



DEPARTMENT OF THE AIR FORCE
CHINA AEROSPACE STUDIES INSTITUTE

Oct 2017

MEMORANDUM FOR THE RECORD

FROM: Director, China Aerospace Studies Institute

Subject: CASI WRITING STYLE GUIDE

Ref: (a) University of Chicago Press's Chicago Manual of Style, 14th ed.

1. The following are the general style guidelines for CASI writing and publications. Deviations are authorized as needed to conform to other Air Force or Department of Defense requirements. The primary style guide for CASI is the University of Chicago Press's Chicago Manual of Style, 14th ed., reference (a). The authoritative source for spelling and hyphenation is the unabridged Webster's Third New International Dictionary of the English Language.

2. Technical details

- a. Font: Times New Roman
- b. Size: 12 point
- c. Paragraph spacing: Single spaced, Before/ After 0 point
- d. Paragraphs start with a tab, i.e. not flush with the left-hand side.
- e. No extraneous formatting, use the default MS Word "Normal" style for the entire work.
- f. Avoid excessive headers, headings, and "sections". Unless a topic covers several pages, it does not typically merit a section or break. Don't number sections or chapters.
- g. Don't use a dash when a parenthesis will suffice, don't use a parenthesis when a comma will suffice.

3. Bulleted lists shall conform to the follow style:

1. XXX

a. XXX

i. XXX

(1) XXX

XXXXXXXXXXXXXXXXXXXX

(a) XXX

(i) XX

Each subsequent indent is set at .25" increase over the previous one. All text indents are set to 0, i.e. in line with the left margin, as in the (1) example. Bullet number/letter is followed by a space (not a tab). If there is a 1 there must be a 2, if there is an A there must be a B, otherwise simply include it in the preceding level.

4. Footnotes are used to expand upon an idea, to have a short discussion (perhaps tangential), or to give a brief explanation. Footnotes are annotated with either lower case roman numerals, e.g. ii, iv, xi, or by lower case letters, e.g. a,b,c. CASI does not use footnotes for references, those are endnotes.

5. Endnotes are used to give proper credit for ideas, facts, arguments, and words presented elsewhere. Endnotes should include the following information: author name; title of work; publisher, date and page reference. Please avoid *ibid.*, *loc. cit.* and use short titles to refer to works already cited. If the information is from personal correspondence, conversation, or some other non-print/ non-public source, please be as detailed as possible in describing the source. Please see the primary style guide for further guidance. Footnotes are numbered with Arabic numerals, e.g. 1,2,3, etc.

6. Direct quotations should cite the original source from which they were taken. If the quotation was taken from printed text, indicate the page number(s). When quotations are run into the text, the final mark of punctuation can be changed to conform to the grammar of the entire sentence.

7. Use of standard terms.

- a. Use the CASI Standard Terms when translating from Chinese to English.
- b. Use the Chinese terms directly (or in Pinyin) where at all possible.
- c. Write using the source material viewpoint, i.e. if discussing PLA matters write through the PLA lens and not through a U.S. or USAF lens.
- d. Explain any deviations, or when multiple translations exist, explain your choice to your audience, in footnotes if necessary.

8. Identification of Persons, Organizations, and Publications

- a. The first and last name should be given for each individual on first introduction in the text and footnotes. Titles and/or affiliations should be used on the first reference.
- b. A foreign organization should be referred to in English with its foreign language name and the acronym (if it is widely known by its acronym) following in parentheses: People's Liberation Army (PLA).
- c. Titles of books, journals, and periodicals are italicized. When referring to periodicals, do not include an opening definite article within the italicized name: the *New York Times*.
- d. Civil, military, religious, and professional titles are capitalized when they immediately precede a personal name as part of the name.
- e. While soldier, sailor, and airmen are not capitalized, the word Marine or Marines is always capitalized when referring to members of the U.S. Marine Corps.
- f. Names of national and international organizations, movements, alliances, and members of political parties are capitalized, political groupings other than parties are usually lowercased.
- g. Only unfamiliar foreign words and expressions are italicized and accented as in their original language; familiar ones remain in roman type.
- h. Surnames for Asian individuals should be in all caps the first time of use, e.g. XI Jinping.

9. Use the general rules for spelling out numbers for references to amounts of money. If the number is spelled out, so is the unit of currency, and if figures are used, the monetary symbol precedes them.

10. Authors are asked to write clearly and economically and to avoid academic or technical jargon as CASI spans a wide range of fields. Acronyms should be spelled out in full when used for the first time.

11. In presenting an argument or drawing conclusions, the use of the first person (I/We) is acceptable only when a personal reference is directly relevant to the argument. Authors should avoid referring to themselves in the third person (“In this author’s opinion ...”). Readers should be able to discern, without assistance, when an opinion rather than a fact is being offered.

12. External submissions to CASI.

a. CASI welcomes and encourages external articles and manuscripts on topics directly related to CASI’s mission. All submissions should be accompanied by full contact information. Submissions should include a short biography of the author if CASI has not previously published their work. Unless otherwise noted, CASI assumes all submissions are offered exclusively and that no piece accepted for publication will be published elsewhere simultaneously in any form.

b. CASI articles are typically 4,000-7,000 words.

c. CASI book length chapters are typically 10,000 to 20,000 words

d. CASI monographs are typically 50,000 to 70,000 words.

e. Tips on writing for CASI

i. Check all data, particularly dates, figures, and proper names, against the original source documents, and make note if they are in translation or original language. Document your evidence with endnotes.

ii. Keep your sentences short and clear. Aim your writing at a specific audience.

iii. Use the active voice.

iv. i.e stands for “id est”, which means “that is” in Latin, it introduces a rewording or a clarification; e.g. stands for “exempli gratia” in Latin, which means “for example”, it introduces one or more examples that illustrate something stated. Know the difference.

v. Do not assume readers are as familiar with the details as you are.

vi. Avoid jargon. Use standard terminology, if none exists then explain that in detail, in footnotes if necessary.

vii. Edit, edit, edit. Then have someone else read and edit it for you.

viii. Stick to subjects in which you have expertise, your CASI audience will know if you stray too far.

ix. Don't use flowery words or styles to mask or bolster ideas.