SINO-NK STYLE GUIDE
For Editors and Contributors

SinoNK.com

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Sino-NK strives to be readable. Erudition, command of content, flair in individual prose style, and demonstrated innovation are all valued on our site.

But there are limitations in which any writer needs to display his or her command, and these guidelines lay out those limits. 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.

Essays submitted to Sino-NK are to adhere to the guidelines; manuscripts may be returned with minimal comment to authors if they do not conform to our stylistic conventions.

For questions or contact senior editors Steven Denney at StevenCDenney@gmail.com and Cc Christopher Green at ChristopherKGreen@gmail.com.

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SHORTHAND GUIDE

Before submitting to a commissioning or lead editor, all essays should meet the following standards:

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

> 600-1,000 words (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)

> Footnotes (Chicago Style formatting) 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 inserted 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 numbe rof pages) is required, formatted as follows:

Kim, Suzy. *Everyday Life in the North Korean Revolution, 1945–1950*. Cornell University Press: New York, 2013. 328 pp. ISBN: 0801452139

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(2) JANGMADANG

The Jangmadang adds value to the public discourse. The marketplace is Sino-NK, primary sources and secondary outputs are the currency, and the consumers are the informed public and curious journalists, as well as outward-facing politicians, administrative agencies, research organizations and civil society practitioners seeking context. The focus is squarely outside the Anglophone sphere; this means peer-reviewed papers in foreign journals, books, interviews, and media articles in Korean, Chinese, Japanese, and other European languages such as French, German, Russian, and Spanish.

All Sino-NK editors, analysts, and contributors are encouraged to contribute to the Jangmadang at any time; just send one of us an email explaining what you plan to do. If it is your first time writing for Sino-NK then so much the better. The Jangamadang is both a marketplace and a door, one thrown wide open to quality source readings and analysis, particularly where this may contradict narratives prevalent in the Anglophone discourse. When done well, a Jangmadang offers one of the lowest effort: exposure ratios in the analytical arena.

Posts under this category are distinguished by the following characteristics:

> Word limit of 1,000. If a draft is longer, it is probably a Featured Essay.

> Author has translated at least a third (more often all) of a non-English language source.

> No in-text subheadings other than those in the original source.

> Categorized under the "Jangmadang" category, in addition to the other subject-specific categories

> Source attribution is at the end of the essay, formatted as follows:

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.

> In cases where a full translation is provided, the source is cited twice: once at the end (as shown above), and once at the start of the in-text translation. See HERE for an example.

A typical Jangmadang essay is formatted as follows:

1. Image
2. Author's introductory analysis
3. First source citation
4. Translated text or mix of extended quotes (all indented) and author analysis
5. Second 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 if the output/event/projects discussed in the post are not) and are to follow, to the extent possible, the stylistic approach of the Style Guide.

Research Room posts which address an event generally adopt the following format:

1. Introductory section
2. Section commenting on history or importance 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 are included at the end of the posting.

Research Room posts are jointly assigned the categories "Research Room" and "Yongusil" in addition to other subject-specific categories.

Research Room posts are directed initially to the director of research for editing and construction. This having been achieved, all Research Room posts are then directed to the managing editor for final approval before posting.

(4) CROSS-POSTING EXTERNAL OUTPUT

Where Sino-NK staff publish in external publications and seek to cross-post the publication at Sino-NK, the author adheres to the following procedure:

1. Creates a post on the dashboard with appropriate tags/categories an provides a full citation of the original publication at the bottom, in italics, as follows:

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*).

This essay originally appeared under the title: "'Thrice Cursed Acts of Treachery'? Parsing North Korea's Report on the Execution of Kim Jong Un's Uncle" at TheAtlantic.com on December 13, 2013.

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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, AND INTRODUCTION

Titles

Titles are 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.

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 signs off at the end of the introduction, using the "em dash (long dash/two conscutive short dashes) plus name and position" format. There is 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 are observed:

> > 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 are <u>embedded in the text</u> itself; do not paste full URLs in the middle of sentences.

> Avoid hyperlinking quotes in a source. "<u>Only Hyperlink the Text</u>" rather than <u>"Hyperlinking the Quotes, too."</u>

> 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 **<u>not</u>** necessary.

Examples of Chicago-Style Footnotes

Sheryl Gay Stolberg and Robert Pear, "<u>Wary Centrists Posing Challenge in Health Care Vote</u>," *New York Times*, February 27, 2010. (note the embedded link)

Joshua I. Weinstein, "The Market in Plato's Republic," *Classical Philology* 104 (2009): 440.

Michael Pollan, *The Omnivore's Dilemma: A Natural History of Four Meals* (New York: Penguin, 2006), 99–100.

Steven Denney, "[A Party-Centered Defense of Park Geun-hye's Election and a Primer on Government-Media Relations](#)," *Sino-NK*, December 20, 2012.

(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.

(8) TAGS (KEYWORDS)

Tags, or keywords, help to draw in visitors from search engines and other outlets. 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. Lead images are sized at 575X300, unless doing so distorts the image and renders its quality poor.

> For longers posts, appropriate images are inserted at appropriate junctures in the text.

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

> For images published under a Creative Commons license: image is attributed to the original source by hyperlinking creator's name; a link to the license is included; and, if changes were made, such is noted.

> For images in the public domain with an unclear or unknown source and/or license: image is attributed to the current hosting source (e.g., Wikimedia Commons) with 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.): image is attributed to the original source with a link to the source (if appropriate).

> For (legally) modified images: image is attributed to the original source, plus a note indicating image is modified.

> For images taken as screen grabs from online video sources (e.g., YouTube): image is attributed to the original source (e.g., [Source X's] YouTube Channel) with a link to the source (if appropriate).

> For images taken as a screenshots from online sources: image is attributed to the original source, plus a note that image is a screenshot and a link to the to the source (if appropriate).

> For images with unclear or unknown sources: attribution is given to the source deemed most appropriate (if one can be discerned).

> A Sino-NK watermark is 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. significantly modified by Sino-NK editors.

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 YouTube Channel](#)

Image: [US Army Korea Historical Image Archive](#)

Image: Wikimedia Commons (*hyperlink if apprpriate*)

10) SPELLING AND PUNCTUATION

> Use <u>American spelling</u>

> 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 is referred to as Sino-NK, never italicized.

(11) 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 as follows:

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, phrases, or the titles of academic works, original foreign script goes inside brackets, as shown below:

Ex. 1 (sentence): 23.4% said "he has to join the Democratic Party" ["민주당에 입당해야 한다"는 23.4%였다]

Ex. 2 (phrase): "Dongbei phenomenon" [东北现像]

Ex. 3 (title): Zhu Feng, "Will North Korea Conduct a Third Nuclear Test?" ["朝鲜第三次核试验会发生吗?"]

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

Korea Society Opinion Institute (KSOI) (한국사회여론연구소)

If the institution, 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 word, i.e., *not* a city, *italicize* the text. Example below:

jangmadang (장마당)

If the author, or editor, deems it 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 Sinologists and Koreanists dedicated to documenting and analyzing the borderland dynamics, transnational ties, and history of Northeast Asia. Sino-NK is utilized frequently by scholars and journalists. It has has been quoted in such outlets as *The Economist*, *Washington Post, Politico* and *Wall Street Journal* and is regularly cited in peer-reviewed jouranls. Sino-NK endeavors to better understand North Korea's relations with the world and to chart a path forward for digital (and) academic analysis.