

# Internet Policy Review: Style guide

## [Forms of journalistic presentation](#)

[Language: British English](#)

### [Style](#)

[Use an engaging language](#)

[Write in active voice, not passive](#)

[How to write about people, their names and functions](#)

[Abbreviations: Assume nothing](#)

[Companies and institutions](#)

[Numbers](#)

[Capitals](#)

### [Formatting elements](#)

[Think of a specific title](#)

[Structure with subheadings](#)

[Write an abstract](#)

[Identify up to four keywords](#)

[Write a short teaser](#)

### [Attribution of sources and further information](#)

[We use APA 6th Citation Style](#)

[We like links](#)

[Footnotes](#)

## Forms of journalistic presentation

The Internet Policy Review publishes the following formats:

- news,
- opinionated guest posts,
- analysis or
- essays with academic value.

Analysis articles and essays range up to 25,000 characters and run through an academic peer-review process. News articles are being proofread by a 'second set of eyes' in order to ensure high editorial quality. Opinionated guest posts are checked for plausibility by the editorial staff and signposted with a yellow megaphone.

## Language: British English

If in doubt, use Merriam Webster: <http://www.merriam-webster.com>

*neighbour; capitalise; programme; 8.4 million Euro*

Title and headings always in lowercase:

*The allocation of frequencies: a patchwork*

## Style

### Use an engaging language

Write straightforward and tight. Omit words that are not necessary. Keep paragraphs short.

Most people are not going to reach the end of the article. There is no harm caused by 'giving the story away' in the first paragraph. Get directly to the most newsworthy part of the story – even in analysis articles.

Avoid directly addressing the reader. The exception that proves the rule is an explicit call to users, for instance to gather their comment to the article.

### Write in active voice, not passive

Name actors where possible.

*The Greens demanded transparency in government spending.*

Do not hide actors in passive expressions.

*It was demanded that government spending should be transparent.*

## How to write about people, their names and functions

In each article, we use name and surname when mentioning people on the first occasion. In subsequent mentions, only use the surname. The main occupation should be at least mentioned once on the first occasion, along with the name and surname. Titles (Dr or Prof) are only named when deemed relevant for readability.

## Abbreviations: Assume nothing

Some short forms such as NATO, EU or BBC are well known and need no explanation, but think twice before using others. Write out abbreviations when using them for the first time.

*2013 is said to be the very year of the 4th generation mobile network roll out, labelled 4G or Long Term Evolution (LTE).*

## Companies and institutions

With company names such as eBay, freenet or DaWanda, we respect the mix of lowercase and capital letters. This does not apply to company names that are only in capital letters though, or those that make use of punctuation marks, e.g., ROSSMANN and Yahoo! If the sentence starts with a company name, the company name's first letter is put in caps, e.g., Ebay.

## Numbers

Simplify wherever you can, round up or down, and try to tell the story without getting bogged down in numbers.

Spell out from one to nine, then numerals from 10 to 999,999. Thereafter use m, bn or tn for sums of money or quantities, e.g., 5m tonnes of coal, 30bn doses of vaccine, 50tn Euro; but million or billion for people or animals, e.g., 1 million people, 25 million rabbits, the world population is 7 billion, etc. In headlines always use m, bn or tn.

## Capitals

Names with caps, all the rest lowercase. This includes “internet” and “cloud computing.”

## Formatting elements

### Think of a specific title

Keep your titles specific and literal so that they make sense, also in search engines, write them active and engaging. Always remember that the title is reflected in the URL.

*Keep titles to 60 characters of length or even less than that* ← Like this sentence

The title provides the storyline. It needs to be different from the first sentence of the teaser. The main text refers back to the title in the second or third paragraph.

### Structure with subheadings

Split up your text with subheadings. Conceive of them as mini-headlines that include keywords of the text that will follow. They help readers scan over your text and provide orientation. Search engines also like subtitles.

### Write an abstract

The abstract should be between 700 and 1,000 characters long. It should summarise the article's academic vantage point, highlight the main findings and provide information about the methodology that has been employed.

### Identify up to four keywords

Include words that people would use to find your article.

### Write a short teaser

The teaser is an extra short description that advertises the text and makes readers curious. It does not exceed 140 characters.

## Attribution of sources and further information

### We use APA 6th Citation Style

Please, provide your references in APA 6 style at the end of the text. For orientation see <http://www.lib.latrobe.edu.au/referencing-tool/apa-6>

Do not place references in footnotes.

## We like links

Where sources are fully accessible online, *additionally* link to them from [the passage](#) (PDF) in which you are referring to them. Indicate if the document you are linking to is a PDF.

## Footnotes

Footnotes are allowed but should be kept to a minimum. Don't use a footnote to provide a hyperlink.