

# CUTS Style Guide



# CUTS Style Guide

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**Consumer Unity & Trust Society**

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# 1 Introduction

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CUTS Style Guide aims to provide a guide to writing and formatting documents written by staff on behalf of the organisation with the primary objective of ensuring that the organisation's formal documentation is presented consistently across all forms of communication. The guide is not intended for public or external use.

The aim is to represent the mission, vision and values of CUTS through one voice. It is crucial for us to ensure that we communicate clearly and effectively, using consistent language, spelling and terminology. This style guide sets up CUTS' preferred spellings and terminology, along with general guidance on English Grammar, style and usage.

## Objectives

The main objectives of this style guide are to:

- provide an all-purpose guide to present CUTS consistently in written communications;
- ensure that the guide properly reflects modern usage and is fit for purpose, and so it should be updated as required; and
- act as an arbiter when issues in use of language are raised.

This guide does not tell you how to write – just how to be grammatically correct and ensure consistency in your own writings as well as that of others who are writing on behalf of CUTS.

## 2 Who we are

CUTS ([www.cuts-international.org](http://www.cuts-international.org)) is a leading think-tank working on economic and public policy issues. It is a leading Southern voice and face of consumer empowerment through its rights-based approach and activities for influencing the process and content of inclusive growth and development. Presently, its work spans a multi-pronged agenda targeted to the realisation of CUTS' Vision of '*Consumer sovereignty*' and its Mission of '*consumer sovereignty in the framework of social justice, economic equality and environmental balance, within and across borders.*'

Consumer interest is the *raison d'être* of all economic transactions. In practice, that does not happen more often than not and particularly in the developing world because consumers are either less informed about their rights and responsibilities and/or on account of the fact that consumer movements in developing countries have weakened over time.

Over the last three decades, CUTS has experienced an organic and evolutionary growth – marked by a refreshing spontaneity in responding to the need of the hour, particularly those of the developing world, by addressing contemporary and emerging issues of economic governance at national, regional and international-level through cross-fertilisation of ideas and experiences of state and non-state actors.

What started as a consumer protection organisation in its traditional sense, CUTS has attained uniqueness through the realisation that the consumer needs to be economically, politically and socially empowered via diverse channels such as '*Good Governance*', '*Effective Regulation*' and '*Rules-based Trade*', so that consumer rights (from basic needs to safety, choice, information, consumer education, redressal, representation and healthy environment including sustainable consumption) are embedded in the quest of achieving sustainable development and to make economic growth more inclusive.

Three core areas: '*Good Governance*', '*Effective Regulation*' and '*Rules-based Trade*' – constitute the areas of specialisation of CUTS. All of them are aligned with the following activities:

- **Research** (for policy as well as practice changes) involves the evaluation and analysis of primary data and secondary evidence to arrive at recommendations for furthering progress towards consumer protection and sovereignty, which are articulated in the organisation's '*Vision*' and '*Mission*'.
- **Advocacy** refers to the generation of awareness about these recommendations and dissemination of other knowledge/information relevant for the mentioned progress as well as capacity building of CUTS and its partners which are needed for understanding and pushing the implementation of those recommendations.
- **Networking** involves the creation of frameworks through which such advocacy can be effectively conducted with inputs from Research, Advocacy, Networking, Capacity Building of state and non-state actors on our core areas and their linkages, so that consumers are better empowered to access their rights and execute their responsibilities for bettering their lives.

## 3 Intonation

**‘Intonation’ simply means the way we speak.** It helps us bring our organisation’s identity to life through words. It is easy to give out mixed messages because there are so many channels of communication; by defining our tone of voice it is easier to show what we stand for. By being consistent, we ensure that all CUTS documents are recognised as coming from the same organisation. We also present ourselves as a well-run and high-quality organisation in which staff, partners, donors and the public can have confidence.

Getting our tone of voice right – not just our prose style, but also our points of emphasis and the way we present issues – will not only encourage readers to read on, it will also create a distinctive personality for CUTS in their minds.

How do we want to position ourselves? By being a forward-thinking organisation, dedicated to social change that is not afraid to challenge the established way of doing things. We provide an alternative to mainstream research organisations and think-tanks.

The tone will vary depending upon the communications’ objective and the audience. What is appropriate for young people may not be appropriate for our partners or donors. Use your judgment. Generally, we aim to be:

- thought-provoking
- surprising
- analytical
- considerate
- inspiring
- warm
- professional
- conversational

### Show how we are different

Always try to frame communications in terms of what the organisation doing is different. That does not just mean ‘different from other research agencies or development organisations’. It can also mean ‘different from people’s preconceptions about how social change occurs’. Or ‘different from the way we used to do it’. What counts as new or surprising will vary depending upon the reader. For a general audience, it may even be as simple as talking about how CUTS’ core purpose is social change through public policy engagement and not direct action.

### What does a reader want to know?

It would be better to think first and foremost about the audience. What do they want to know? Put yourself in the reader’s shoes – writing well requires that we empathise with the reader. We have to ‘become’ the reader, to remember what we know and do not know about a situation, to imagine how we would approach reading a document, and to ask the questions the reader would ask.

## Be clear

Clarity of writing usually follows clarity of thought, and will be interpreted as doing so by readers. To paraphrase George Orwell's basic rules:

- Avoid metaphors, similes or other figures of speech
- Prefer short words
- If it is possible to cut out a word, always cut it out
- Use the active voice
- Never use a foreign phrase, a scientific word or jargon. However, if any foreign word is used it can be italicised
- Use adjectives only when special emphasis is needed

## Be specific

Avoid vague words and phrases like 'often', 'many' or 'some time ago' as these do not paint a picture in the reader's mind. As knowledge is the most powerful tool, hence it should be transmitted accurately.

## Use short sentences

Short sentences are easier for a reader to understand. **A good rule of thumb: if a sentence is over 25 words, split it in two.**

## Be sensitive and write respectfully

Be careful not to cross the line from being plainspoken into being rude. Please refer to:

- 'people living in poverty' or 'poor people', not 'the poor'
- 'disabled people', not 'the disabled'
- 'one' or 'he or she' in a gender neutral sentence

# 4 Editorial Guidelines

All regular publications of CUTS should conform to the format outlined in this Style Guide. The writers should follow the guidelines given below:

## Clarity

Clarity of writing usually follows clarity of thought.

<i>Examples</i>	
(How to)	(How not to)
<ul style="list-style-type: none"><li>• If we revise the programme, we can serve our customers more efficiently.</li><li>• Our schools have failed to teach basic skills because educators do not understand how cultural backgrounds influence learning.</li></ul>	<ul style="list-style-type: none"><li>• <del>A revision of the programme will result in increase in our efficiency in the servicing of our customers.</del></li><li>• <del>The cause of our schools' failure at teaching basic skills does not understand the influence of cultural background on learning.</del></li></ul>

## Accuracy

Avoid vague words and phrases like 'often', 'many' or 'some time ago'. They do not paint a picture in the reader's mind.

<i>Examples</i>
(How not to)
<ul style="list-style-type: none"><li>• <del>He often comes late.</del></li><li>• <del>Does this happen often?</del></li><li>• <del>How many words are in a sentence?</del></li><li>• <del>The writer has written many interesting stories.</del></li><li>• <del>We met some time ago now.</del></li></ul>

## Short and simple sentences

These are more powerful and easier for a reader to understand. Avoid using compound or complex sentences.

<i>Examples</i>	
(How to)	(How not to)
<ul style="list-style-type: none"><li>• Simple Sentence: Austria has many poor people.</li><li>• Simple Sentence: I will shop at the store this weekend.</li></ul>	<ul style="list-style-type: none"><li>• <del>Compound Sentence: We have never been to Asia, nor have we visited Africa.</del></li><li>• <del>Compound Sentence: Austria is a beautiful country, but it has many poor people.</del></li><li>• <del>Complex Sentence: Studying before the test is good, if you want to pass.</del></li><li>• <del>Complex Sentence: She returned the computer after she noticed it was damaged.</del></li></ul>



## Language

Use British English instead of American.

<i>Examples</i>	
(How to - British)	(How not to - American)
analyse	<del>analyze</del>
apologise	<del>apologize</del>
behaviour	<del>behavior</del>
cancelling	<del>canceling</del>
centre	<del>center</del>
colour	<del>color</del>
encyclopaedia	<del>encyclopedia</del>
favourite	<del>favorite</del>
fibre	<del>fiber</del>
fulfil	<del>fulfill</del>
grey	<del>gray</del>
labour	<del>labor</del>
practise	<del>practice</del> (verb)
licence	<del>license</del> (noun)
programme	<del>program</del>
summarise	<del>summarize</del>
focussed	<del>focused</del>

## Voice

Use the active voice instead of passive voice, to keep content lively.

<i>Examples</i>	
(How to)	(How not to)
<ul style="list-style-type: none"><li>• Active: The director will give you instructions.</li><li>• Active: The wedding planner is making all the reservations.</li></ul>	<ul style="list-style-type: none"><li>• <del>Passive: Instructions will be given to you by the director.</del></li><li>• <del>Passive: All the reservations will be made by the wedding planner.</del></li></ul>

## Use of foreign phrases

Foreign phrases and Hindi words being used in the document should be italicised. In case scientific words or jargons are used in the document then their meaning should be briefly explained.

### *Examples*

- *Ad hoc* – made or done for a particular purpose
- *Ad nauseam* – to a sickening degree
- *Alma mater* – one’s old school or university
- *Bona fide* – genuine
- *Carte blanche* – unlimited authority
- *Caveat emptor* – let the buyer beware
- *De facto* – actually or in reality
- *En masse* – in a large group
- *Faux pas* – a social blunder
- *Ibid or ibidem* – in the same place
- *Ipso facto* – by the fact itself
- *Modus operandi* – method of operating
- *Per se* – in itself
- *Status quo* – the existing condition or state
- *Vis-à-vis* – face to face or in relation to

### Hindi words

- *Gram Gadar* (Village Revolution)
- *Gram Sabha* (Village Council)
- *Prashikshan Margdarshika* (Training Manual)
- *Panchayat* (Village Council)

## Date Format

MM/DD/YY or March 30, 2016 (Generally for documents like Event Reports)

## Naming Electronic Files

**YYMMDD** and name of the file (161025\_Publications\_Monthly Review Meeting\_Minutes) . One should also provide his/her initials with **YYYY.MM.DD** format at the end of the document (*whether it is any note or minutes of meeting etc.*) for example, MV/2017.01.18

## Font, paragraph and size

- Sans Serif for e-mails
- Times New Roman 12 pt for letters, reports, proposals
- Line spacing in the body text 1.1
- Paragraph 0 – Hard enter after each paragraph
- Hindi Font – Shreelipi, Devlys pt 14

## Margins

Ideal margins in a word document depend on many factors, including the document type, the need to limit the number of pages (for example, if you’re paying by the page to fax or copy a document), and the audience’s needs. Adjusting the margins can also control the perception of your document, making it look like it’s longer or shorter than it actually is. Ideally, stick to ‘Normal’ margins, i.e. 1 inch on all sides (find in ‘Page Layout’).

## Header/Footer

Header will always contain CUTS logo. Footer will mention the document description on the left bottom and page number on the right bottom.

## Primary bullets in a document

Preferably use solid round bullets. When using bullets, be consistent throughout the document with the formatting (for example, capital letters and punctuation at the start and end of each bullet). If you want to use numbering, stick to the number followed by a dot series that is 1. 2. 3.

## PPT Format

PPT format should also be customised to reflect the brand image of CUTS to the outside world. Therefore, it should essentially carry CUTS logo at the bottom on left side.

## Other Useful Tips

- Use lower case for kg, km, am, pm lb (never lbs), When used with figures, these lower-case abbreviations should follow immediately, with no space (11am, 4:30pm, 15kg, 35mm), as should AD and BC (76AD, 55BC), though they should be set in capitals.
- E.g. not eg.
- Never start a sentence with a number; write it in words instead.
- Use comma for longer figures like 5,000, 500,000
- Use 5 to 6pm in place of 5pm-6pm. However, write 11am to 12pm not 11-12pm

## Currency

There should be no gap between the \$ sign/€ sign/₹ sign and amount. The ₹ symbol should be used in internal documents of CUTS, newsletters, monographs, briefing papers, policy briefs etc. However, in project proposals involving international donor agencies INR should be preferably used.

<i>Examples</i>	
(How to)	(How not to)
• US\$2,000mn/€5,000mn/₹300,000	• <del>US\$,0000mn/€ 5,000mn/ ₹ 300,000</del>

## Symbol

We do not use % symbol in a text. There should no gap between per and cent (**percent**).

<i>Examples</i>	
(How to)	(How not to)
• Percent	• <del>%</del> • <del>Per cent</del>

## Numbers

Numbers up to ten must be written in words (one, nine) in a text. After ten, they should be written in numbers (13). However, if there are decimals involved, they must be written in numbers only.

<i>Examples</i>	
(How to)	(How not to)
<ul style="list-style-type: none"><li>• One, two, three, four...nine</li><li>• 10, 11, 12, 13, 14, 15.....</li></ul>	<ul style="list-style-type: none"><li>• 1, 2, 3, 4, 5, 6, 7, 8, 9</li></ul>

## Acronyms

Always give the full form of any acronym first (and once) followed by its abbreviated form.

<i>Examples</i>	
(How to)	(How not to)
<ul style="list-style-type: none"><li>• World Trade Organisation (WTO)</li><li>• Foreign Direct Investment (FDI)</li><li>• Trade Related Aspects of Intellectual Property Rights (TRIPs)</li></ul>	<ul style="list-style-type: none"><li>• <del>WTO (World Trade Organisation)</del></li><li>• <del>FDI (Foreign Direct Investment)</del></li><li>• <del>TRIPs (Trade Related Aspects of Intellectual Property Rights)</del></li></ul>

## Designations

Provide full information in a document, especially if referring to a popular/important personality, and then also do not forget to give his/her current designation once in the document

<i>Examples</i>	
(How to)	(How not to)
<ul style="list-style-type: none"><li>• Narendra Modi, Prime Minister of India launched the 'Make in India' campaign</li></ul>	<ul style="list-style-type: none"><li>• <del>Narendra Modi launched the 'Make in India' campaign</del></li></ul>

## Country/State/City

Give the name of the Country/State/City of the place being referred to.

<i>Examples</i>	
(How to)	(How not to)
<ul style="list-style-type: none"><li>• The trader frequently visits Mohana, district, Jaipur (Rajasthan)</li><li>• Vasundhara Raje, Chief Minister of Rajasthan launched the <i>Bhamashah Yojana</i></li></ul>	<ul style="list-style-type: none"><li>• <del>The trader frequently visits Mohana</del></li><li>• <del>Vasundhara Raje launched the <i>Bhamashah Yojana</i></del></li></ul>

## Salutations

Do not use titles in front of someone's name. The most common salutations are "Mr" and "Ms". There are a few others as well like "Dr." which should only be prefixed if he/she is a doctor by profession.

## Dots

Do not use dots when writing someone's name with an initial.

<i>Examples</i>	
(How to)	(How not to)
• S N Sinha	•—S.N. Sinha

## Address in Letters

Letter must include the applicant's name, the contact information of the financial institution (address, telephone number etc.). The format for the same is mentioned below:

File No./Despatch No.

Date

(YY/MM/DD)

Dr/Mr/Ms/Prof/Shri/His Excellency \*Insert complete name\* (not putting a full-stop after salutation)

Designation, Organisation

Address (with pin code)

Salutation-Dear \*Title and Last Name,\*

<i>Example</i>
C.53(3)/4213 2016.06.17  Mr Sunil Jain Opinion Editor The Financial Express Express Building 9-10, Bahadur Shah Zafar Marg New Delhi 110103  Dear Mr Jain,

## 'Contact Us' Details in Documents

The format for 'Contact Us' for all documents, including printed/online documents/letterheads/website etc. is mentioned below:

\*insert CUTS logo\*



\*insert address and phone number\*

\*insert relevant email address\* \*insert relevant website\*

<i>Example</i>
 D-217, Bhaskar Marg, Bani Park, Jaipur 302016, India Tel: +0141 2282821, 2282482 <a href="mailto:cuts@cuts.org">cuts@cuts.org</a> ; <a href="http://www.cuts-international.org">www.cuts-international.org</a>

## Email Signature

There is a fixed template for e-mail signature lines. Sans Serif small size grey colour font with right alignment is used. Besides, addresses of respective Centres should be embedded in the signature line.

<b>Name</b> Designation CUTS International, Jaipur Tel: +91 141 2282821-3 Ext: Fax: +91 141 2282485 Mobile: Email: <Your Email ID>@cuts.org Skype:	  include icons of respective centres' social media pages
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# 5 ABCDE Style of Writing

ABCDE style of writing has been devised for written communication. It can be informational, persuasive, motivational, or promotional. The most important element of writing is the ability to identify and write to the audience. The next element is to make sure that the objective is clear and concise. Do not be vague about the objective, and just get to the point without going into unnecessary details.

## A for Action

From the introductory paragraph, the individual should be able to define the nature of the document. It will generally outline the purpose and the reason for which the document is being sent. This can address any issue that is outstanding and used to set the tone for rest of the document. The summary of the document can be found in the first paragraph.

### Example

- Pradeep Mehta has asked me to explore if you can write Policy Briefs for us as part of a project on the political economy of regulatory regimes within the following three-four weeks. The Briefs have to be written on the basis of the original Papers submitted by scholars under a CUTS research project: “Competition, Regulation and Development Research Forum (CDRF)”. The project was initiated against the background that, in the developing world, there is most often a gap between policy and implementation due to various political economy and socio-cultural factors.

## B for Background

Provide background information in the first paragraph. For example, if you are following up on a meeting, briefly discuss the topic. If you are submitting a proposal, give a brief summary. This can help audience understand complex proposals.

### Example

- The project is being carried out through a research cycle comprising of call for research abstracts, writing of research papers, reviewing and quality checking process, organising an international symposium to discuss the research papers, writing of Policy Briefs and publication of research volume.

## C for Content

Briefly summarise the purpose in writing and suggest how to proceed further.

### Example

- In the 1<sup>st</sup> cycle, about 20 Papers have been received, reviewed and debated at a symposium. Out of these, four Policy Briefs are to be prepared on the basis of four broad themes. You may choose one or may be two Policy Briefs as per your convenience.

## ***D for Documentation***

Include any supporting documentation.

### ***Example***

- Please see the attached Paper: ‘Politics Trumps Economics-Lessons and experiences on competition and regulatory regimes from developing countries’ which is a snapshot of issues that emerged out of the 1<sup>st</sup> research cycle of the project and which can provide you the gist of research issues involved.

## ***E for Ending***

State clearly and succinctly the goal and requested next action. When writing a proposal, provide clear details that do not add irrelevant information.

### ***Example***

- Writing of Policy Briefs would not require any additional research, as the information is available in the research Papers under the specific theme. It should not take much effort from a person like you who has fair knowledge of economic issues. An honorarium of US\$150 (₹6000) would be provided for each Policy Brief.



## 6 CUTS Diverse Publications

The organisation publishes a wide spectrum of material for information dissemination for semi-literates to professionals in a reader-friendly format ranging from a wall newspaper to research reports. CUTS publications have an international outreach and are recognised globally.

Consumer Awareness and Rights, Economic Development, International Trade, Competition and Investment, Environment and Sustainable Development, Infrastructure, Poverty Reduction, Women Empowerment, Child Rights etc. are some of the issues, which are being incorporated in its wide range of publications. Various publications of CUTS are as following:

- Newsletters (Periodicals)
  - ✓ English
  - ✓ Hindi
  - ✓ E-newsletters
- Research Reports
- Monographs
- Briefing Papers/Policy Briefs
- Other Miscellaneous Publications
  - Discussion Papers, Viewpoint Papers, Trade Law Briefs, Dossiers, Advocacy Documents, Case Studies, Issue Notes, Bill Blow-ups, Event Reports, Brochures etc.
- Articles/Op-Eds



### Writing Tips

#### Newsletters

Newsletters carry news/stories compiled from Print media (newspapers) and Internet.

#### Pre-planning

- Selection of the stories should be done judiciously.
- Selected story should be clearly marked to the relevant publication (*P* for *PW*, *P2* for *EQ* etc.)
- The date of the newspaper should also be clearly marked (*ToI*, 18.11.04)
- Stories should be cut carefully and pasted on a paper properly. Cuttings exceeding the page size, vertically and/or horizontally, should be cut between columns and stuck below. They should not be allowed to protrude out of the page.
- Incomplete stories (continued on some other page) should not be stuck.
- While sticking stories on paper, at least one centimetre space should be left between the top of the page and the story.

#### Planning

- Newspaper clippings should be carefully segregated into pre-determined sections (**Infra B & I**, etc.) The selected lot of clippings should be kept separated from the excluded ones.
- The segregated clippings should then be logically and systematically linked together.

- In linked stories containing multiple articles, lead story should be kept on the top, followed by other stories in their sequence of linking.
- Each linked story should be bunched together securely in a way that pages do not get separated.
- The name of the section of the story (it belongs to) should be legibly written on the top right hand corner of the page in red ink.
- Required number of stories should be then selected on the basis of their importance, relevance and interest value.
- Each selected story should be allotted a number (1, 2, 3, etc.). This should be clearly written next to the name of the section (**Infra I**).
- The number of the story should be written on all pages of linked stories.

### **Writing**

- Computer Programme should be MS Word.
- Paper size should be customised to a width of 8.5” and a height of 12”.
- Paragraph alignment should be justified.
- Font should be 12 in Times New Roman
- Margins should be 1/1/1.25/1.25/0/0.5/0.5.
- Page orientation should be Portrait.
- One page should contain 750-800 words in word. In case there is a box/visual, then number of words should be 700.
- There should be seven to eight stories in a single printed page. Uniformity should be maintained in all stories of a page, i.e. they should neither be too long nor too short.
- Please create a separate folder for each publication with an abbreviated name of the publication (PW for Policy Watch, EQ for) on the computer.
- A detailed planning sheet should be prepared for each publication. It should be duly approved before writing the stories. Planning sheet should be provided to the concerned persons before writing/editing.
- A separate file should be opened for each of the sections in the folder. (MS Word Document)
- Each section should be subdivided into four columns, Title, File Name, Page No/s, and no. of words.
- Story titles should be short, crispy and catchy enough to fit in a single column and put across the message.
- Titles should be arranged in a numerical sequence.
- There should be at least one visual/chart/box in each printed page.
- The title of the story should be in bold (**PM’s Visit Fruitful**).
- There should be no gap between the title of the story and the body of the story.
- The source/s of the story should be given at the bottom left corner in italics. The font Times New Roman in size ten. Not more than two sources should be attributed to the story. The name of the source should be in an abbreviation followed by a comma, the month and the year, in two digits each. If more than one source is given there should be & in between the two (*ToI, 02.06.04 & FT, 11.12.04*).
- There should be a gap of one line between the end of a story and the beginning of the next one.
- The stories should be written in the same sequence as mentioned in the planning sheet.
- Attractive and relevant visuals should be used from the original articles, if given. Otherwise, Book of Graphics or various Newspapers and Journals in the library can be used. Ingenuity and imagination should be employed. Stories for which suitable visuals available should be marked in the planning sheet. The sources of the visuals should also be given.

### **Research Reports**

Research reports are outputs of externally funded as well as internally resourced projects. These provide readers with the overview and background, comprehensive information on and detailed analysis of various components of research in a reader-friendly format.

## Monographs

Monographs are handbooks that aim to raise public awareness, interest and knowledge on a variety of trade and economic issues. Detailed and in-depth explanation of a subject is presented in an easy reading format targeting laypersons.

### Writing

- The writers should carefully review the reports before giving them for editing. The writers should ensure that the written text is technically correct and is in accordance with the CUTS format.
- Writing to be done in British English in place of American.
- All the chapters should be well organised and arranged in order before giving it for editing.
- It is better to give the heading in title case inside the report, thereafter the sub-headings can be given in lower case. The pattern given in the index should be followed in the text also.
- Blurbing should be done carefully.
- Standard and consistent format of Tables/Boxes/Figures should be followed in a document.
- The writers should also see that the full form of the acronyms has to be given once in the entire text, provided the list of the same has been given separately.
- Since after editing the report undergoes a series of alterations, so before sending it for printing the writers should proof-read the entire text with special attention to the portions where changes have been incorporated.
- Apart from the main document, other details like address, phone no, name of the author and publisher should be checked carefully by writer/editor.
- For acquiring relevant and suitable visuals for reports, writers should guide the visualiser accordingly and explain their specific requirement.
- During the entire course of action, every concerned person should keep in consideration the quality aspect. Since CUTS publications have a world-wide recognition, everyone should thereby proceed in the requisite manner.

## Briefing Papers/Policy Briefs

Briefing Papers are to draw public interest to key issues relating to trade and economics. They are to facilitate easy understanding of issues as well as to educate and inform readers about their various aspects. They are of 4-6 pages, so as to get better attention of busy policymakers and other readers.

### Writing

- *Focussed*: All aspects of the Paper (from the message to the layout) need to be strategically focussed on achieving the intended goal of convincing the target audience.
- *Professional, not academic*: The common audience for a Paper is not interested in the research/analysis procedures conducted to produce the evidence, but are very interested to know the writer's perspective on the problem and potential solutions based on the new evidence.
- *Evidence-based*: The Briefing Paper is a communication tool and therefore all potential audiences not only expect a rational argument but will only be convinced by argumentation supported by evidence that the problem exists and the consequences of adopting particular alternatives.
- *Limited*: To provide an adequately comprehensive but targeted argument within a limited space, the focus of the Brief needs to be limited to a particular problem or area of a problem.
- *Succinct*: It is common that Briefing Papers should be ideally of 4 pages and do not exceed 6-8 pages in length. The limit of the words per page would be approximately 600 words including the boxes, figures and tables.
- *Understandable*: This not only refers to using clear and simple language (i.e. not the jargon and concepts of an academic discipline) but also to providing a well explained and easy to follow argument targeting a wide but knowledgeable audience.

- *Accessible:* The writer of the Briefing Paper should facilitate the ease of use of the document by the target audience and therefore, should subdivide the text using clear descriptive titles to guide the reader.
- *Promotional:* The Paper should catch the eye of the potential audience in order to create a favourable impression by inserting relevant figures, boxes, tables and figures etc. and suitable colours etc.
- *Feasible:* The Paper must provide arguments based on what is actually happening in practice and propose recommendations which seem realistic to the target audience

## Common Structural Elements

- *Title of the Paper:* The title aims to catch the attention of the reader and compel him/her to read on and so needs to be descriptive, punchy and relevant. It is also useful for search engines as the title is most interesting element.
- *Executive Summary:* The executive summary aims to convince the reader further that the Briefing Paper is worth detailed reading. Paragraph 1 to 2 of executive summary commonly includes:
  - A description of the problem addressed
  - A statement on why the current approach/policy option needs to be changed
  - Recommendations for action
- *Context and Importance of the Problem:* The purpose of this element of the Briefing Paper is to convince the target audience that a current and urgent problem exists, which requires them to take action. The context and importance of the problem is both the introductory and first building block of the brief. As such, it usually includes the following:
  - A clear statement of the problem or issue in focus
  - A short overview of the root cause of the problem
  - A clear statement of the policy implications of the problem which clearly establishes the current importance and policy relevance of the issue.
- *Critique of Policy Option(s):* The aim of this element is to detail shortcomings of the current approach or options being implemented and therefore, illustrate both the need for change and focus of where change needs to occur. In doing so, the critique of Policy Options usually includes the following:
  - A short overview of the policy option(s) in focus
  - An argument illustrating why and how the current or proposed approach is failing
- *Recommendations:* The aim of the recommendations is to provide a detailed and convincing proposal of how the failings of the current policy approach need to be changed. As such this is achieved by including;
  - A breakdown of the specific measures that need to be implemented
  - Sometimes includes a closing paragraph re-emphasising the importance of action
- *Appendices:* Although the Briefing Paper is a short and targeted document, authors sometimes decide that their argument needs further support and so include an appendix when absolutely necessary.
- *Sources Consulted/Recommended:* Many writers prefer to lead their readers to further reading and so, include a recommended readings section.

When writing a Paper, the writer will often need to support his arguments by referring to other published work, such as books, journal or newspaper articles, government reports, dissertations and theses, and material from the Internet.

There is a need to give accurate references:

- To give credit to other authors' concepts and ideas
- To provide the reader (often the marker/examiner of the assignment) with evidence of the breadth and depth of reading
- To enable the readers of work to locate the references easily
- To avoid being accused of plagiarism as it is an academic offence which can lead to loss of marks or module failure. Giving credit to the original author by citing sources is the only way to use other people's work without plagiarising

### **Discussion/Working Papers**

Discussion Papers examine current opinion and evidence on a specific issue and make recommendations to be taken into consideration and feedback from an internal and external audience.

### **Viewpoint Papers**

Viewpoint Papers are issue-based. The organisations' understanding and point of view forms the basis of the treatment of the topics.

# 7 Punctuation

Punctuation is used to create sense, clarity and stress in sentences. Punctuation marks are used to structure and organise writing. Punctuation is the use of spacing, conventional signs, and certain typographical devices as aids to the understanding and the correct reading, both silently and aloud, of handwritten and printed texts.

Commonly used punctuation marks in English are full stop, comma, ellipsis, colon, semi colon, question mark, exclamation mark, dash, hyphen, apostrophe, brackets, quotation marks etc.

## Full stop (.)

A **full stop** marks the end of a sentence. All footnotes end with a full stop, except those consisting solely of an internet or email address. Do not use a full stop at the end of a heading or a hanging sentence. Some headings are given below:

<i>Examples</i>	
(How to)	(How not to)
<ul style="list-style-type: none"> <li>• Significance of Inclusive Trade Policy Making</li> <li>• Equitable Participation in the Tripartite Process</li> </ul>	<ul style="list-style-type: none"> <li>• <del>Significance of Inclusive Trade Policy Making.</del></li> <li>• <del>Equitable Participation in the Tripartite Process.</del></li> </ul>

## Comma (,)

**Comma** separates items in a series. In a list of two items, these are separated by ‘and’ or ‘or’. In a list of three or more items, a comma is used to separate them, except for the final two, which are separated by ‘and’ or ‘or’:

<i>Examples</i>
(How to)
<ul style="list-style-type: none"> <li>• <i>We had coffee, cheese and crackers and grapes.</i></li> <li>• Robin mowed the lawn, Sam did the cooking and Kim lazed around.</li> </ul>
A comma also comes before ‘etc.’ in a series but not if no series is involved:
<ul style="list-style-type: none"> <li>• He bought sugar, beef, milk products, etc.</li> <li>• They discussed milk products etc. and then moved on to sugar.</li> </ul>
Commas also divide adjectives in series but not if the adjectives do not form a series.
<ul style="list-style-type: none"> <li>• The country’s oil and gas sector had moderate, stable prices.</li> <li>• A key feature was <b>stable agricultural</b> prices.</li> </ul>
In the second example, ‘stable’ modifies ‘agriculture’.

## Ellipsis (....)

An **ellipsis** is three points indicating an omission in the text. If an ellipsis falls at the end of a sentence, there is no final full stop. However, if followed by another punctuation mark (like question mark, colon, semicolon or quotation mark), the punctuation mark should be closed up to the ellipsis.

When placed at the beginning of the text, it is followed by a normal space. When replacing one or more words in the middle of a sentence, it is preceded by a hard space and followed by a normal space. When replacing one or more words at the end of a sentence, it is preceded by a hard space.

<i>Examples</i>
(How to)
<ul style="list-style-type: none"><li>• ‘The objectives of the Union shall be achieved ... while respecting the principle of subsidiarity.’</li><li>• I need an assistant who can do the following: input data, write reports, and complete tax forms.</li></ul>

However, where a line or paragraph is omitted and replaced by an ellipsis, the ellipsis should be placed within square brackets on a separate line. Do not use an ellipsis to replace or reinforce the word ‘etc.’

## Colon (:)

A colon is most often used to indicate that an expansion, qualification, quotation or explanation is about to follow (in a list of items in running text). The part before the colon must be a full sentence in its own right, but the second need not be. In British usage, colons do not require the following word to start with a capital. Colons should be close to the preceding word, letter or number, i.e. without any space.

<i>Examples</i>
(How to)
<ul style="list-style-type: none"><li>• The manager needs an assistant who can do the following: input data, write reports, and complete tax forms.</li><li>• You may be required to bring many things: pens, pencils, and other stationery items.</li></ul>

## Semicolon (;)

Use a **semicolon** rather than a comma to combine two sentences into one without a linking conjunction.

The committee dealing with the question of commas agreed on a final text; the issue of semicolons was not considered. When items in a series are long and complex or involve internal punctuation, they should be separated by semicolons for the sake of clarity.

<i>Examples</i>
(How to)
<ul style="list-style-type: none"><li>• The membership of the international commission was as follows: France: 4, which had 3 members until 2010; Germany: 5, whose membership remained stable; and Italy: 3, whose membership increased from 1 in 2001.</li></ul>

## Question mark (?)

Every question which expects a separate answer should be followed by a question mark. The next word should begin with a capital letter. There should be no space between the question mark and the preceding word, letter or number. A question mark is used at the end of a direct question.

<i>Examples</i>
(How to)
<ul style="list-style-type: none"><li>• How will this affect EU trade?</li><li>• Who is willing to travel to the remote areas?</li></ul>

Do not use a question mark after a request or instruction disguised as a question out of courtesy.

<i>Examples</i>	
(How to)	(How not to)
<ul style="list-style-type: none"><li>• Would you please sign and return the attached form.</li><li>• Can you please share this information with others.</li></ul>	<ul style="list-style-type: none"><li>• <del>Would you please sign and return the attached form?</del></li><li>• <del>Can you please share this information with others?</del></li></ul>

## Exclamation mark (!)

An exclamation mark is used after an exclamatory word, phrase or sentence, such as ‘Look!’ or ‘How we laughed!’ Such exclamatory expressions are appropriate in texts that directly address the reader or audience, such as speeches or informal instructions, but are usually out of place in formal texts. There should be no space between the exclamation mark and the preceding word, letter or number.

<i>Examples</i>
(How to)
<ul style="list-style-type: none"><li>• Our team won the championship! (joy)</li><li>• I cannot figure this out! (confusion)</li></ul>

## Dashes (–)

Long dashes may be used to punctuate a sentence instead of commas or round brackets. They increase the contrast or emphasis of the text thus set off. However, use sparingly; use no more than one in a sentence, or – if used with inserted phrases – one set of paired dashes. Avoid using dashes in legislation. While citing titles of publications or documents, use a dash to separate the title from the subtitle. The dash can also be used as a bullet point in lists (see 11). To avoid errors if your dashes subsequently turn into hyphens as a result of document conversion, do not follow the typesetting practice of omitting the spaces around the ‘em’ dashes.

<i>Examples</i>
(How to)
<ul style="list-style-type: none"><li>• He should better pass the test – to enter the next semester – or he might have to stay and attend extra classes.</li><li>• Prices of goods and services on the market were decided on the basis of supply – demand relationship, and by non-state subjects – the enterprises.</li></ul>



## Hyphen (-)

There are two commandments about this misunderstood punctuation mark. First, **hyphens** must never be used interchangeably with dashes (see the Dashes section), which are noticeably longer. Second, there should not be spaces around hyphens.

<i>Examples</i>	
(How to)	(How not to)
<ul style="list-style-type: none"><li>• 300-325 people</li></ul>	<ul style="list-style-type: none"><li>• <del>300 325 people</del> <del>300 325 people</del></li></ul>

Hyphens' main purpose is to glue words together. They notify the reader that two or more elements in a sentence are linked. Although there are rules and customs governing hyphens, there are also situations when writers must decide whether to add them for clarity.

## Hyphens between words

**Rule 1.** Generally, hyphenate two or more words when they come before a noun they modify and act as a single idea. This is called a **compound adjective**.

<i>Examples</i>	
(How to)	(How not to)
<ul style="list-style-type: none"><li>• an off-campus apartment</li><li>• state-of-the-art design</li></ul>	<ul style="list-style-type: none"><li>• <del>an off campus apartment</del></li><li>• <del>state of the art design</del></li></ul>

## Apostrophe

The possessive form of any singular noun and of plural nouns not ending in the letter 's' is marked by an apostrophe followed by the letter 's'.

<i>Examples</i>	
(How to)	(How not to)
<ul style="list-style-type: none"><li>• An actor's role was impressive.</li><li>• The owner's car is in the service station.</li></ul> <p>After a plural ending in the letter 's', however, the possessive 's' is omitted.</p> <ul style="list-style-type: none"><li>• Footballers' earnings are meagre.</li><li>• The MEPs' expenses are quite high.</li></ul> <p>There is no apostrophe in possessive pronouns: its (as distinct from it's = 'it is'), ours, theirs, yours.</p>	<ul style="list-style-type: none"><li>• <del>An actors' role was impressive.</del></li><li>• <del>The owners car is in the service station.</del></li></ul>

## Brackets

### Round brackets

Also known as parentheses, round brackets are used much like commas, except that the text they contain has a lower emphasis. They are often used to expand on or explain the preceding item in the text.

<i>Examples</i>
(How to)
<ul style="list-style-type: none"><li>• ARZOD (an employment service) is based in Ruritania.</li><li>• CUTS (an NGO) is recognised internationally.</li></ul>

Never put a comma before the opening bracket. If a whole sentence is in brackets, the full stop must be placed before the closing bracket. Do not forget the full stop at the end of the preceding sentence as well.

When citing numbered paragraphs from legislation, use a pair of round brackets closed up to the article number: Article 3(1), Article 3(1)(a), Article 3a(1), etc. 2.19 These are used to make editorial insertions in quoted material.

### Square brackets

Square brackets should be used to set off text that itself contains text in brackets.

<i>Examples</i>
(How to)
<ul style="list-style-type: none"><li>• The conclusions of the analysis [in particular regarding fair trade, the environment and transport (including green cars)] highlighted the barriers to fair trade.</li><li>• The Minister elucidated about the various schemes, [specifically in infrastructure (like transport and power sector)] to the public.</li></ul>

## Quotation Marks

Quotation marks are primarily used to indicate material that is being reproduced word for word, as well as some other important uses.

<i>Examples</i>	
(How to)	(How not to)
<ul style="list-style-type: none"><li>• “The best investments today,” according to Smith, “are commodities and emerging-market stocks”.</li><li>• Was not it Dickens who wrote, “It was the best of times, it was the worst of times?”</li></ul>	<ul style="list-style-type: none"><li>• <del>“The best investments today”, according to Smith, “are commodities and emerging-market stocks”.</del></li><li>• <del>Was not it Dickens who wrote, “It was the best of times, it was the worst of times”?</del></li></ul>

## Bullet points

Bullet points are used to draw attention to important information within a document, so that a reader can identify the key issues and facts quickly. There are no fixed rules about how to use them, but here are some guidelines:

1. The text introducing the list of bullet points should end with a colon.
2. If the text that follows the bullet point is not a proper sentence, it does not need to begin with a capital letter, nor end with a period.

<i>Examples</i>
(How to)
The meeting's agenda includes: <ul style="list-style-type: none"><li>• annual review of capital gain issues</li><li>• outstanding inheritance tax issues</li></ul>

# 8 Referencing

Referencing is a system used to indicate where quotes, facts and any other evidence and information used to undertake an assignment, can be found. It is required to avoid plagiarism – a form of academic theft. Referencing ensures that appropriate credit has been provided to sources and authors that have been used to complete the assignment. It also enables the reader to consult for themselves the same materials that have been used.

## Examples

### Book with one author

- Jenny, F (2006), 'Cartels and Collusion in Developing Countries: Lessons from Empirical Evidence' World Competition Publication
- Banik, N (2011), 'China's new found love: The GMS. Journal of World Trade, 45(5), 1037-1057, Kluwer Law International, September

### Book with two authors (*first author with surname and second with name in an alphabetical order*)

- Clarke, J L and Simon J Evenett (2002), 'The Deterrent Effects of National Anti-Cartel Laws: Evidence from the International Vitamins Cartel'

### Book with three or more authors (*first author with surname and rest with names*)

- Leveinstein M, L Oswald and S Valerie (2002), 'International Price Fixing Cartels and Developing Countries: A Discussion of Effects and Policy Remedies'

### Book – second or later edition

- Barnes, R (1995), 'Successful study for degrees', 2<sup>nd</sup> edition, London: Routledge

### Book by same author in the same year

- Napier, A (1993a), 'Fatal storm, Sydney: Allen and Unwin'
- Napier, A (1993b), 'Survival at sea, Sydney: Allen and Unwin'

### Book with an editor

- Danaher, P (ed.) (1998), 'Beyond the ferris wheel', Rockhampton: CQU Press

### If a chapter has been used in a book written by someone other than the editor

- Banik, N and J Gilbert (2010), 'Trade Cost and Regional Integration in South Asia' in D Brooks (eds.), 'Trade Facilitation and Regional Cooperation in Asia', Edward Elgar, Northampton
- Debroy, B (2005), 'Issues in Labour Law Reform' in B Debroy and P D Kaushik (eds.), 'Reforming the Labour Market', Academic Foundation, New Delhi

### Books with an anonymous or unknown author

- The University Encyclopaedia (1985) London: Roydon

## Electronic Sources

### Website

- International Narcotics Control Board 1999, United Nations, accessed on October 01, 1999, <http://www.incb.org>

- Consumer Unity & Trust Society 2014, accessed on November 28, 2014, [www.cuts-international.org](http://www.cuts-international.org)

#### **Online Journals**

- Morris, A (2004), 'Is this racism? Representations of South Africa in the Sydney Morning Herald since the inauguration of Thabo Mbeki as president'. Australian Humanities Review, Issue 33, August-October 2004, accessed on May 11, 2007  
[www.australianhumanitiesreview.org/archive/Issue-August-2004/morris.html](http://www.australianhumanitiesreview.org/archive/Issue-August-2004/morris.html)

#### **E-book**

- Lloyd, CB (ed.) (2005), 'Growing up global: The changing transitions for adulthood in developing countries', e-book, accessed on May 05, 2007,  
[www.nap.edu/books/11174/html/index.html](http://www.nap.edu/books/11174/html/index.html)

#### **Newspaper**

- Pianin, E (2001), 'As coal's fortunes climb, mountains tremble in W.Va; energy policy is transforming lives', The Washington Post, February 25, p. A03, accessed on March 2001 from Electric Library Australasia

#### **Media release**

- Office of the Prime Minister 2007, Welfare Payments Reform, media release, accessed on July 25, 2007 [www.pm.gov.au/media/Release/2007/Media\\_Release24432.cfm](http://www.pm.gov.au/media/Release/2007/Media_Release24432.cfm)

### **Use of *Ibid***

*Ibid* (Latin word, 'in the same place') is the term used to provide an endnote or footnote citation or reference for a source that was cited in the preceding endnote or footnote.

### **Use of Supra Note**

Supra (Latin word 'above') is used when a writer desires to refer a reader to an earlier-cited authority. For example, an author wanting to refer to a source in third footnote would cite: See supra note 3

# 9 Layout and Desktop Publishing

## Introduction

Layout means arrangement of different objects in different media, which conveys message easily to the viewer. Once the task of writing and proofreading manuscript is complete, the next step is to design a proper page layout. The page-layout process combines various source documents together into a coherent, visually appealing publication. Page layout is used simply to describe the way text and images are situated on a page. Before the publication goes for printing, there are several things that need to be thoroughly reviewed and taken into account, i.e. layout, colour, text size and font type, visual, headline, body copy, logo etc.

## Volume and Issue Numbers

Newsletters are commonly used to foster communications. Many newsletters are numbered and sequenced. Assigning a volume and edition number makes it easier to archive and retrieve past issues of newsletters.

Assign a volume number to the newsletter. This number will organise the publication by year. For example, all newsletters in the year 2014, the first year of the newsletter's publication, will be labelled "Volume 1." Issues printed in 2015 will carry the notation "Volume 2" on the cover.

Give each newsletter an issue number. This unique number will represent just one version of the newsletter. For example, if the newsletter is printed monthly, January would be "Issue 1." February's newsletter would be "Issue 2."

Repeat the numbering system. When a new year begins, increase the volume number by one, and label the January issue as "Issue 1." That individual publication will have a unique identification number since it is the only "Issue 1" for that volume number.

### Examples

- ReguLetter, Volume 16, October-December 2015
- Catalyst, Volume 12, January-March 2016

## ISBN Number

ISBN is of 13 digits – and each consists of 5 elements with each section being separated by spaces or hyphens. Three of the five elements may be of varying length:

- **Prefix element** – this can only be either 978 or 979. It is always 3 digits in length
- **Registration group element** – this identifies the particular country, geographical region, or language area participating in the ISBN system. This element may be between 1 and 5 digits in length
- **Registrant element** – this identifies the particular publisher or imprint. This may be up to 7 digits in length
- **Publication element** – this identifies the particular edition and format of a specific title. This may be up to 6 digits in length



- **Check digit** – this is always the final single digit that mathematically validates the rest of the number. It is calculated *using a Modulus 10 system with alternate weights of 1 and 3*

## Technical Guidelines

### Colour

Colour plays a very important role in books, posters. Certain colours, like certain yellows, etc., are difficult to see and read. Text and background colours should complement with each other and make sure that foreground colour (text) is clear and soft on the eyes when combined with the background colour.

### Font

Text size and font type are very important aspects while designing a publication. Do not use all capital letters. It is not easy to read words that are in capital letters, for example, COMMUNICATION STYLES vs Communication styles.

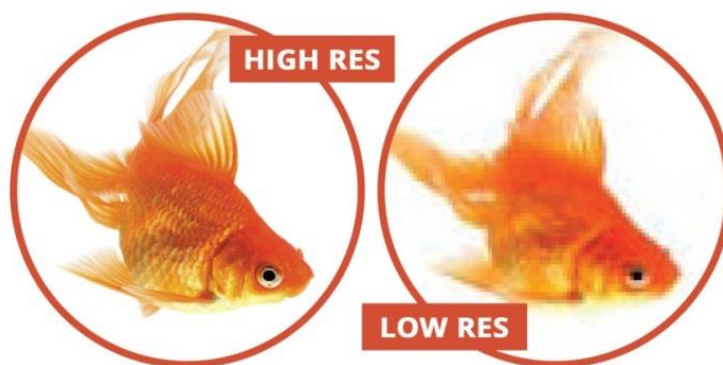
- Sabon font is preferable for layout. The key with using Sabon is that the larger font size you select for it, the more auspicious it looks.
- Font size should be kept between 18-24 points for headlines, 14-16 points for subheadings, and between 10-12 points for text used in the body areas of a document
- For audiences with known visually impaired, set body text in sizes from 14 to 18 points
- For most general audiences, set font size at 10 or 11 points
- For beginners, a larger type size around 14 points is good
- Keep headlines between 14 and 30 points in most cases, keeping in mind that the closer in size to the body text, the harder it is to distinguish headlines from other text

### Visuals

Graphics are very important components of a document. These should be clear and of good quality.

## Pictures Scanning Instructions

Pictures need to be of good quality in resolution 300 DPI TIFF or JPEG files, light, focus, etc. and taken with a digital camera. Pictures given for scanning should be clear without any tear or wear and not written anything over the picture. Do not expand small .jpgs and .gifs - they become pixilated. A good picture is worth several hundred words, hence select these with care, and use them to transform a report.



## Some Useful Tips

- Do not expand small .jpgs and .gifs – they become pixilated
- Keep main text font consistent in type and size and can use a different font for the headings
- Use bullets for lists because they provide consistent indents
- Do not have the text and border too close to each other
- Do not put two spaces after a period
- Cropping a picture can increase its dramatic effect!
- Use a single, large, storytelling photograph that dominates a page rather than several small photographs

## CUTS Logo

Alterations to the CUTS logo **are not permitted**. It is important for consistency and recognition that you use only official versions of the CUTS logo. Start with the original artwork files each time.

