UCD University Relations Office Style Guide

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TITLES

General

- Professor – **use full title**
  except in captions where it is written Prof – **without a full stop**
- Dr – use shortened title **without a full stop**
- Vice-President – **takes a hyphen**
- Ms, Mrs – no full stop

Academic titles and qualifications

Bachelor, n. One who has taken the first or lowest degree at a university, who is not yet a *master*.
The graduate is a **Bachelor of Arts**
The subject can be referred to ie, a **Bachelor of Arts** or a **bachelor's degree**

Abbreviations:
BCL Bachelor of Civil Law
LLB Bachelor of Laws
BSc Bachelor of Science
BComm Bachelor of Commerce
BE (sometimes BEng) Bachelor of Engineering
MB BCh BAO *(Medicinæ Baccalaureus/ Baccalaureus Chirurgiæ/ Baccalaureus in Arte Obstetricia* - Bachelor of Medicine/ Bachelor of Surgery/ Bachelor of Obstetrics)
MVB Bachelor in Veterinary Medicine

Master, n. A holder of a senior degree from a university or other academic institution. Now usually: the holder of a postgraduate degree below the level of a doctorate.
The graduate is eg, **Master of Arts (MA)**
The subject may also be specified, as Master of Science (MSc), or a **master's degree** (**note apostrophe**)

Abbreviations:
MLitt Master in Letters
MBA Master in Business Administration
MVM Master in Veterinary Medicine

Doctor, n. One who, in any faculty or branch of learning, has attained to the highest degree conferred by a university. The degree is now often conferred by universities as an honorary compliment upon distinguished statesmen, authors, divines, etc.
Doctoral, adj. Of or belonging to a doctor (i.e. a man of eminent learning, a professional teacher, or one who has received the degree of Doctor).
Doctorate, n. The degree of Doctor.

Abbreviations
DD *(Divinitatis* Doctor), Doctor of Divinity
LLD *(Legum* Doctor), Doctor of Laws
MD Doctor of Medicine
PhD *(Philosophiae* Doctor) Doctor of Philosophy, Doctorate of Philosophy
but NB also **DPhil** Doctor of Philosophy
DCL Doctor of Civil Law
DLit, **LitD** Doctor of Literature
DSc Doctor of Science
DLitt Doctor in Letters

Misc. Titles:

- Mr, Ms, Mrs – use these when academic titles such as Professor, Dr are being used for other people. Prefer just using proper names.
- **Lord Mayor**: Address on envelope - Lord Mayor, Councillor Josephine Bloggs or Lord Mayor, Mr Joe Bloggs; salutation - Dear Lord Mayor,
- **Archbishop**: Address on envelope – Desmond Cardinal Connell; salutation – Dear Cardinal Connell,

Titles specific to UCD School of Medicine Adjunct Clinical Faculty

- UCD Full Clinical Professor eg Prof Josephine Bloggs, UCD Full Clinical Professor or Prof J Bloggs
- UCD Clinical Professor e.g. Prof Josephine Bloggs, UCD Clinical Professor or Prof J Bloggs
- UCD Associate Clinical Professor eg Assoc. Prof Josephine Bloggs, UCD Associate Clinical Professor or Assoc. Prof J Bloggs
- UCD Assistant Clinical Professor eg Dr Josephine Bloggs, UCD Assistant Clinical Professor or Dr J Bloggs
- UCD Clinical Lecturer eg Dr Josephine Bloggs, UCD Clinical Lecturer or Dr J Bloggs

The UCD Clinical Lecturer and UCD Assistant Clinical Professor titles are interchangeable depending on the individual's preference.

FULL STOPS

Full stops
Inc.
Co. Dublin

No full stops
Ltd
Dr
Mrs
Mr
St Vincent's Hospital
Harcourt St

Except:
TD
eg
ie

DO NOT use full stops in the following:

- **acronyms**, eg, NATO, Iteniba, Ibec *See section on capitals below
- **sets of initials** eg, UCD, BBC, WHO, TD, MP, MLA, MEP
- abbreviations for **academic qualifications** eg, MPhil, DLitt, PhD, BA

CAPITAL LETTERS

General rules - capitalise the following:

- The **proper names** of people and places
- **formal titles** or titles of **established and important offices** eg, President, King, Secretary-General, Chancellor
- the names of **well-known and substantial institutions**, eg, European Commission, Security Council
  BUT when abbreviating the institution, use l/c
  eg, the commission, the council
- As a rule of thumb, **cap specifics** (eg, the French Foreign Minister), but **l/c non-specifics** (eg, EU foreign ministers)
- Err on the side of using too few capital letters, rather than capitalising too many words.

Ranks and titles
When the rank or title defines the person, or when it's written in conjunction with a proper name (as a title), that rank or title takes a capital letter; when it is ary to the proper name, it's written in lower case. **DIFFERENTIATE BETWEEN TITLE AND JOB DESCRIPTION** -

The US president, George W. Bush, signed	*President (job)* is secondary to proper name
President Bush declares	*President* used as a title
The US President today signed…	*President* defines the (specific) person
He became chief executive last year	Job description, not title
Joe Bloggs is chief executive of ABC Corp.,	This title is secondary to his proper name
The Chief Executive of ABC will speak on…	This title defines a specific person
The Archbishop of Canterbury	Name IS job title
The Attorney-General	Name IS job title

NB If unsure, restructure the sentence!

UCD Titles:

- Generally, capitalise all established and specific office-holders (adhering to the rules above ie,
  President
  Vice-President
  Head (of School)
  Principal (of College)
  Vice-Principal for Teaching and Learning
  Bursar
  Registrar
- Don't capitalise job titles that are less specific, eg, college lecturer, professor, (unless used as a title eg Professor Bill Powderly), senior lecturer, administrator etc.

eg,

Successive UCD presidents have done…	Non-specific
UCD president, Professor Andrew Deeks, said…	Name is defining him, not job title
The UCD President appeared…	Specific
The Vice-President for Global Engagement said	Specific
Professor Dolores O'Riordan, vice-president for global engagement	Name is more important
Professor Bloggs was appointed in May	Job used as title
He was granted a professorship today…	Job description
He is the administrator for the department	Job description

NB DO NOT write President Andrew Deeks or Taoiseach Leo Varadkar
Instead: UCD president, Andrew Deeks, and the Taoiseach, Leo Varadkar

Academic units: always **capitalise** the following for UCD:
College
School
Graduate School

For a full list of **UCD Schools**, and the correct way to write them, see Appendix 1

Academic subjects of study: academic subjects should **not** be in caps, except in the proper name of a degree or an academic unit, eg,
He qualified with a BA (Politics and Economics) in 2003
She studies in the UCD School of Philosophy
At school her best subjects were maths and French

Captions: Capitalise ranks and titles in captions. So,
Professor Andrew Deeks, President, UCD
Professor Dolores O'Riordan, Vice-President for Global Engagement, UCD
Joe Bloggs, Administrator, Department of Health
Jane Bloggs, Chief Executive, ABC Corp

Misc:

- The word **university** should not be capitalised, except in legislation or where it is in place of UCD – i.e University in place UCD, but no cap, where university is used as an adjective
- The word **government** does not take a capital letter but eg, the Rainbow Coalition does.
- **4th-Level Ireland**, when written as the proper name of the project, takes a capital and the numeral. Note the difference below:
  eg, The establishment of 4th-Level Ireland is a bold move by the government…
  eg, This will help Irish institutions gear up for fourth level…
  eg, The establishment of fourth-level education is paramount…
- **Acronyms and Initials:**
  Use an initial capital for acronyms eg, Iteniba, Ibec, Unicef, Unprofor
  Use all capitals for sets of initials eg, UN, BBC, RTÉ

NB See sections on Captions (UCD Today-specific) and Full Stops

HYPHENS

General rule: Use hyphens sparingly; don't hyphenate words that are not usually linked.

Specific rules

DO use hyphens for

1. **Fractions** eg, one-fifth

2. Words that begin with **anti, non and neo EXCEPT:** antibiotic, anticlimax, antidote, antiseptic, antitrust, nonaligned, nonconformist, nonplussed, nonstop, neoclassicism, Neolithic, neologism

3. Words that begin with **Euro EXCEPT**: Europhobe, Europhile, Eurosceptic, euro zone, euro area

4. Clarity: Unmanageably **long words** eg, under-secretary, inter-governmental

5. To separate **words with identical letters** eg, co-operate, book-keeping, pre-empt, re-emerge, re-entry
   NB exceptions include override, overrule, overrate, withhold
   Words with non-identical letters don't need hyphenation eg, precondition, predate, rearm, rearrange,

6. After sums using the word **worth** eg, €25 million-worth of goods

7. **Adjectives** formed from two or more words eg, right-wing groups, value-added tax, balance-of-payments difficulties

8. **Nouns** formed from a preposition and one other word eg, a build-up, a get-together, a round-up, a set-up, a shake-up

9. **Compass points** eg, south-east(ern), north-west(ern) etc.

10. **Hybrid ethnics** eg, African-American (whether noun or adjective)

11. **Words ending in –maker** take a hyphen if the preceding word is of three syllables or more, so: peacemaker, troublemaker, **but** holiday-maker, candlestick-maker. Exception: **policymaker.**

12. **For e-expressions**, eg, e-Connections, e-Learning, e-knowledge **EXCEPT** email

Common words that **DO** take hyphens:
co-operation
co-ordinate
micro-organism
world-class when used as an adjective
eg, It was a world-class presentation **BUT** The presentation was world class (adv)
first-class

DO NOT use hyphens

- For adverbs in simple constructions
  eg, the regiment was ill equipped for its task
  EXCEPT: when the adverb is linked to another word and used as an adjective
  eg, The ill-equipped regiment was soon repulsed.

- If words are linked together in quotation marks to serve as an adjective
  eg, a 'Live Free or Die' state
  OR, a Live-Free-or-Die state (use either quotation marks OR hyphens NOT both) – see section on single quote marks

Common words that **DO NOT** take hyphens:
online
postdoctoral
postgraduate
multidisciplinary
email

SPELLING

The correct spellings for some commonly misspelled words are:

Focused	not focussed
Adviser	not advisor (US spelling) **BUT** advisory (adj.)
Calibre, centre	not center **EXCEPT** when the word is part of a company name eg, Rockefeller Center Developments
Harbour, labour, colour	not harbor, labor, colour
Practise is the **verb**	she practised the piano chords that she was taught
Practice is the **noun**	the doctor's practice was closed
License is the **verb**	she is not licensed to drive
Licence is the **noun**	a driver's licence
Eamon de Valera	is spelled with **one n**
Telecoms	(one m) is short for telecommunications
King's Inns	takes an apostrophe
Queen's University Belfast	note apostrophe, no comma
Master's degree	**NEVER masters**; the plural is master's degrees or MAs; the degree is a Master of/in…; the graduate is a Master of/in…

Use the –ise and –isation endings throughout (NOT the American –ize or –ization)

EXCEPT	**hospitalize**	**-zation**
	materialize	**-zation**

Irish names:
Use **O'** for names spelled in English eg O'Connor, O'Mahony
Use **O(space)** for names spelled in Irish eg O Riada, Ó Coileáin

ITALICS

- Names of books, newspapers, other publications, conferences
- Foreign words **NOT** in common usage; do not italicise words such as ad hoc, en masse, de facto, raison d'être, as these are so familiar that they have become anglicised – MAKE SURE TO SPELL THEM CORRECTLY (include accents)
- Latin/scientific/ medical terms ie, proper names for plants, animals etc.
- Names of publications in bylines, sub-headings and at the end of articles eg, Maria O'Halloran is a parliamentary reporter with *The Irish Times*. If the sub-heading is already in italics, put the name of the publications etc. in ordinary text style.

QUOTATIONS

- Use **double quotation marks** when quoting directly, even if it is only part of a quotation.

eg, He said he would be "delighted and excited" to see me. (Only use these for effect – and use sparingly.) Prefer indirect quotation:
eg, He said he would be delighted and excited to see me (using the word 'said' implies the quotation without having to highlight it with punctuation).

- Use a colon, full stop or comma **to introduce a quotation**.

John said**,** "I will never return to that university."
He said**:** "I will never return to that university."
John spoke very harshly about his alma mater**.** "I will never return to that university."
"I will never return to that university**,**" he said.
NB Use the punctuation mark that best fits the sentence as a whole. And prefer not to introduce a quotation with a long name eg, Mary Hanafin TD, the Minister for Education, said…instead write out the quotation and attribute it to the person afterwards.

- For a quote within a quote use **single inside double quotation marks**.

John told me: "Before I left the house my mother said, 'Make sure you bring your coat.' I'm glad she reminded me because it was freezing outside."

- Use **single quotation marks** also to highlight a word or phrase for effect, or to link a group of words (see section on hyphens). Don't use these if quoting directly from a specific source. AND USE SPARINGLY!

eg, Some people would call that 'talking the talk'; 'walking the walk' is another matter entirely.
eg, Everyone knows the expression 'as blind as a bat'.

NUMBERS AND DATES

Numbers

- Numbers one to nine should be written in full
- Numbers 10+ written in numerals
  EXCEPT with numbers written in close proximity and related to each other – prefer consistency rather than adhering to rules above. NB Sports scores
  eg,
  It was noted that 5 out of 15 students preferred the black cover…
  It wasn't ten, or fifteen, but twenty of us crammed into the bus.
  Sports: He scored 1 over 289 on the old course
  BUT,
  There were five students that preferred the black cover, but it was the other 50 that decided it for us.
- Numbers of four or more digits take commas eg, 5,024
- Numbers 1 million and over are written in a combination of figures and words
  eg, 1 million, 4.5 billion, etc.
  1,000,000,000 (1,000 million) = 1 billion
- **NEVER** start a sentence with a figure – always write it out in full. It is all right to end a sentence with a number.

Dates

- Format – on 3 November or on Tuesday, 3 November 2005 **NOT** on the 3 November
- Years – the year 2005/06
- Period – during the period 2005-2008
- 3500 BC (note space), 200 AD
- first century, third century **BUT** 19th century, 21st century (adhere to general rule for numbers, above).

- From and between:

Say **between/ and** eg, between 1947 and 1950 (**NO hyphen**)
Say **from/ to** eg, from 1947 to 1950 (**NO hyphen**)
Say **in** or **during** 1947-1950

Time

- Be consistent – don't write 10 o'clock and 10am in the same piece.

- Do not use a space after the number when abbreviating the time
  eg, 10am, 12pm, 11.45pm.

Sports scores

- Generally: use numerals
  eg, Soccer: It was 1-0 to UCD (no space and use a hyphen to separate)
  eg, Golf: He had 1 over 289 on the old course
  eg, GAA: Leinster came out with 1-13 to Munster's 0-9
- Placing: write **in full** first place to ninth place **BUT** 10th place, 11th place…
- Also see section Misc

Ages

Obey the rules for numbers (one to nine, 10+) and note hyphens:

A 29-year-old man	A man, who was 29 years old, was seen…
A three-year-old boy	A boy that was three years old…

Monetary amounts

- €120, €12.50
- £100,000
- €3 million (note space) **NOT** 3,000,000
- $10.2 million
- €4 billion
- When writing foreign currencies, be consistent. Either write the symbol, the abbreviation in English (always in capitals) or the full word. See below for examples (no space between symbol and number):

US dollar	USD	US$
Australian dollar	AUD	A$
Euro	EUR	€
English pound	GPB	£
Swedish Krona	SK	-

eg, the grant of USD10,000 (or US$10,000) was awarded to the scientist

Measurements

30cm (no space)

$30m^2$ - be consistent: do not say 30 square metres in the same article as $30m^2$

Misc

Use the symbol % rather than the abbreviation pc ie, 20% not 20pc

NB A drop from 4% to 2% is a drop of two **percentage points**, or a drop of 50%, **NOT** a drop of 2%.

FORMATTING LISTS AND TABLES

Bulleted lists

- Treat the bullet points as punctuation, so there is no need for commas or semi-colons after each item in the list
- Start each item with a capital letter
- End the entire list with a full stop (after the final item).

eg, Current objectives include**:**

- **O**bjective 1
- **O**bjective 2
- **O**bjective 3**.**

Tables

eg, Table 1 – The ……..

ALUMNUS/A

An **alumnus** (masculine) or **alumna** (feminine) of a college, university, or school is a former student. The plural is **alumni** for men and mixed groups and **alumnae** for women. The term is often mistakenly thought of as synonymous with "graduate."

Sometimes used **alum** or **alumn** are informal, as is the gender-neutral plural equivalent **alums**.

MISCELLANEOUS

Sports teams are always **plural**
eg, Wales **are** resurgent, UCD took home the trophy **they** deserved

None (not one) takes a singular verb eg, **None** of us **is** going.
So does **neither** A **nor** B (unless B is plural) eg, **Neither** the Irishman **nor** the Irish **have** made it to the final. The verb agrees with the element closest to it.
And **either/or** eg, Either the red or the blue is good enough.

Comprise means **is composed of**
So, UCD comprises (is composed of) six colleges **BUT NOT** six colleges comprise the university and **CERTAINLY NOT** the university is comprised of six colleges!

Investigation of not **into** something

Centre on not **around** or **in**

Compare with when you draw attention to difference
eg, Compared with cats, dogs are far more loyal.
Compare to only when you want to stress similarity
eg, "Shall I compare thee to a summer's day?"

Like governs nouns and pronouns, not verbs and clauses – prefer **as** for verbs and clauses
So, **as** it is in America **NOT like** it is in America
And: Dogs **like** the terrier are small.
BUT: Do not use **like** to mean **including** or **for example** – prefer **such as**
eg, Some dogs, such as the terrier and greyhound, can be vicious.

Burma should be written as **Burma first** and Myanmar in parentheses after it ie, Burma (Myanmar). **DO NOT** call it simply Myanmar.

UCD TODAY–SPECIFIC GUIDE

Spacing
Use one space after a full stop.

Headlines
- **Do not** use full stops at the end of headlines
- **Do** use full stops at the end of sub-headings/ bylines
- **Do not** use capital letters throughout, except where proper names
  eg,
  UCD announces new NIBRT centre
  'Newman and the Market' conference to be organised

Captions
- All captions are **italicised** – to highlight specific words use normal text
- **No full stop** at the end of captions
- Use Dr and Prof – no full stops required. Do not use full form Professor
- ALWAYS **note full title of UCD academics** – do not omit
  eg,
  Professor Sarah Prescott, Principal, UCD College of Arts & Humanities
  Catherine Carey, Manager, UCD Clinton Institute for American Studies
- Use commas between names, or semi-colons when names and positions are given
  eg,
  John Murray, Dr Stephen Archer, Dr Philip Murphy
  BUT John Murray, head of department**;** Dr Stephen Archer, CEO, Joe Bloggs Ltd**;** Dr Philip Murphy, Director
- Use capital letters for job titles in captions
  eg,
  Professor Andrew Deeks, UCD President; Mr Tom Flanagan, Director, NovaUCD
- Be consistent in how you write names and titles in captions.
  DON'T write: UCD President, Professor Andrew Deeks; Mr Tom Flanagan, Director, NovaUCD
  DO write: Professor Andrew Deeks, President, UCD; Mr Joe Bloggs, CEO, ABC Corp; Ms Jane Doe, Keeper of Natural History, National Museum
- Always include full description of the action/person in the image – so, for UCD academics, include FULL TITLE and for action shots include all known details

Main features
- Usually 4 per issue NB gender balance
- Tend to place them on the right-hand page

News in brief pieces
- NO quotations in these pieces – paraphrase quotes if necessary
- Usually 200-300 words in length. Can be up to 500 (½ a page) if story requires it

Titles
When referring to academics (male or female) use full name and title in first reference, eg, 'Dr Emmeline Hill'.

In subsequent references use 'Dr Hill' or alternative, but ALWAYS ensure CONSISTENCY.

Pull quotes (for main features only)

- No full stop at end of quote
- No capitalisation required
- No quote marks used (Loman Cusack design feature)

References to websites

- Use normal text – no underline or bold
- Introduce them as a normal part of a sentence – no colon etc.
  eg, Further information can be obtained via www.ucd.ie.

Cover

- Try to make the captions interesting, ie not vague. Mention the name of the journalist or summarise clearly the nature of the article
- Inside cover ('What's Inside', p.2) is always contents page (on left) and editorial (Eilis)

APPENDIX 1

UCD College of Arts and Humanities
UCD School of Art History and Cultural Policy
UCD School of Classics
UCD School of English, Drama and Film
UCD School of History
UCD School of Irish, Celtic Studies and Folklore
UCD School of Languages, Cultures and Linguistics
UCD School of Music

UCD College of Social Sciences and Law
UCD School of Archaeology
UCD School of Economics
UCD School of Education
UCD School of Geography
UCD School of Information and Communication Studies
UCD School of Law
UCD School of Philosophy
UCD School of Politics and International Relations
UCD School of Psychology
UCD School of Social Policy, Social Work and Social Justice
UCD School of Sociology

UCD College of Business
UCD School of Business

UCD College of Engineering and Architecture
UCD School of Architecture, Planning and Environmental Policy
UCD School of Biosystems and Food Engineering
UCD School of Chemical and Bioprocess Engineering
UCD School of Civil Engineering
UCD School of Electrical and Electronic Engineering
UCD School of Mechanical and Materials Engineering

UCD College of Health and Agricultural Sciences
UCD School of Agriculture and Food Science
UCD School of Medicine
UCD School of Nursing, Midwifery and Health Systems
UCD School of Public Health, Physiotherapy and Sports Science
UCD School of Veterinary Medicine

UCD College of Science
UCD School of Biology and Environmental Science
UCD School of Biomolecular and Biomedical Science
UCD School of Chemistry
UCD School of Computer Science
UCD School of Earth Sciences
UCD School of Mathematics and Statistics
UCD School of Physics

UCD Institutes and Centres

UCD Clinton Institute for American Studies
UCD Conway Institute of Biomolecular and Biomedical Research
UCD Geary Institute for Public Policy
UCD Humanities Institute
UCD Earth Institute
UCD Institute for Discovery
UCD Institute for Food and Health
UCD Energy Institute

DO NOT prefix the following with UCD:

NVRL - National Virus Reference Laboratory, UCD

NovaUCD – the Innovation and Technology Transfer Centre

CSCB - Centre for Synthesis and Chemical Biology
except if referring to the building, then: UCD Centre for Synthesis and Chemical Biology (CSCB) Building

National Institute of Sport and Health

NIBRT - National Institute for Bioprocessing Research and Training – **NO COMMA**

O'Reilly Hall - when referring to O'Reilly Hall, the definitive article is not used i.e. "the event will be held in O'Reilly Hall" not "the event will be held in the O'Reilly Hall"