SINO-NK STYLE GUIDE
For Editors and Contributors

SinoNK.com
Winter/Spring 2014
Sino-NK strives to be readable. Erudite command of content, flair in individual prose style, and innovative perspectives are regularly witnessed on our site, but even massive creativity and heavy scholarship require external limitations. These guidelines are those limitations inside which our writers display their command. At the conclusion of months of considered internal editorial debate, they have been formulated in the interest of maintaining a basic consistency of style among publications at the website, speeding up the process of posting, and drawing in more readers.

The Editorial Board will obviously have the clearest command of the contents of the Style Guide and serve as its foremost promulgators, but any writer for Sino-NK will be expected to be familiar with its contents, and to adhere to the guidelines for the given genre of manuscript submitted. Manuscripts may be returned with minimal comment to authors if they do not conform to the stylistic conventions outlined in this guide.

For questions or concerns, contact Managing Editor Steven Denney at StevenCDenney@gmail.com and Cc Co-Editor Christopher Green at ChristopherKGreen@gmail.com.

- The Sino-NK Team
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SHORTHAND GUIDE

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

> 1,200-3,500 words in length for Featured essays

> 1,000 (max) for Jangmadang essays

> 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) (*Featured essays only*)

> Images and/or videos with captions (2-3 for Featured essays/ 1 for Jangmadang essays)

> Tags (8-10)

> Short author bio (35-100 words)
(1) EDITING 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.
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.
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.
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 two notable exceptions:

1. Interviews may warrant longer introductions.
2. 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).

**Reviews**

Individual book reviews and Sino-NK Roundtables are regularly written by Sino-NK staff and contributors. Formatting and editings is similar to that of Featured essays with two notable exceptions
1. Parenthetical documentation for page numbers is permitted (and often necessary), formatted as follows: “(p. 1)” or “(pp.4-7).”

2. Below the title and “by” line, a full reference (including ISBN and total number of pages) is required, formatted the same as the example below:


(2) JANGMADANG

The Jangmadang seeks to add value to the public discourse. The marketplace is Sino-NK, primary and media sources are the currency, and the consumers are the informed public, curious journalists and practitioners in pursuit of context. The focus is on broadcast and print media sources from outside the Anglophone sphere (i.e., in Korean, Chinese, Japanese, and occasionally other European languages such as German and French), but this does not necessarily preclude primary sources in English.

All Sino-NK editors, analysts and occasional contributors are encouraged to contribute to the Jangmadang at any time. The Jangamadang is an open door for quality source reading, especially where this may contradict established narratives available and prevalent in the public discourse, and, when done well, comes with one of the lowest effort: exposure ratios in the analytical arena.

Posts under this category always abide by the following standards:

> Unattributed sources follow the above format but omit the author’s name.

> All source citations must include a translation of the source title, and this should be hyperlinked to the source where available.

> The normal word limit for a Jangmadang post is 1,000. If a draft is longer than 1,000, it is probably a Featured Essay.
Jangmadang posts are always categorized under the “Jangmadang” category, in addition to the other subject-specific categories. Tags must include the author’s name.

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

Occasionally, a Jangmadang essay will feature a full translation of the source. In this event, the source should be cited twice: once at the end as normal, and once in the body of the text at the start of the full translation, to distinguish the analysis from the translation. Only the end citation requires a hyperlink and credits the translator him or herself; all other elements are identical.

Posts under this category always abide by the following standards:

Source(s) (bold font): Author, “Title,” [Title in original foreign script, where applicable], Source (italicized), Source Date. Translation by [name].

Source: Kim, Hyeong-gyu, “[Are the jongpyeon ‘monster broadcasters’ good like this?] To a female lawmaker: ‘nice legs’ · ‘North Korea involved at time of 5.18’…nothing but low-grade and distorted” [‘괴물방송’ 종편, 이대로 좋은가] 여성의원에 “각선미 좋다”·“5·18때 북한군 개입”…저질·왜곡 일쑤], Kyunghyang Sinmun, November 17, 2013. Translation by Christopher Green.

A typical Jangmadang essay will be formatted as follows:

1. Image
2. Text (indent all quotes from original source)
3. 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.

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

4. Introductory section
5. Section commenting on history/importance etc of event or institution hosting it
6. Section introducing/commenting on material to be presented at event.
7. 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

Where Sino-NK staff author relevant material in external publications and would like it to be cross-posted on Sino-NK, the original author should adhere to the following procedure:

1. Create a post on the dashboard with appropriate tags/categories and a full citation of the original publication at the bottom, in italics, following this format:

   This essay originally appeared under the title: “[insert title]” at [insert source, hyperlinked to the homepage, if applicable] on [insert date] (all text in italics).


2. Ghost-write an introduction.

3. Inform an editor who will then attach their name to said introduction and publish the post.

For the sake of expediency, cross-posted content will eschew subheadings and keep intact the original text, save for proper spelling and editing editorial standards.
enforced at Sino-NK; it is the responsibility of the original author to ensure that content is up to standards.

(5) TITLES, LEDES, & INTRODUCTIONS

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

Ledes (text displayed prominently on the main page underneath the title, next to the featured image) and introductions (italicized text at the top of the essay) are vital components of Sino-NK publications. The composition of both is the responsibility of the lead editor. Ledes are necessary for all publications. For the Jangmadang, no introduction is necessary. Sometimes Research Room publications do not require an introduction, either; but the Director of Research makes such a decision.

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.”

(6) LINKS, FOOTNOTES, AND 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. (see: Book Reviews).

> 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**


(7) 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.

(8) 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.

(9) IMAGES

Images are a great way to enhance posts, as readers are naturally drawn to interesting pictures.

> At the top of every essay should be an image that best captures the “spirit” of the piece. The image should be 700X400 unless doing such distorts the image in a way that renders the quality bad.

As of December 30, 2013, the following standards are in place and enforced:

> For images published under a Creative Commons license, we will give appropriate credit, link back to the image source by inserting a hyperlink in the creator’s name, provide a link to the license, and indicate if changes were made, as is stipulated by the latest international standards.

> For images in the public domain with an unclear or unknown source and/or license, we will attribute to the image to the current hosting source (e.g., Wikimedia Commons) and provide a link to the source (if appropriate).
> For images produced by sources with unclear copyright practices (KCNA, Xinhua, CCTV, PRC Foreign Ministry, Rodong Sinmun, etc.), we will attribute the image to the original source and link to the source (if appropriate).

> For images that have been (legally) modified, we will attribute the image to the original source, indicate that changes have been made, and watermark the image.

> For images taken as screen grabs from online video sources (e.g., You Tube), we will attribute the image to the original source (e.g., [Source X’s] You Tube Channel), link to the source (if appropriate), and watermark the image.

> For images taken as screenshots from online sources, we will attribute the image to the original source, link to the source (if appropriate), and watermark the image.

> For images with unclear or unknown sources, we will attribute the image to the source deemed appropriate (if one can be discerned). If it is later found to be incorrect, appropriate changes will be made.

> A Sino-NK watermark will be amended to images that are: a. the intellectual property of Sino-NK community member; b. the joint intellectual property of Sino-NK and a Sino-NK contributor; or c. modified by Sino-NK editors.

> If changes are made to the original image, the credit line underneath the image, following the description, will read “Original Image.”

Prior to December 30, 2013, hyperlinks to image sources were embedded in the images and image credit lines only displayed the original creator’s name.
Complete Example of Image Credit Line

Kim Jong-un offers sage advice to amusement park management. | Image: KCNA

Additional Image Lines

Image: Mark Scott Johnson/Flickr, Creative Commons 4.0. (If changes made: “Original Image” rather than “Image”)

Image: Footlocker You Tube Channel

Image: US Army Korea Historical Image Archive

Image: Wikimedia Commons (hyperlink to image at Wikipedia if deemed necessary for license purposes)

Original Image: KCNA (Altered KCNA image)

(10) 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

> 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.

(II) ROMANIZATION, FOREIGN WORDS, & 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, 리을 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

> “Military First” is “Songun” (no qutoes). The rest as follows: Byungjin (line), Korean Workers’ Party, Juche, Songbun, Hwangeumpyeong SEZ, Wihwa Island SEZ, Rasun (Special Economic Zone), Ryanggang Province. For further queries, contact the co- or managing editor.

> Follow the 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)
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, Washington Post, Politico* and *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.

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