). All footnotes should end with a period:

23 Leah Price, *How to do things with books in Victorian Britain* (Princeton and Oxford: Princeton University Press, 2012), 153.

Further references to be shortened as sensible: *ibid.*, *op. cit.*, and other abbreviations are to be avoided (no p. for page number either):

28 Price, *How to do things with books*, 151.

29 Price, *How to do things with books*, 162.

5. For edited volumes, single quote marks should be used (double within, where needed):

12 Bernard Bate, 'The ethics of textuality: the "Protestant sermon" and the Tamil public sphere', in *Ethical life in South Asia*, ed. by Anand Pandian and Daud Ali (Bloomington and Indianapolis: Indiana University Press, 2010), 102.

16 Bate, 'The ethics of textuality', 102.

6. Journal names use title case (i.e. key words in capitals), n-dash used for page range:

19 Ian Proudfoot, 'Lithography at the crossroads of the East', *Journal of the Printing Historical Society*, new series, 27 (1998), 113–31.

7. Reference to specific page numbers can be made in parenthesis:

20 Alex Sakula, 'Kaitai shinsho: the historic Japanese translation of a Dutch anatomical text', *Journal of the Royal Society of Medicine*, 78 (1985), 582–87 (582).

8. Articles without an author: omit names. Use vol. and no. as in original, where known. For newspapers, title case to be used with dates in the format shown below:

23 'Popular education in the North-Western Provinces of the Bengal Presidency', *Benares Magazine*, vol. V, no. XXV (1851), 5.

24 See for instance, 'Photographic typesetting device may revolutionise India's printing industry', *Evening News*, 12 March 1955.

SAMPLES: FIGURES

1. Figure references should appear in brackets at the end of sentences, after punctuation:

in Japanese etchings of the nineteenth century, where liquid ground was applied by a brush over already-drawn lines. [Figure 6] At least in two cases this has been

2. Figure references should also appear after footnote superscripts. Multiple references to figures should be combined in the same set of brackets, separated by commas.

with depictions of various trades.³ [Figure 9] He presumably reproduced at least fourteen in blue and brown. [Figures 10, 11, 12] This is an example of techniques

3. Caption for figures should be formatted as follows:

Figure 4

Okada Shuntōsai, 'View in Edo, 1858–61', etching. Notice the minuscule lettering drawn with an etching needle, not possible with woodcut. Image courtesy of Museum Volkenkunde, Leiden (RV-6155-15). Original size 8.7×14.5 cm.

Figure 5

Title page of *Tafsīr Fath al-'Azīz sipāra 'amma kā tarjuma*, a commentary of the Qur'an (Lucknow: Mustafai Press, 1851). Image courtesy of the British Library Board (Asia, Pacific, and Africa 306.41.G21). Original size unknown.

SAMPLES: OTHERS

1. Use single quote marks without italics for all unpublished documents, theses, newspaper articles, as well as artworks with a title:

23 Jacques Philippe Le Bas, 'Pictures of meritorious feats during the campaigns in the West', Battle of Khorgos (1765).

24 Letter from J. G. Krishnayya to S. M. Katre, 20 April 1964. Box-3, W. N. Brown Papers, University of Pennsylvania Archives, Philadelphia.

25 Elisabeth Maris Jacobs, 'Dutch influence on Japanese cartography, 1640–1853', unpublished MA/PhD thesis (Vancouver: University of British Columbia, 1983).

2. Use single quotes inside punctuation marks, except where it is a complete sentence:

'Scriptures are icons', writes Watts. Moreover: 'They are not just texts to be interpreted and performed. They are material objects that convey religious significance by their production, display and ritual manipulation.'⁵ Therefore

3. For web links and website citations:

34 See <http://kaken.nii.ac.jp/ja/file/KAKENHI-PROJECT-17H07410/17H07410seika.pdf> (accessed December 2020).

35 For the 1808 atlas see <http://www.lib.m.u-tokyo.ac.jp/digital/HR064/index.html> and <https://dl.ndl.go.jp/info:ndljp/pid/2532460> (both accessed December 2020).

4. For non-English titles, the relevant transliteration as well as the title in original script can be included, as preferred. Please make sure you send a PDF along for comparison as text may not render the same way across different applications.

tract attacking the Hindu pilgrimage to ‘Juggernaut’[Jagannath Puri].²² A similar conversion-by-tract narrative can be found in the American Tract Society’s 1867 annual report: ‘Three families embracing eight adults, living forty miles from the nearest missionary, were hopefully converted through the instrumentality of a small volume of tracts, of which the “Jewel Mine of Salvation” was the most prized one. One of these is now a zealous preacher.’²³

Tracts present an interesting case of the personification of books. To evangelicals, the printed tract was far more than a mere tool: it was a walking and talking agent. Evangelical rhetoric would metaphorically elevate tracts to ‘little messengers of mercy’ and ascribe human agency to these ‘winged messengers of salvation’ as they travelled to the most distant places.²⁴ Tracts, as the Jaffna Society asserted, ‘take the place, in a measure, of a living teacher. Every tract is a voice, crying in the wilderness “Prepare ye the way of the Lord,” and it sounds not once only, but repeatedly, and in the ears of many.’²⁵ To understand the full significance of the multiplicative power of print, we should note that by the year 1861, there were fewer than 600 foreign missionaries in India, then a country of almost 180 million.²⁶ The tract as ‘proxy agent’, to borrow Isabel Hofmeyr’s term, was characterized by resilience and mobility. ‘No sun burns these silent messengers of peace, and no prejudice is in array against them’,²⁷ wrote Orissa missionary Charles Lacey, citing the ability of tracts to reach people ‘in the most sacred or secret places to which we could never have access’. Others emphasized the robustness and abiding impact of the printed word: ‘The Christian book or tract [...] is a missionary never silent, never weary, never sick, and never needing furlough.’²⁸ In a similarly anthropomorphizing vein, the *Missionary Herald* enthused: ‘When millions of tracts and Scriptures have [...] gone into remote towns and villages which no missionary has ever entered, it is impossible to say how much good has

²² *Twelfth annual report of the American Tract Society* (New York: Printed at the Society’s House, 1837), 113. See also the Society’s *Fourteenth annual report* (1839), 106. For details on the Orissa Mission’s early tracts, see Shaw, ‘The Cuttack Mission’, 35–36.

²³ *Fifty-third annual report of the American Tract Society* (Boston: The American Tract Society, 1867), 99. See also J. L. Philipps, ‘What one book did’, *The Missionary Herald of the Baptist Missionary Society* (October 1881), 415–417.

²⁴ See, for example, *The Calcutta Christian Observer*, vol. 5 (March 1836), 130; Amos Sutton, *A narrative of the Mission to Orissa, the site of the temple of Jugurnath* (Boston: published by David Marks, 1833), 53.

²⁵ *The Tract Magazine, or Christian Miscellany*, new series, no. 44 (August 1833), 94.

²⁶ Shaw, ‘Communications’, 340.

²⁷ Cit. from Sutton, *A narrative of the Mission to Orissa*, 283.

²⁸ Albert Charles Clayton, *Preachers in print: an outline of the work of the Christian Literature Society for India* (London: Christian Literature Society for India, 1914), 11.

From this table it can be seen that, of the total cost of £2954.97 for the four establishments, the expense of the Translator's Office was some ten times greater than that of the printing office, £2270.14.4 compared to £227 per annum (the same ratio as in the 1800 statement above). A further three years on, it is clear that returns of costs were made every month, as in the *Colombo Civil Pay Office receipts and disbursements for the month of January 1805*,¹⁶ transcribed below:

1 HEAD BOOKBINDER for the month of December 1804 as per abstract	50	PRINTING PRESS for the month of December	
2 Assistant at R.Dr. 25 e@	50	1 Head Interpreter	80
4 Ditto 18	72	1 Assistant	45
1 Ditto	17	1 Do.	35
1 Ditto	14	1 Do.	33
1 Ditto	12	5 Do. at R.Dr. 28 e@	140
1 Peon	7	1 Do.	18
Sub-total	222	1 Do.	15
Bookbinders bill for sundry articles purchased by him for preparing black and red ink sanctioned	54.9	3 Do. at 10 e@	30
Ditto Ditto for the use of the Office sanctioned	20	1 Chingalees & Malabar reviser	30
Mr A. H. Gisler [sic, i.e. Giesler] his allowance as Dutch Record Keeper &ca. for the month of December	195	1 Peon	8
House rent to ditto	18	Sub-total	434
Sub-total	5903.3	The Head Printer to purchase ingredients for the use of the said office as per sanctioned bill	38.4.2
		Sub-total	472.4.2
TRANSLATOR'S OFFICE for the month of December		TYPE FOUNDRY	
Mr A. G. Kriekenbeck Chief Translator	150	1 Manager	40
A. L. Franz Assistant to Ditto	93.9	3 Type Casters at R.Dr. 20 e@	60
P. I. Dormieux Translator	100	4 Assistants 14 e@	56
1 Malabar Translator	90	1 Work boy	8
1 Assistant Do. & Interpreter	30	3 Casks of fire wood at R.Dr. 2.6 e@	7.6
1 Malabar Interpreter	56.3	Sub-total	171.6
1 Malay Do.	40		
1 Malabar Writer	40		
1 Chingaly Do.	20		
1 Peon	12		
Sub-total	632		

¹⁶ The National Archives, Kew, London, Colonial Office records 54/21 ff. 155–157