

A Guide to Language

Unity in editorial content in SUU publications is as vital as the visual image. This is not, however, to be construed as an attempt to rid University publications of creativity or to strip individual writers of stylistic choices. Flexibility is important, but items such as usage and spelling must be consistent. To help achieve a degree of unity within the text, a simple guide has been included below. Offices, departments and other entities of the University should follow this guide when developing text for any University publication. When a question of usage is not covered in this style guide, use of the widely-used style guides is acceptable, or an individual may seek advice from the Publications Office (ext. 7748) or the News Services Office (ext. 1997) The use of the current version of the Associated Press Style book is encouraged. The News Services Office appreciates copies of any releases to the media you send out, for our information and for historical record.

Academic Degrees: Use an apostrophe in instances such as bachelor's degree in art, master's degree in English. However: bachelor of arts, bachelor of science. And, Ph.D. in communication.

Academic Rank: (in descending order) professor, associate professor, assistant professor, instructor. There are also the titles of "lecturer" and "clinical instructor" which are not official in the tenure track. Also in descending order, Vice President, Associate Vice President, Assistant Vice President.

Accommodate, Accommodations: Both have two m's

Adviser: In the interest of campus unity use the "er" form, not advisor.

Affect, Effect: Affect is the verb, effect is the noun. The layoffs will not affect Iron County. The layoffs will have no significant effect on Iron County.

Ages: Always use figures in this manner: 26-year-old Tom Thompson; Tom Thompson, 26.; Tom Thompson is 26 years old.

Aid, Aide: Aid is assistance; an aide is a person who serves as an assistant.

Afterward, Afterwards: The first is correct. Also, toward, rather than towards, is correct. Likewise, forward, not forwards.

All right: Not alright

A lot: Not alot.

Alternative: In the purest sense, it means one of two possibilities, often mutually exclusive.

Three or more possibilities are Options, or Choices.

a.m., p.m.: Lowercase, with periods. Do not use the redundant 8 a.m. Friday morning.

Among, Between: Among is used with more than two; between, with two.

Annual: (meaning yearly, not a yearbook). If it's for the first time, it's not yet annual.

Cents: Spell out and lowercase the word cents for amounts less than a dollar. Also, use numerals, not words to indicate the number amount. Examples: 5 cents; 50 cents; \$1.50.

Centered around: Don't use it. Use centered on or revolve around.

Complement, Compliment: Complement is a noun and verb denoting completeness or the process of supplementing something; SUU's student newspaper has a complement of 30 reporters, four photographers and six editors. The Centrum greatly complements SUU's athletic program.

Compliment is a noun or verb that denotes praise or the expression of courtesy: The president complimented SUU's faculty for its diligence.

Couple of: You need of, as in "a couple of days."

Dates: When referring to a complete date, abbreviate the month, as in Dec. 14, 1993. Otherwise December 14, December 2003. When using a complete date within a sentence, a common is need at the end of the date. She was born November 27, 1967, in Stuttgart, Germany.

Directions: In general, lowercase north, south, northeast, northern etc., when they indicate compass direction. When talking about a significant section of the world, capitalize. "The Monument to the Founders, located northeast of the Centrum, is the largest bronze statue in the West."

Lowercase southern in the use of southern Utah, when talking about the region.

Dollars: For specified amounts, the words takes a singular verb; He said \$500,000 is what they want. Use figures and the \$ sign for amounts less than \$1 million: \$4, \$25, \$500, \$1000, \$650,000.

En route: Always two words.

Every day, Everyday: Every day is an adverb. Everyday is an adjective. She goes to work every day. Morning devotional time for her is an everyday routine.

Entitled, Titled: Entitled means a right to do or have something. She was entitled to the

promotion. Titled is the name or label for something. Dr. Smith will present his paper titled, "The Art of Successful Employee Relations," at the national conference on Human Resources Management.

Farther, Further: Farther refers to physical distance; Further refers to an extension of time or degree.

Forego, forgo: To forego means to go before; Forgo means to abstain from.

Full time, Full-time: He works full time. He is a full-time faculty member. The use of part time and part-time follow accordingly.

Freshman, Freshmen: A freshman is a first year student, or one, in the case of SUU, who has accumulated fewer than 30 credits. It is the singular form. Freshmen is the plural. When used as a modifier, as in freshman orientation, the singular form is always used.

Hopefully: it means in a hopeful manner. Do not use it to mean it is hoped, let us hope or we hope.

Correct: It is hoped that the legislature will fund the new building.

Incorrect: Hopefully, the legislature will fund the new building.

Correct: We are going to the legislature hopefully concerning funding for the new building.

Imply, Infer: The speaker implies, the listener infers.

Its and it's: its is the possessive; it's is the contraction of it is or it has. Test usage by saying the sentence aloud with the words "it is" or "it has." If it works, use the contraction: if not, don't. There is no such word as its'.

Judgment: not judgement.

Last, latest: Last has the connotation of finality; latest can mean only most recent.

Less, Fewer: In general, use "fewer" for individual items, "less" for bulk, amounts or quantity. If you can separate items in the quantities being compared, use fewer. If not, use less. There were fewer than 10 students enrolled. (Individuals). The course fee will be less than \$50. (an amount).
But: Students with fewer than 40 \$1 bills may be able to take the course. (individual items)

Numbers: Spell out numbers one to nine; use Arabic numbers 10 and above. To begin a sentence with a number, spell it out, except in the case of years. 1967 was a good year. The five girls each have 15 pieces of candy.

OK, OK'd, OK'ing, Oks: Do not use Okay.

Over, More than: They aren't interchangeable. Over refers to a spatial relationship; More than is used with figures. He is over six feet tall. He weighs more than 200 pounds. More than 3,000

people attended the event.

Percent, %: Use percent when within text.

Predominant, predominate: Predominant is an adjective and means having the greatest importance, or most common or conspicuous. Predominantly is the adverb form of that definition. Predominate is a verb and means to have or gain controlling power, or to have greater influence or quantity. Predominatingly is the adverb.

Premier, Premiere: The first denotes something being the best—first in position, rank or importance; the second denotes an initial performance or exhibition. The Utah Summer Games are Utah’s premier sports festival. The American Folk Ballet’s premiere performance of “The Old South” is Tuesday.

Presently, Currently: Currently means now; presently means soon. The corporation currently has 15 departments. SUU will presently add new departments.

Quotation Punctuation: Almost always, the punctuation—a period, comma, question mark, goes after the quotation marks.

States: When referring to a city and state, place a comma after the city, abbreviate the state properly, and put a comma after the state, as in: “The forensic squad will travel to Tucson, Ariz., this weekend.” Abbreviations for the postal service are different than in writing. Following are the proper state abbreviations for within text:

Ala.	Kan.	Nev.	S.C.
Ariz.	Ky.	N.C.	S.D.
Ark.	La.	N.H.	Tenn.
Calif.	Md.	N.J.	Vt.
Colo.	Mass.	N.M.	Va.
Conn.	Mich.	N.Y.	Wash.
Del.	Minn.	N.D.	W. Va.
Fla.	Miss.	Okla.	Wis.
Ga.	Mo.	Ore.	Wyo.
Ill.	Mont.	Pa.	
Ind.	Neb.	R.I.	

Write out the following eight states: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah.

That, Which: “That” tends to restrict the reader’s thought and direct it the way you want it to go, introducing restrictive clauses: The book that we will use in the course is... “Which” is non-restrictive, introducing a bit of subsidiary information in the form of a non-restrictive clause: Our educational system, which we consider the cornerstone of our culture, is now in peril.

That, Who: Use who when the subject is a person. Karen is the one who will take over the position when he leaves. The oak table is the one that we will put in the dining room.

They, It: In this world there are its and there are theys. An “it” refers to a thing or an institution. A “they” refers to people. Examples: Teams are institutions and Thunderbirds are people. Therefore, one would say, “The football team lost and it was disappointed,” or, “The Thunderbirds lost and they were disappointed.”

Theatre: In reference to any SUU faculties or entities, use theatre, not theater.

Time: When handling time, the correct form for abbreviations is a.m. and p.m. 4 p.m. is the more common and acceptable form, as opposed to 4:00 p.m. Do not make the redundancy, “4 p.m. in the afternoon.” Under way: Two words.

Unique: One of a kind. Do not use most unique, very unique, etc.

Titles:

Vice president has no hyphenation.

Titles are always capitalized when they precede the person’s name: Vice President Stauffer will give the budget presentation.

There is debate over whether there should be capitalization within text referring to a specific person and her title: Julieann Titan, Director of Community Relations, is introducing the new campaign to the President’s Council today.

Or. . .Julieann Titan, director of community relations, is introducing the new. . .

She was named Vice President of Production.

Or. . .She was named vice president of production.

The current News Services Office of SUU prefers the former, capitalized use.

Same is the case for names of buildings, offices, departments, colleges, schools, and University entities. The College of Education. The Department of Teacher Education. The Office of University Relations. The University Relations Office.

When referring specifically to SUU, one may say university or institution, for short, as long as it is understood that it is not on the first reference, and that it is SUU being talked about.. .

Southern Utah University will host its annual Commencement next Saturday. The University will graduate 1,064 students. During the Main Ceremony, appreciation will be expressed to three individuals for their longterm support of the Institution.

Xerox: A trademark for the brand of photocopy machine and, as such, is capitalized. It is never a verb. Use “photocopy” instead, where applicable. Note: Be aware of other such trademark names, such as, Jacuzzi, Frisbee, Kleenex.

