Blog Article Style Guide

Last updated: 1/11/2022

Thank you for your interest in writing for the S&TD Division Blog. The following editorial guidelines will help you prepare your submission.

Submission Format

Please send your submissions as MS word attachment to our blog editor: scitechblogeditor@gmail.com.

Length:

- **Article**: The recommended length is 1,000 - 2,000 words. Longer articles could be divided into two or more parts.
- **Title**: The title should briefly identify the subject and indicate the purpose of the article.
- **Author Biography**: Include a brief biography (about 150 words) with your article. The bio should include your contact information, e.g., links to your website, LinkedIn etc.

Photos/Graphics:

- Submit all graphics (photos, charts, diagrams, etc.) as separate high-resolution JPEG files.
- Non-European Characters: Please provide a PDF file of the document if it contains non-European characters (i.e., Japanese and Arabic).

General Writing Tips

- Content should be original, not something that has appeared elsewhere in a blog (though the material can be adapted from older posts or publications).
- Avoid long blocks of text. Break down the main points of the article into sections with subheads.
- Do not attempt to cover everything about a particular topic in one article. Narrow the focus of discussion to a few main areas.
- Text must not be "advertorial," promotional, or "marketing" in nature. Avoid self-promotion and make sure the text is not biased toward your products and services. With this in mind, you can demonstrate how the product can be used and highlight your level of expertise through the use of specific examples that are easy to follow.
- All submissions will be evaluated by our blog editor(s) and reviewed by ATA Headquarters. All articles are subject to editing for grammar, style, punctuation, and space limitations.
- Articles written by non-native English writers will be polished until it is indistinguishable from native speaker contributions.

General Style Guidelines

ATA follows *The Chicago Manual of Style*. There are also certain style practices that are specific to ATA (see below). Where appropriate, the relevant section in *The Chicago Manual of Style* is noted below, for example (*Chicago,* 5.25). Here are some general rules to keep in mind during the writing process.

- Uppercase ATA Board of Directors, the ATA Board, or the Board (when referring to ATA's Board).
- Uppercase Committee, Division, or Chapter only when it is part of an official title (e.g., ATA Executive Committee, but not "the Committee is working").

Abbreviations/ Acronyms/ Initialisms:

- Spell out the full name of a term the first time it is used, followed by the abbreviation in parentheses. Use the abbreviation for all subsequent appearances.
- When you refer to an association, corporation, or business for the first time, use its full name, followed by its initials in parentheses. If possible, include the city and state or country where the organization is headquartered. If applicable, please include a website for more information. In subsequent references, either use the abbreviation or say "the association," "the organization," or "the society."
- When the abbreviation is used in subsequent text, it should not be preceded by *the.*

Capitalization:

- **Academic Degrees:** Do not capitalize academic degrees.
- **Job Titles:** Capitalize titles when they precede a person's name (*Executive Director John Smith says*...), but lowercase them when they follow the name (*John Smith, executive director of*...).
- **Organizations, committees, and conferences:** Capitalize complete official names. Lowercase them when they become general (*Chicago* 7.50-7.62).

Comma (Serial):

Place a comma before the conjunction joining the last two items in a series. (e.g., red, white, and blue) (Chicago, 6.19-20).

Contractions:

Contractions are allowed

Italics:

- Publication titles
- Blogs
- Foreign words (except proper names)

Preferred Spelling:

Use American English spellings, the exception being proper names (*Localisation Forum*).

- database, not data base
- e-mail, not email
- federal, not Federal (unless part of a title such as *Federal Communications Commission*)
- health care (unless "healthcare" appears as part of an official title)
- online
- résumé
- toward, not towards
- web
- website
- webmaster
- web page

Format for References:

Use endnotes, not in-text citations. Insert the reference number at the end of the sentence (*Chicago*, 16.15). The number will correspond to the complete reference note at the end of the article. Please put the page number and website (if applicable) at the end.

Book (one author):

Goody, John, and Josh Tad. *Translating the Source Text* (Baltimore: Johns Hopkins University Press, 2000), 24-25.

Book (two authors):

Albin, Verónica S., and Maria T. Coggins. *Bilingual Glossary for Medical Translators: Hematology, Oncology, Radiotherapy* (PCM Translation Resources, 1994), 100.

Book (more than three authors):

Locke, Christopher, Rick Levine, Doc Searls, and David Weinberger. *The Cluetrain Manifesto* (Perseus Books Group, 2000), 35.

Edited Volume:

Niske, Heldge. "Introduction to Terminology and Terminological Tools," in *Community Interpreting and Translating: New Needs for New Realities.* Edited by Garcés C. Valero and Barés G. Mancho (Universidad de Alcalá: Servicio de Publicaciones, 2002), 38.

Newspaper:

Spring, Alexandra, and Carly Earl. "'Just not blond': How the diversity push is failing Australian fashion," *The Guardian* (May 22, 2018), https://www.theguardian.com/fashion/2018/may/22/just-not-blonde-how-the-diversity-push-is-failing-australian-fashion.

Periodical (one author):

Cengel, Katya. "The Other Mexicans," *National Geographic* (June 25, 2013), https://www.nationalgeographic.com/culture/article/130624-mexico-mixteco-indigenous-immigration-spanish-culture.

Periodical (two authors):

Mason, George, and Abigal Baldwin. "Cultural Variations in Arabic." *Reflections* (June 2000), 5.

Periodical (more than three authors):

Adams, John, George Stanley, Doc Searls, and David Weinberger. "The Attack on Academic Theory." *Education Quarterly, Volume 2* (September 1998), 44.

Government Report:

International Narcotics Control Strategy Report, Volume 2 (Washington: Department of State, Bureau for International Narcotics and Law Enforcement Affairs, March 1, 2006), 107-111.

Press Release:

"DEA Administrator Karen Tandy Visits Panama" (Embassy of the United States, Panama, June 21, 2005).

Conference Proceedings:

Martin, Lorena, and John Roth. "Financial Crimes," *Proceedings of the Annual Conference of the National Association of Judiciary Interpreters and Translators* (May 2005), 6.

Court Case:

U.S. v. Zambrana, 841 F.2d 1320 (7th Cir. Ind. 1988).