SAINO-NK STYLE GUIDE
For Editors and Contributors

SinoNK.com
Fall 2013

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These guidelines have been formulated in the interests of helping to maintain uniformity among publications at the website, speed up the process of posting, and helping to draw in more readers. Works will be returned if they do not conform to the stylistic conventions outlined in this guide. For questions or concerns, contact Managing Editor Steven Denney at StevenCDenney [at] gmail [dot] com.

**SHORTHAND GUIDE (FOR SINO-NK FEATURES)**

*Before submitting to a commissioning or lead editor, all essays should be formatted as follows:*

- 1,200-3,500 words in length
- American spelling
- Double quotes, unless there is a quote within a quote
- Punctuation inside quotes
- Commas before the “and” in a list (serial/Oxford comma)
- Hyperlinks to sources instead of footnotes, when applicable (books and articles included)
- Footnotes, properly formatted, where hyperlinks are inapplicable

*All essays should include the following:*

- Essay title
- Section headings/subheadings (3-4)
- Images and/or videos with captions (2-3)
- Tags (8-10)
- Short author bio (35-100 words)
(1) EDITING PROCEDURES FOR FEATURED CONTENT

Essays

Featured essays are the backbone of Sino-NK and stand apart from the other publications published at the site. All essays contain original and provocative arguments, adhere to academic standards for methodology and style, and are properly documented. Essays are generally between 1,200-3,500 words in length and are sometimes published in multiple parts or series. Essays submitted, commissioned, or written in-house for publication are the primary responsibility of the lead editor (sometimes assigned by the managing editor, sometimes volunteered).

Review and editing prior to subediting is to be completed using Microsoft Word.

From start to finish, the editing process proceeds as follows:

1. The author sends essay in Word format to the lead/commissioning editor.
   a. The lead editor assesses if the submission is a good fit for the website.
   b. The lead editor informs the managing editor of a new submission and negotiates a target publication date.
2. The lead editor edits the essay, ensuring that the author has provided images, captions and image sources, section headings (see “Images” below), tags, and an appropriate title.
   a. If deemed necessary, the lead editor may solicit comments from another editor.
3. The lead editor sends the author the Word document with tracked changes and comments, informs them of the target deadline, and awaits return of the revised essay.
   a. If more changes are necessary, then the lead editor sends another round of edits and comments to the author.
   b. The author returns a revised version to the lead editor.
4. The lead editor decides the piece is approaching publication standard, uploads the essay to “the Dash,” formats pictures and other elements.
5. The lead editor arranges a print edit by a subeditor.
6. The lead editor notifies the managing editor that the essay is ready for publication.
7. The managing editor, or another editor designated by the managing editor, publishes the essay.

A typical essay will be formatted as follows:

1. Image/Video (see the section on Images)
2. Introduction
3. Text (with images inserts throughout)

Interviews

Sino-NK publishes interviews conducted by Sino-NK staff and contributors with leading Korean and Chinese scholars and practitioners in the field. Formatting and editing is similar to that of featured essays with a few notable exceptions:

> Interviews may warrant longer introductions.

> The interviewer and interviewee should be identified by their full name plus initials (in brackets) first, then by their initials (first and last name in brackets) thereafter. Names and initials of the interviewer should be bold text. For example:

  Matthew Bates [MB]: What are the prospects for further and more decisive agricultural reform?

  Tom Morrison [TM]: There have been some signs of government enthusiasm for possible future liberalization that might lead to real structural reforms that together have the potential to achieve food security sustainably.

Similar to long essays, long interviews will be published in installments (managed by the lead editor).
(2) JANGMADANG

The Jangmadang seeks to be the “value added site,” where sources are currency and the marketplace is Sino-NK, and the consumers are the informed public as well as curious journalists. The primary focus here is on discussing sources outside of the Anglophone sphere (i.e., in Korean, Chinese, and occasionally other European languages such as German and French), but this does not preclude writing about other primary sources in English. The authors at the Jangmadang are Sino-NK staff and posts under this category always abide by the following standards:

> The source being cited needs a full citation, or should have one, if it is one source rather than a bevy of sources, being discussed.

> These are not full article translations limned by analysis. These essays are not meant to take up an entire evening. Rather, they should be done and sent to a subeditor within an hour or two at the maximum.

> The author should arrange for a subeditor prior to publishing.

> Authors of Jangmadang posts do not need prior approval from the Managing Editor before posting.

> Jangmadang posts are always to be categorized under the “Jangmadang” category, in addition to the other subject-specific categories.

> The source listing should be formatted as follows: Source(s) (bold font): Author, “Title,” [Title in original foreign script, when applicable], Italicized Source, Date. Translation by [name] (if a translated source). See full example below.

A typical Jangmadang essay will be formatted as follows:

1. Text (image above, below, or in-between if considered necessary)
2. Source citation

(3) RESEARCH ROOM

The Research Room (Yongusil) aims to be a “metaphorical” analytical and investigative backroom for Sino-NK. Material from the Research Room that finds its way onto the general site as output will follow one of three formats:

1. Posts keeping readers up to date with the direction, approach, and success of participants and contributors projects, either at completion or as “works in progress.” This category can include giving access to raw data or new methodologies.

2. Posts revealing or giving commentary on the research directions and outputs of other academic/analytic sources that participants or contributors to Sino-NK find interesting or revealing that fall outside the remit of the Jangmadang.

3. Posts serving to highlight events or outputs of participants or contributors to Sino-NK, or other interesting or affiliated events or outputs (such as conference presentations, workshops, symposia, forums etc.).

The authors of research room posts will be Sino-NK staff (even of the output/event/projects discussed in the post are not) and are to follow, to the extent possible, the stylistic approach of Sino-NK outlined by the Style Guide.

A Research Room post which addresses an event will generally adopt the following format:

1. Introductory section
2. Section commenting on history/importance etc of event or institution hosting it
3. Section introducing/commenting on material to be presented at event.
4. If event is reasonably accessible to the general public details of how to attend should be included at the end of the posting.
Research Room posts which consist of data sets, methodological tools for analysis of datasets, and general material and output will be listed on the Workflow Chart and added to the Calendar. They will also link to Microsoft Access databases and documents.

Research Room posts are always to be jointly assigned the categories “Research Room” and “Yongusil” in addition to other subject-specific categories.

Research Room posts (and the posts introducing or pointing to data set/methodological material), are to be directed initially to the Research Director for editing and construction. This having been achieved, all Research Room posts are to be then directed to the Managing Editor for final approval before posting.

(4) TITLES, LEDES, AND INTRODUCTION

**Titles**

Titles should be inserted in bold at the top of the word document and follow the following standards:

> We prefer the “sexy: boring” construction for titles. An example might be “Destructive Capacity: Tracing North Korean Threats toward Okinawa since June.” Note the presence of a verb in the latter half of the title. Short, punchy titles or rhetorical questions are also fine, but should be used sparingly.

> Avoid using Part 1/Pt. 1, Part 2/Pt. 2 format. Multiple part series can be identified as such in the lede and/or introduction.

**Ledes and Introductions**

For featured essays, ledes (text about an essay displayed prominently on the main page) and introductions (italicized text at the top of the essay) are necessary and vital components of an essay. The composition of both is the responsibility of the lead editor. For shorter entries at the Jangmadang or in the Research Room, no lede or introduction is necessary.
The basic function of the **introduction** is to familiarize the reader with the topic and central argument of the essay and the author. Introductions should be short, sweet, and explosive. Further, introductions should never deviate far from the following standards:

> The introduction should never be longer than one-two paragraphs.

> After introducing the author and the central argument of the essay, the editor writing the introduction should contextualize the essay, indicate its significance to the discourse/literature, and propel the reader into the first paragraph of the essay.

> The author of the introduction should sign off at the end of the introduction, using the “em dash (long dash) plus name and position” format. There should be a space before and after the em dash. Example:

> – Steven Denney, Managing Editor

The function of the **lede** is less explanatory/expositional and more a sharply-etched means of drawing readers into the crosshairs of the author. In other words, the lede is a pithy attention-getter. When writing the lede, these standards follow these standards:

> Use active, pictorial verbs.

> Try not to clutter the lede with titles, this includes the title of the essay and references to other titles mentioned in or related to the essay.

> Try not to include, or do not capitalize, Sino-NK job titles.

> Referencing the location of an author can be interesting. Use descriptive synonyms if the author of the post listed by WordPress is in fact the author of the essay. “Sino-NK’s economic analyst in London” rather than “Matthew Bates discusses.”
(5) LINKS/FOOTNOTES/REFERENCES

> Links should be embedded in the text itself; do not paste full URLs in the middle of sentences.

> Avoid hyperlinking quotes in a source. “Only Hyperlink the Text” rather than “Hyperlinking the Quotes, too.”

> Avoid parenthetical documentation, unless referring to page numbers for a book review—in such cases page number references in parentheses are necessary.

> For citations, use footnotes (as opposed to references). Follow the formatting standards set forth by the Chicago Manual of Style. (see Appendix for examples)

> When applicable, use embedded links to reference a book or article, rather than a footnote. Only do this if the book and quotations cited can be located online for free via Google Books or another online source that does not violate a copyright.

> Footnotes for explanatory notes and caveats are welcomed, if used sparingly.

> A list of “Further Readings” or “Further Links” at the end of the post is not necessary.

Examples of Chicago-Style Footnotes:


(6) CATEGORIES

Categories allow a *broad* grouping of post topics under one **subject**, **theme**, or **topic**, but *not* names or specific events. They are not to be used to label a post in more specific terms. Avoid adding more categories. If another category seems worthy of creation consult the Sino-NK community at the Forum.

(7) TAGS (KEYWORDS)

Tags, or keywords, help to draw in visitors from search engines and other outlets. Please include 5-10 keywords from your submission at the bottom of the text, in bold. Tags should be post-specific and can include names, specific events/incidents, and the like.

(8) IMAGES

Images are a great way to enhance posts, as readers are naturally drawn to interesting pictures. Abide by the following standards when inserting images:

At the top of every essay should be an image that best captures the “spirit” of the piece. The image should be 575x300 px. Ensure a the original image is of a high resolution so as to avoid pixelation or distortion. This image should also be set at the “Featured Image.”

Permission must be granted and attribution given as follows: “Image: [name]” If not the authors’ or one of the editors’ original images, only use illustrations that fall under a Creative Commons (CC) copyright.
If the authors’ or one of the editors’ original images, or if a CC image that has been legally and ethically altered by Sino-NK, the Sino-NK logo needs to be placed as a watermark in the lower left or lower right corner of the image (approximately 10% of the image size).

Following image attribution, it is helpful to explain the significance of the image or provide a simple description. Identifying by name and location key people in the image is also helpful. Thus:

```
Kim Jong-un offers sage advice to amusement park management. | Image: KCNA
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Relevant videos via YouTube are also acceptable.

**9) SPELLING AND PUNCTUATION**

- All posts should use American spelling
- Double quotes are always used, unless there is a quote within a quote
- Punctuation goes inside quotation marks
- Commas before the “and” in a list (serial/Oxford comma)
- For disputes, refer to the latest edition of the Chicago Manual of Style

**10) ROMANIZATION, FOREIGN WORDS, AND TRANSLATIONS**

Romanization standards are as follows: **Revised Romanization** for Korean, **Revised Hepburn** for Japanese, and **Pinyin** for Chinese.

- Korean: 서울 Seoul, 부산 Busan, 먹었다 meogeotta, 리올 rieul
- Japanese: 新聞 shinbun, 案内 annai, 禁煙 kin’en, 一瞬 isshun
- Chinese: 研究 yanjiu, 朋友 pengyou, 中朝关系 ZhongChao guanxi
Follow New York Times style (Revised Romanization) for formatting Korean names. Though there are some exceptions, nearly all names should be formatted like the examples below:

Common examples: Kim Jong-il, Kim Jong-un, Lee Myong-bak, Moon Jae-in, Park Geun-hye, Moon Chung-in, Roh Moo-hyun, Roh Tae-woo

Exceptions: Hahm Chaibong, Heonik Kwon, Syngman Rhee

When translating complete sentences or the titles of academic works, place the original foreign script inside brackets, as displayed below:

Ex 1: Zhu Feng, “Will North Korea Conduct a Third Nuclear Test?” [“朝鲜第三次核试验会发生吗?”]

Ex. 2: Only 23.4% said he has to join the Democratic Party (DP) [민주당에 입당해야 한다]

When translating important institutions, names, or places insert the original foreign script inside parentheses. Example below:

Korea Society Opinion Institute (KSOI) (한국사회여론연구소)

If the institutions, name, or place is more commonly referred to in text by in its Romanized format, or is referred to in no other format (e.g., cities), then use the Romanization, followed by the original foreign script. If it is an uncommon words, i.e., not a city, italicize the text. Example below:

jangmadang (장마당)

If the author, or editor, feels it is appropriate to include an English translation, in addition to Romanized script, use the English script first (outside the parentheses)
followed by the Romanized script, a semicolon, and then the original foreign script. Example below:

street market (jangmadang; 장마당)

If the author, or editor, finds it necessary to include hanja, kanji, or another foreign script in addition to the original the same format should be followed above with the additional foreign script following the original, separated by a semicolon. Example below:

Sinuiju (신의주; 新義州)

(11) REFERENCING SOURCES

Format sources accordingly: The Economist, the New York Times, the Guardian, the Hankyoreh, the Chosun Ilbo, the Joongang Daily. If cited in a footnote, the “the” is omitted, except for The Economist.

In the text, SinoNK.com should be referred to as Sino-NK, never italicized. Example below:

According to Sino-NK, a website that analyzes the Sino-NK borderlands, Jang Song-taek is clearly Kim Jong-un’s regent and the individual who wields the most power inside the red box.

For citations and references, Sino-NK should be italicized. Example below:

ABOUT SINO-NK

Sino-NK is a scholarly collective of young Sinologists and Koreanists dedicated to documenting and analyzing the borderland dynamics, transnational ties, and history of Northeast Asia. Sino-NK has been quoted in such outlets as The Economist, The Washington Post, and The Wall Street Journal, and is utilized frequently by scholars and journalists. Sino-NK endeavors to better understand North Korea’s relations with the world and to chart a path forward for digital (and) academic analysis.

STAFF

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