



Editorial Style Guide

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1. Introduction

One of the main principles of quality publishing is giving readers the credit they deserve. They should be guaranteed an interesting and informative read, the basis for which is meticulous editing and easily recognisable, bright copy.

As a university promoting the quality of its teaching and research, it is even more important that each and every publication we produce is of the highest standard.

To prevent style faults getting into publications, it is essential to work alongside a house style and follow its direction. **A house style nominates style usages** in order to produce consistency in a publication. The justification for house style is not that the publication's version is necessarily correct but that inconsistent style is confusing to the reader, unprofessional and untidy.

The University of Ulster supports the use of plain English and recommends avoiding the unnecessary use of (academic) jargon which can obscure meaning and hinder effective communication: "The golden rule is that plain English should be used in any information that ordinary people rely on when they make decisions."

The purpose of our house style, then, is not to impose tyranny on independent, creative writing styles but to ensure that all University of Ulster material (print or online) has clarity and consistency, is distinctive and recognisable and makes sense.

It is important to remember that language is constantly changing: words disappear, lose or take on meanings and style becomes tired with time. Thus, as language and style change, so must their respective guides. **This house style will be updated on an ongoing basis.**

If you have any questions regarding Ulster's house style, please contact:

Corporate Communications
Telephone: +44 (0)28 7012 4463
Email: corporatecomms@ulster.ac.uk

2. Writing appropriately for your readership

The key to effective written communication is to know your audience and to write with them in mind. This way you can be sure that your words are creating the right impression of the University.

The tone and vocabulary needs to be appropriate to your audience, the difficulty sometimes lying in a disparate readership made up of people of all ages, backgrounds and motivations. We need to find a style of writing and a vocabulary that is understandable to all and this Style Guide should help with that process.

The University is an academic environment and we tend to use and understand academic jargon. In a piece of academic writing, words such as 'interdisciplinary', 'commonality', 'functionality', 'extrapolate', 'ideology', 'methodology', 'dichotomy', 'pedagogy', 'qualitative', 'discursive' sit comfortably on the page, are understood and appropriate.

If, however, we are describing and promoting Ulster to prospective students, parents, careers advisers and other interested parties, our choice of vocabulary should be appropriate.

Using language appropriate to your reader is not 'dumbing down'. It takes a skilled piece of writing to enable your readers to understand the information straight away, without having to re-read sentences.

Here are some suggestions¹ for making your writing clear, succinct and understandable to a wide range of readers:

- Use 'you' rather than 'the student' or 'applicant'.
- Use 'we' rather than 'the University of Ulster'.
- Change passive constructions to active, for example: 'Candidates with good honours degrees in other subjects will also be considered' to 'We will also consider candidates with good...'
- Use less formal vocabulary such as 'The programme starts' in preference to 'The programme commences'.
- Simplify sentences such as 'students who have not previously obtained an appropriate legal qualification' to 'students without an appropriate legal qualification'; remember, keep it short.
- Rephrase academic jargon that will be unfamiliar to international students or to anyone with little or no higher education experience.

¹ These have been adapted from How to Write in Plain English on the Plain English Campaign website; for further suggestions go to www.plainenglish.co.uk/free_guides.html

3. Fact checking

All information published must be accurate at the time of going to press. Everything must be checked against the original copy and proofread – preferably by another member of the team. All places and names must be checked against an atlas or *Who's Who* or another credible reference source. You should check staff and student names, either by emailing / calling them or asking them when you are conducting an interview. Never trust spellings from un-moderated sources such as those found on the Internet and use spell-checkers with caution.

Always use the latest edition of the *Oxford English Dictionary* to check spellings. There are other useful resources in the *Oxford* suite of books, including the *Concise Thesaurus*, the *Style Manual* and the *Dictionary for Writers & Editors*.

This *Style Guide* will also provide guidance on specific University-related matters of grammar, spelling and style.

4. University of Ulster style

University of Ulster is a singular noun so verbs and pronouns referring to it should be consistently singular:

The University of Ulster aims to be a global university in everything it does

For recruitment and general promotional purposes, our tone should be warm and inviting:

Thank you for applying to the University of Ulster.

We look forward to **you** joining **us** in the autumn.

Mention students first unless inaccurate, for example 'students and staff'

4.1 Addresses

The University's full addresses should be given in all formal usage. The addresses are as follows, except where specific departmental or other addresses are given:

Belfast campus University of Ulster York Street Belfast County Antrim BT15 1ED	Coleraine campus University of Ulster Cromore Road Coleraine County Londonderry BT52 1SA
Jordanstown campus University of Ulster Shore Road Newtownabbey County Antrim BT37 0QB	Magee campus University of Ulster Northland Road Londonderry County Londonderry BT48 7JL

The following references to the University of Ulster are not acceptable:

UU, UUB, UUC, UUU, UUM, NUU, the Poly, the Ulster Poly, the New University of Ulster, Belfast University, Coleraine University, Jordanstown University, Magee University, Magee College, Magee University College, the Art College, York Street.

This is an example of the preferred address format:

Registry Office
University of Ulster
Cromore Road
Coleraine
County Londonderry
BT52 1SA

4.2 Campuses

The University has four campuses: Belfast, Coleraine, Jordanstown and Magee.

The word campus is always lower case: the Belfast campus, the Coleraine campus, the Jordanstown campus and the Magee campus.

4.3 Faculties

Where reference is made to faculty in a general sense it should be given lower case, for example:

the University has six faculties

Where specific reference to 'the Faculty' it should take upper case for example:

The Faculty of Computing and Engineering will have an advice day on 21 August. Staff from the Faculty will be available to answer course-related queries

Faculty and School titles should be listed in full.

Ampersands – & – are acceptable.

Our six faculties are:

- Faculty of Arts
- Faculty of Art, Design and the Built Environment
- Faculty of Computing and Engineering
- Faculty of Life and Health Sciences
- Faculty of Social Sciences
- Ulster Business School

4.4 Fonts and typefaces

To ensure consistency on all our materials (print and online) a suite of fonts and typefaces must be used. Our day-to-day corporate font is **Arial**. For designed publications the corporate typefaces are **Optima** and **Helvetica Neue**. The **sans-serif** font family of **Verdana**, **Helvetica**, **Arial**, is used on the website.

The following templates are available:

- University of Ulster **fax** template:
See: caid.ulster.ac.uk/docs/ulster_fax_blank.doc
- University of Ulster **memo** template:
See: caid.ulster.ac.uk/ulster_memo_blank.doc
- University of Ulster **PowerPoint** template:
See: caid.ulster.ac.uk/docs/ulster_powerpoint_template.ppt

Do not adapt, manipulate or customise these templates in any way.

4.5 Job titles

The Ulster house style is for job titles to appear in lowercase as follows:

- lecturer
- senior lecturer
- reader

Note that the use of Professor and Doctor are always presented in uppcase.

for example:

James Waldron, lecturer on the interactive multimedia design programme, recently launched a web forum to facilitate online student discussion of multimedia design principles and practice.

On business cards, title case is used for all job titles.

The use of Professor and Doctor are always presented in uppcase as these are not job title designations.

4.6 Photo captions

For consistency and ease of identification in photo captions, list subjects from left to right, using each person's full name and title, for example:

From left: Vice-Chancellor, Professor Richard Barnett; Department of Social Development Minister Nelson McCausland; and Pro-Vice-Chancellor (Communication and Development), Professor Alastair Adair

Captions should be self-evident. If the front row is seated it should be cited as

Seated, from left

Where the person in the caption is already mentioned in the body text and their designation given, their designation need not be listed in the caption.

Note that the titles of Mr, Miss, Ms and Mrs are not used in captions.

The use of 'pictured' or the phrase 'pictured from left' is unnecessary.

Photo captions are **not** closed with a full stop.

4.7 Programme/course references

A degree in physiotherapy, biology, physics, history but English, Spanish, i.e. where the subject of the degree is a proper noun it should be given upper case.

Where a specific degree is cited it should be title case, for example:

BSc Hons Physiotherapy
BA Hons History

We do not put the Hons in parentheses. (*Brackets*)

4.8 Qualifications

Qualifications should be cited as follows:

A masters degree

A doctorate/doctoral study

Applicants should have a first or second class honours degree

4.9 Recruitment advertising

The following post-related nouns must be used when advertising vacancies (in a recruitment related context) at the University of Ulster.

Use applicant rather than candidate, for example:

Applicants must have experience of teaching, assessing and supporting students at further and/or higher education level and be able to contribute to the research activities of the Sport and Exercise Sciences Research Institute or the knowledge transfer activities of the School.

Use postholder rather than appointee, for example:

The postholder will contribute to the teaching and research and/or knowledge transfer activities of the School.

Where there are repeated references to 'applicant' it may be necessary to change this to 'priority will be given to those who...'

4.10 University

University is always upper case when referring to the University of Ulster but where university is used in a general context it should take lower case.

the University welcomed the recent announcement.

the benefits of a university education are considerable

4.11 Web address

The University's web address is www.ulster.ac.uk. It should not include http:// nor be underlined. Microsoft Word may underline automatically but it should not appear so in print.

5. Geographical references

There are a number of terms in common usage and the following notes are offered as guidelines to assist in avoiding offence.

Northern Ireland

The correct name for Northern Ireland must always be used. It is not N Ireland, NI, The North or the North of Ireland.

If it must be used when referring to Northern Ireland the term 'province' not 'Province' should be used.

Ireland

Ireland is now the correct way to refer to what was formerly known as the 'Republic of Ireland'. It is not referred to as the South, RoI or the Republic, nor is it the Free State or Eire.

Derry~Londonderry

Londonderry is the official name of the city and county commonly called Derry in the North West. We are aware of the sensitivities associated with both.

Londonderry should be used on official stationery and in the formal writing of the University's address for the Magee and Coleraine campuses.

Derry~Londonderry is the preferred form for all other University usage.

Where there is an opportunity in the copy, the term the North West should be used, particularly in reference to the Magee campus, where the North West is a more appropriate term to describe our constituency in that region.

Under no circumstances should the terms Maiden City or Stroke City be used.

6. Grammar matters

6.1 Abbreviations and acronyms

Acronyms are title case (i.e. the first letter of a word is upper case) if they can be said, such as Nato, Aids, Hefce (exceptions include UNESCO, UCAS, BTEC). Where the letters are pronounced separately, abbreviations are written upper case with no full point: BBC, HND, HIV.

If an acronym / abbreviation is used in text which may be read by people unfamiliar with their meaning, write the title out in full in the first instance followed by the acronym / abbreviation in brackets, thereafter using just the acronym / abbreviation:

The award complies with current Teacher Training Agency (TTA) regulations. All students are required to pass the TTA tests in English, Mathematics.

The first time a university, college or body is mentioned, it should be written in full, followed by the abbreviation in brackets, if applicable: Trinity College Dublin (TCD).

University of Ulster does not have an abbreviation in official literature other than Ulster.

A useful source of information for correct university names is the UCAS website (www.ucas.com/instit/index.html).

No full point after contracted abbreviations (Mr, Dr, St, Ltd) unless it is part of an official name.

Omit all full points in abbreviations (UK, et al, MSc, HE).

Metric terms should be spelled fully (15 metres, 10 kilometres, two litres).

Do not abbreviate university to uni unless it suits the style and tone of the text, similarly favour postgraduate over postgrad and undergraduate over undergrad.

Undergraduate degrees with honours can be written BSc Honours or abbreviated to BSc Hons.

Do not abbreviate street, road, avenue, drive, close or the county in addresses.

Although the usage of ampersands – & – are permitted within the University of Ulster style it is preferable to use 'and' instead of '&' unless it is part of a company or institution's name, for example:

Joanne Donnelly, a BSc Hons Consumer Studies graduate from Lisburn, spent her placement year working for Marks & Spencer in London.

Words which are frequently abbreviated such as television or compact disc may be abbreviated.

Avoid the abbreviations e.g. and i.e. (instead use: for example, such as, like).

6.2 Addresses

There is no comma between the city/county and postcode in an address.

Omit all punctuation from line ends in display addresses, for example:

Development & Alumni Relations Office
Jordanstown campus
University of Ulster
Shore Road
Newtownabbey
County Antrim
BT37 0QB

The University of Ulster **international** style for contact phone/fax numbers spacing and email/web addresses is:

Telephone: +44 (0)28 903x xxxx
Fax: +44 (0)28 903x xxxx
Email: alumni@ulster.ac.uk
Website: www.ulster.ac.uk/alumni

Note: the example above is a Jordanstown campus telephone and fax number.

The international format for spacing of phone and fax numbers at Belfast, Coleraine and Magee is:

Belfast campus	Coleraine campus	Magee campus
+44 (0)28 953x xxxx	+44 (0)28 701x xxxx	+44 (0)28 716x xxxx

Telephone and fax numbers should be given in international format in external publications, on the website and within email signatures.

Check and re-check that addresses, telephone numbers, email addresses and

web addresses are correct.

Domestically (i.e. within Northern Ireland) the University of Ulster style for contact phone/fax numbers spacing is:

Telephone: (028) 903x xxxx

Fax: (028) 903x xxxx

Note: the example above is a Jordanstown campus telephone and fax number.

Telephone and fax numbers should be given in international format in external publications, on the website and within email signatures.

6.3 Alumni

Depending on the readership, the term alumni may need explanation as follows:

the University's alumni – its former students and staff – have gained many influential positions.

Alumni – plural

Alumnus – masculine singular

Alumna – feminine singular

6.4 Apostrophes

The apostrophe is used to indicate contraction, for example:

we're going to apply (we are)

I can't apply (cannot)

possession, for example:

the department's facilities	the facilities belong to the department
students' union	the union belongs to the students
three years' experience but: one year's experience	experience of three years experience of one year

and missing words, for example:

o'clock	of the clock
hallowe'en	eve of All Hallows (note that apostrophe usage in this word is starting to die out)

There is always confusion on when to use 'its' or 'it's'. The general rules to remember are as follows:

If you can replace it's in your sentence with it is or it has, you do need the apostrophe.

To check whether you are using the possessive pronoun 'its' correctly, try putting 'his' or 'her' into your sentence where 'its' belongs. If the sentence still works then the word you need is 'its'. Just as his or her does not require an apostrophe, neither does its.

There is no such word as its'

Examples:

It's been good to study here (it has).

It's an excellent course (it is).

The course is known for its connections with industry (the connections of the course)

(You could say 'He is known for his connections with industry').

Do not use an apostrophe with decade designations: 1960s not 1960's.

For a British name that ends with an s, add 's, as in James's book or Dickens's novel.

If the name has a final syllable which is pronounced 'es' and would sound unusual with a further 's on the end just use a single apostrophe, for example:

Burgess' research submission

Note that some well-known place names drop the apostrophe, such as St Albans. Consult an atlas or map if unsure.

It is not necessary to use an apostrophe in plurals such as MPs, CDs.

6.5 Brackets

If a whole sentence is within brackets, put the full stop/question mark/exclamation mark inside:

Just register your details and the journey you wish to share. You will immediately get email details of possible car share contacts. (You can choose whether to confine your search to the University of Ulster community only.)

If an incomplete sentence appears within brackets at the end of a sentence, punctuation goes outside the brackets:

Work periods normally link to semesters and last for either six or 12 months (but there are special arrangements for professional training programmes, for example teaching and nursing).

Brackets can be used within brackets but are rather cumbersome. When using brackets within brackets, both pairs should be round.

Square brackets should only be used to add comments/explanations by the writer/editor to direct speech:

let them [the poor] eat cake.

Ordinary, round brackets implies that the words inside them were part of the original quote.

6.6 Bullet points

The use of bullet points should be restricted to emphasising specific, short points within text and are useful for breaking up chunks of text. They help readers skim read important information:

Join our six-week summer school and study in small, friendly classes with people from around the world:

- Full and part-time study
- Focused study, small groups, intensive learning
- Study for between one and five weeks
- One of the largest and most successful summer schools in Europe.

Note use of colon before start of bulleted text, initial upper case letters at start of each bullet point text line and absence of punctuation at end of each text line, except final line which finishes with a full stop.

Avoid using bullet points for lengthy blocks of text that contain two or more sentences. However, if any of the lines contain no more than two separate sentences, you may be able to retain consistency of style by inserting a semi-colon.

Note: ensure that text in each bullet point follows on grammatically from the text before the colon.

6.7 Capitalisation

Keep capitals to a minimum; if in doubt use lower case unless it looks ridiculous

Use upper case for ranks and titles when written in conjunction with a name but lower case on their own:

Vice-Chancellor Richard Barnett
Prime Minister David Cameron **but:**
The prime minister is visiting

Official bodies should be title case in the first instance with the name written out in full. When referring back to a specific institution, use the Department, the College, the University or the School. 'The' in the first reference to an official body should be upper case 'T' if part of the actual title, otherwise lower case.

Course titles and departments are title case, for example:

BA Honours Music or BA Hons Music
Department of Corporate Planning and Governance

Modules are always listed in sentence case where the first letter is capitalized, with the rest being lower case, for example:

Strategic marketing modules are studied in first and second year

General subject areas are lower case, for example:

Jane studied music at Ulster
A degree in physiotherapy

Use title case for specific references to our Students' Union but lower case for students' unions in general.

century and seasons (spring, summer, autumn, winter) are always lower case.

When using names of university or college campuses, the word campus should not be capitalised, for example:

the Belfast campus on York Street is part of the city's vibrant Cathedral Quarter.

Geographical terms are lower case when they are not part of the place name, for example

north Belfast.

Political divisions require caps for clarity.

Major world events should take title case, for example:

the Second World War was a global military conflict which involved a majority of the world's nations,

Bear in mind caps and lower case in 'the Government', 'a government', 'the Queen', 'a queen'.

Lower case for diploma, certificate etc unless it is part of the course title. The plural of GCSE is GCSEs and A level has no hyphen and a lower case l.

masters is always lower case. Note there is no apostrophe, for example:

I'm doing a masters at Ulster

Teaching quality assessments and research assessment exercises are lower case, unless, of course, they are abbreviated to TQA or RAE; similarly higher education but HE and further education but FE.

Title case is not needed on 'internet', similarly net, website, email and web.

CD-Rom is not fully capitalised – 'om' is always lower case, note hyphen.

6.8 Commas

Use commas to guide readers through a sentence and help eliminate ambiguity. Poor punctuation can lead to confusion. For example compare:

the panda eats, shoots and leaves

with

the panda eats shoots and leaves

Names and necessary descriptions should be separated with commas, for example:

Cardiff hosted the World Cup at its new sports venue, the Millennium Stadium, now the focus of many international events.

When listing items in a sentence, separate each item with a comma not a semicolon, for example:

semester one: Approaches to Criminology, Transferable Skills, plus one designated module.

If, however, the items listed have commas in them, use semicolon to show the reader where one item starts and another ends, for example:

semester one: Classical Criminology; Gender, Family, Sex, Society and Politics; plus one other designated module.

Do not use a comma before 'and' or 'but' in a simple list, for example:

core subjects include design, history, management and construction.

6.9 Colons

When using a colon to introduce part of a sentence, there is no need to capitalise the following word.

6.10 Dashes

The **en dash**, or **n dash**, (-), is used to contrast values, or illustrate a relationship between two things, for example:

the Ulster Elks beat Pegasus 2 - 1
the Anglo-Irish Agreement

You can use en-dashes in pairs for parenthesis but not more than one pair per sentence, ideally not more than one pair per paragraph.

The British English convention of space, en dash, space is always used.

The **em dash** (—), or **m dash**, often demarcates a parenthetical thought – like this one – and it is used to show that words between them are to be read parenthetically i.e. as if within brackets, for example:

Students work across ideas, materials and techniques – 2D and 3D –
looking at real situations.

It is also used in ranges, for example:

pages 6 – 10

The British English convention of space, em dash, space is always used.

6.11 Date and time

Dates should be written as date, month, year (17 March 2010), note no st, nd, rd or th.

Months and days of the week should be spelt out in full in all instances.

am and pm should be lower case and without full points, the number should not be followed by .00:

4pm not 4.00pm (note there is no space between figure and pm).

The word 'to' not a hyphen should be used to denote a range of times and years, for example:

4pm to 6pm

or

1986 to 1990

6.12 Foreign words and accents

Italicise foreign words unless they have established themselves in the English language by frequent use, for example:

à la carte, *chateau*, *debut*, *elite*, *et al*, *façade*, *tapas*.

Some foreign words that have become part of the English vocabulary do not require an accent, for example:

melee and *cafe*.

Check the most up-to-date version of the Oxford English Dictionary for usage.

The only accent we use in Spanish words is the tilde – ~ –, as in *señor*.

In French and German, use accents on lower case but not on caps, for example:

à la carte

but

A LA CARTE

6.13 Forward slash

There should be no space preceding or following a forward or back slash, for example:

Square brackets should be used to add comments/explanations by the writer/editor to direct speech.

When writing numbers where you need to use a forward slash the preferred format is xxxx/xx, for example:

The University enrolled over seven thousand part-time students during the 2008/09 academic year

6.14 Gender and inclusive language

To avoid showing any gender bias, it may be necessary for us to substitute plurals for personal and possessive pronouns (instead of using 'his or her', which makes the sentence appear clumsy) or to reword the sentence altogether, for example:

when the student returns his completed UCAS form/when the student returns his or her... could become when students return their completed UCAS forms
or when the student returns the completed UCAS form
but preferably when you return your completed UCAS form

6.15 Graduation

Graduation is the action of receiving or conferring an academic degree or the ceremony that is sometimes associated, where students become Graduates. Before the graduation, candidates are referred to as Graduands.

6.16 Headings and subheadings

Do make sure that repeated headings and subheadings are consistent in style. Watch out for the use of title case, plurals, question marks and other punctuation, for example if you write 'How do I apply?' in one chapter/section, make sure it does not read differently elsewhere ('how should I apply' or 'How to apply'). Try to make these active and descriptive, not just labels:

'How do I apply?' rather than 'Application procedures'.

6.17 Hyphenation

Use hyphens for:

Fractions (which should be written in full rather than using figures): two-thirds, three-quarters, one-half.

Prefixes and suffixes: some words that begin with anti, non, neo (check with the Oxford English Dictionary); with the suffix -elect for example mayor-elect; with letters and figures, for example T-shirt, mid-1970s. Note: email but e-business, e-tool, e-zine.

Composite adjectives before the noun (used attributively):

the course is part time	it is a part-time course
the department is well equipped	it's a well-equipped department
history in the 20th century	20th-century history

Nouns formed from prepositional verbs:

bail-out, get-together, pay-off, round-up.

Preferred versions of some frequently hyphenated (and not hyphenated) words:

audiovisual	childcare	co-operate	co-ordinate
coursework	desktop	email	field trip
groupwork	half-truth	healthcare	interdisciplinary
marketplace	multicultural	no one	online
postgraduate	postmodern	shortlist	teamwork
touch-typing	undergraduate	up-to-date	video-conferencing
website	well-being	worldwide	workplace

6.18 International students

As a rule 'international students' refers to all students outside the UK and the EU.

6.19 Language

All University material must be written in UK English. American English must not be used unless materials are being produced specifically for use in the USA.

6.20 Names and titles

Avoid using marital titles such as 'Mr', 'Mrs', 'Miss' or 'Ms'. The use of first name and last name in the first instance is preferred, even with professional titles, for example Professor Donald McMillan. Thereafter, the surname (or professional title and surname) will suffice. Note that journalism favours use of surname but in student recruitment literature, the warm tone lends itself to using a student's first name.

If a person's name reappears in a piece after an interval of several paragraphs, do the reader a favour and repeat the forename unless they are so famous that it is unnecessary.

If a name includes one or more initials, do not use full stops, for example:

Gareth W Jones
EM Forster

Titles of publications, newspapers, films, books, songs, plays, television and radio programmes should be italicised. Single quotation marks are not necessary.

6.21 Numbers and measurement

Use words up to and including nine, figures above and including 10; in tables, always use numerals.

Write ordinals out in full up to ninth, then use figures, such as 20th anniversary.

Always use figures for centuries, decades and military units, for example 5th century (note lower case c), 1970s and 3rd Battalion. Likewise dates, temperatures, times, scores, votes are numerals, for example 26 January, 5°C (note lower case c), 4pm, 2-1. Percentages follow the standard number rule, therefore two per cent and 10 per cent.

Try not to begin a sentence with a numeral and never begin with a 1.

Use commas to separate thousands but with no space (12,000 in preference to 12, 000 or 12000).

Fractions should be written in full and hyphenated, for example one-third, three-quarters.

Do not abbreviate million to m or billion to bn.

Common sense sometimes calls for a word instead of a figure, as in:

I've told you a hundred times.

When referring to a range of numbers (or a period of time), use 'to' in preference to '-':

24 to 28 not 24-28

Similarly, when referring to teaching quality assessment grades, write '24 out of 24' in preference to 24/24.

Per cent is used in preference to % in body copy but should appear as % in tables.

Decimals smaller than one should take a zero before the point (i.e., 0.2).

Phone numbers should not take hyphens, nor should they be preceded by a colon, for example: For further information please call +44 (0)28 xxxx xxxx

Telephone number spacing is as follows:

Belfast: +44 (0)28 953x xxxx
Coleraine: +44 (0)28 701x xxxx
Jordanstown: +44 (0)28 903x xxxx
Magee: +44 (0)28 716x xxxx
Mobile: 07879 326058 or international +44 (0)7879 326058

University number: +44 (0)28 7012 3456

Telephone and fax numbers should be given in international format in external publications, on the website and within email signatures.

Avoid splitting a phone number over two lines (the same goes for dates, postcodes, email and web addresses).

When a web/email address ends a paragraph, do not punctuate with a full point. If, however, a web/email address ends a sentence mid-paragraph, punctuate the sentence with a full point so as not to confuse it with the following sentence.

Degree classifications are written in numerals and with a full stop not a colon, for example 2.1 but should be written in full in text, for example:

upper second class honours

Use 'more than', rather than 'over' with regard to numbers or measurements (over is used to indicate place: 'over there':

more than 20,000 students attended the convention

Where you have two such approximations, use:

more than 10,000 students from some 60 countries

6.22 Punctuation

Punctuation helps your reader make sense of text. It indicates, for example, natural pauses for breathing, the start of a list, the end of a sentence. Try not to over punctuate because it ruins the flow of the text and confuses your reader. At the same time, too little punctuation leaves your reader wondering where one idea begins and another ends.

6.23 Qualifications

Listed below are the preferred styles for writing academic qualifications:

University entrance qualifications	A level, AS level, GNVQ, BTEC
Certificate	CertHE, PGCE, PgCert
Diploma	DipHE, AdvDip, PgDip
Foundation Degree	FD, FdSc, FdA
Bachelor awards	BA/BA Hons, BSc/BSc Hons, BEng
Master awards	MA, MEng, MPhil, MBA, MRes, MSc, MDes, MFA
Doctorate awards	PhD, EdD, New-Route PhD
Other	Edexcel

6.24 Quotes

Always use double quotation marks except for a quotation within a quotation, which then requires single quotation marks, for example:

She said to the journalist: “I should have answered ‘no’ to that question.”

Use a comma before a whole quoted sentence but not before part of a quotation that begins in mid-sentence:

Vice-Chancellor Richard Barnett told the press: “Our new visual identity suggests a lot – it is fluid, bright, modern and innovative.”

Within a quotation use the exact spelling and punctuation of the original, even if it is wrong. Use [sic] to indicate that the original spells or reads incorrectly.

If omitting material from a quotation, use three ellipsis points ...

Do not use ellipsis points at the beginning or end of a quotation.

Beware of using single quotation marks on single words when they aren’t necessary.

6.25 Singular nouns

The University of Ulster is a singular noun so verbs and pronouns referring to it should be consistently singular, for example:

The University of Ulster aims to be a global university in everything it does

6.25 Web addresses

It is unnecessary to include `http://` when writing web addresses. Avoid splitting web addresses over two lines. If you do have to, split at a logical point, for example after a forward slash.

6.26 Widows and orphans

Widows (the last word in a sentence/heading by itself on a line) or orphans (the first or last line of a paragraph by itself on a page) should be eliminated wherever possible.

If it is at all possible, leave three or more words on the final line of a paragraph. Longer words with several syllables such as ‘university’ are acceptable widows.

6.27 Word division and line breaks

Word division over two lines should be avoided.

Look out for clumsy line breaks, for example those spoiling the flow of lists and tables.

If it is absolutely necessary to divide a word over two lines, make sure that it divides at an intelligent point, i.e. between clear syllables (divi-sion in preference to divisi-on). Avoid splitting a word that is already hyphenated, for example:

he was full of self-recrim-
ination

7. Other useful sources of information

- To check compliance with Corporate Visual Identity guidelines visit:
 - <http://caid.ulster.ac.uk/updatedvisualidentity.html>
 - http://caid.ulster.ac.uk/pdfs/ulster_guidelines.pdf
- To check compliance with the Ulster Business School identity Guidelines visit:
 - http://caid.ulster.ac.uk/pdfs/ulster_bs_guidelines.pdf
- To download the approved University **fax** template visit:
 - http://caid.ulster.ac.uk/docs/ulster_fax_blank.doc
- To download the approved University **memo** template visit:
 - http://caid.ulster.ac.uk/ulster_memo_blank.doc
- To download the University branded **PowerPoint** template visit:
 - http://caid.ulster.ac.uk/docs/ulster_powerpoint_template.ppt

Our visual identity, a handy personal guide concerning the University's visual identity see: <http://caid.ulster.ac.uk/ourvisualidentity.html>

- For a guide to addressing members of the Royal Family and people with titles visit www.debretts.com/forms-of-address.aspx
- *The Economist Style Guide*, *Economist Books*, 2003; also available online at www.economist.com/research and with a quiz to test your knowledge on English language usage at www.economist.com/diversions/stylequiz.
- *The Oxford Dictionary for Writers and Editors*, Robert Ritter (ed), OUP 2000.
- The Plain English Campaign's website provides handy hints on writing clearly, avoiding unnecessary jargon: "The golden rule is that plain English should be used in any information that ordinary people rely on when they make decisions." Website: www.plainenglish.co.uk
- For a complete list of the correct names of UK universities and colleges of higher education visit www.ucas.com/instit/index.html
- *Who's Who 2009* – The definitive reference for checking the correct names of famous people. It also gives a brief biography, their contact details and details of the Royal Family. *Who's Who 2009*, A & C Black, London