

Style sheet for *My Country and My People*, 2019 Edition

What is a style sheet?

A style sheet is a set of rules about how text (and sometimes images) should be presented. They are usually used by publishers and publications to make sure that every piece of writing is presented **in a uniform way**.

Every major press, magazine, newspaper, or online publication very likely has its own style sheet. Style sheets (sometimes involving images) are also in marketing in order to present a consistent “brand.” The DKU marketing department, for example, almost certainly has style guides to make sure that in official university information channels, all references to DKU-specific things (such as the name of the university) appear consistently, the font and logos always look the same, etc.

Please read document carefully and make sure to follow these rules when copyediting.

Title of the chapter

The title of every chapter should appear both in Chinese and English. The title should simply be the activity your chapter is describing, presented as a **verb phrase** with the ending -ing. For example:

Playing Tricks on Children 逗小孩

Playing Mahjong 打麻将

No other title should be included.

Chinese words and phrases

Chinese words and phrases in Pinyin should be *italicized*. They should not be in quotation marks. They should not be capitalized unless they are the first word of the sentence.

(However, Chinese proper nouns 专有名词 [people, places, brand names, etc., such as Lin Yutang, Kunshan, Weibo] should be capitalized and **not** italicized)

Chinese characters 汉字 in the body of the chapter should include pronunciations in pinyin. (In other words, at no point should the reader be presented with characters they do not know how to pronounce.)

When pinyin appears in the body of the chapter, there is no need to include tone marks. However, when pinyin appears in the vocabulary list at the end of the chapter, ***please do*** include tone marks.

Referring to 外国人

Avoid the word “foreigner” except in the phrase “foreigners in China.” The word “foreigner” in English can sometimes have a negative connotation. Some possible phrases you might use instead are: “non-Chinese people,” “people from outside China,” “people from other countries,” “international visitors,” etc.

(Note: Many foreigners living in China, like myself, use the English word “foreigner” as an exact equivalent to the Chinese word 外国人 and would not take offense at being called a “foreigner.” But when dealing with non-Chinese English speakers, it’s wise to avoid the word “foreigner,” particularly when in their countries. If you go to the U.S., for example, Americans are not foreigners; *you* are a foreigner.)

Referring to 中国人

In the singular: In general, use “a Chinese person,” not “a Chinese.” (“A Chinese” is not incorrect, but it sounds rather stiff and formal.)

In the plural: In general, use “Chinese people,” not “Chinese.” When referring to the Chinese nation as a whole, use “the Chinese people” or “the Chinese.”

The West

When used to mean 西方, capitalize the word, as in: the West, Westerners, Western technology, etc.

Referring to authors of texts

When referring to the author of a text, use a general style not a scholarly style.

| <i>Scholarly style:</i> | <i>General style</i> |
|--|---|
| . . . Dornyei (1999) argues that . . . | . . . linguist Zoltan Dornyei argues that . . . |

In general, the first time you refer to an author, use their full name and mention who they are (professor, scholar, TV host, blogger, author, etc). After the first mention, just use the last name (family name).

Numerals

When citing data and statistics, use numerals (1-9). In most other cases, spell the numbers out.

Examples:

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| <p><i>Normal use:</i></p> <p>... spends ten hours a day in front of the camera earns thirteen million yuan per year ...</p> | <p><i>Data and statistics:</i></p> <p>9 out of 10 respondents said 540 cities across China ...</p> |
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Periods, commas, and quotation marks

In American English (as opposed to British English) **periods** and **commas** go **before** final quotation marks, not after them. We will use **American** style.

Examples:

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|---|--|
| <p><i>American:</i></p> <p>Dancing to popular songs such as “Small Apples,” Granny Wang give nicknames like “Little Fat Girl.”</p> | <p><i>British:</i></p> <p>Dancing to popular songs such as “Small Apples”, Granny Wang give nicknames like “Little Fat Girl”.</p> |
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(However, colons 冒号, semicolons 分号 and dashes 破折号 always go after final quotation marks.)

Citing sources

In this book, we will use the “Notes and Bibliography” system of the Chicago citation style. For details, see https://www.chicagomanualofstyle.org/tools_citationguide.html.

All quotes, paraphrases of others’ ideas, specific details, and statistics should include a citation.