

SHIV NADAR UNIVERSITY, DELHI NCR

EDITORIAL STYLE GUIDE



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SHIV NADAR
— UNIVERSITY —
DELHI NCR

Introduction.

This Editorial Style Guide is meant for all internal stakeholders of Shiv Nadar University, Delhi NCR and intends to serve as an effective resource for communicators at the University. The style guide will be stepping stone in establishing clarity and consistency in all forms of communications.

The style guidelines are especially useful in narration, and while forming complete sentences and paragraphs. However, exceptions can be made at times, for instance, an invitation letter or a social media creative may require a more liberal approach.

A few tips:

- Try to incorporate and reflect the values of Shiv Nadar University, Delhi NCR in your writing. This will help all of us communicate a consistent message in all our communications.
- Shiv Nadar University, Delhi NCR is on the cusp of changes for the next decade to elevate its position in the Indian education landscape as well as its presence on the global map. Thus, bringing in sensitivity towards different cultures and ethnicities becomes important.
- It is a good idea to use simple language, short sentences and active verbs wherever possible.
- In long form of writing, any content that takes up more than one page may have at least 1-2 subheads.
- Proof reading the copy before communicating is advised.
- We use the US style of spellings in all our communications
- **Important:** Always write the University's complete name i.e. Shiv Nadar University, Delhi NCR and not Shiv Nadar University or SNU.

AIC-SNU

To be written as AIC-SNU or as incubator

**abbreviations
and acronyms**

Spell out the complete name or phrase on first reference and follow with the acronym in parentheses if the acronym will be referenced subsequently.

e.g.

Department of Science & Technology (DST)

Abbreviations and acronyms may be used on first reference only if widely recognized. Do not use Periods.

e.g.

VC (Vice-Chancellor)

MD

DNA

IT

Acronyms that are proper nouns must be expanded with first letter of each word in caps

e.g.

SNS: School of Natural Sciences

Acronyms that are not proper nouns can be expanded in lower case

e.g.

CRM: customer relationship management

When an abbreviation follows an indefinite article – ‘a’ or ‘an’, choose between ‘a’ and ‘an’ based on how the abbreviation would be read aloud. ‘An’ is used before a vowel sound, and ‘a’ is used before a consonant sound.

e.g.

an MBA

a CFO

**academic
degrees**

Undergraduate degrees offered by Shiv Nadar University, Delhi NCR include:

Bachelor of Arts [B.A. (Research)]

Bachelor of Science [B.Sc. (Research)]

Bachelor of Management Studies (BMS)

Graduate, Master and Doctoral degrees offered by Shiv Nadar University, Delhi NCR include:

Master of Arts (M.A.)

Master of Fine Arts (MFA)

Master of Science (M.Sc.)

Master of Business Administration (MBA)

Doctor of Philosophy (Ph.D.)

For degree of three or more capitalized letters, omit the periods between the letters.

e.g.

MFA not M.F.A

BMS not B.M.S

If the word 'degree' is used with 'bachelor' and 'master' add an apostrophe and 's'.

e.g.

She is a master's degree holder

advisor

Use 'Advisor' not Adviser.

**alumni
designation**

'Alumnus' refers to one male graduate.

'Alumna' refers to one female graduate.

'Alumni' refers to two or more former students, if some or all are male.

'Alumnae' refers to two or more former female students.

Do not use the informal 'alum' or 'alums' unless they are part of a direct quotation.

Use program name followed by (Class of <year of graduation>) to introduce alumni

e.g.

Parth Dhanjal, B.Tech. (Class of 2018)

To shorten alumni introduction use <Program name, 'Year of Graduation>

e.g.

Parth Dhanjal, B.Tech. '18

**academic
ranks**

academic ranks not to be written in short form

Assistant Professor

Associate Professor

Professor

Senior Professor

Distinguished Professor

Professor of Practice

Assistant Professor of Practice

ampersands

Use ampersand only when it is part of a formal name or needed for fit in publication lists or web page navigation. The ampersand should never be used in place of ‘and’.

Do not use an ampersand unless it is an official part of a formal name.

Otherwise, spell ‘and’:

e.g.

Science & Technology

Management & Entrepreneurship

**athletics
terminology**

Lowercase to be used for team names:

women’s football

men’s basketball

**active/passive
verbs**

Use active verbs instead of passive constructions: “Professor Chatterjee teaches the Economics class” instead of “The Economics class is taught by Professor Chatterjee.”

address

Do not abbreviate the address, and always use numerals for address numbers.

bullets

Treat all items within a bulleted list consistently in terms of capitalization, punctuation and sentence structure.

Do not use periods after each item in a list if the items are not complete sentences.

The pen stand contains:

- Sketches
- Pencils
- Erasers

When bullet points contain complete sentences, use a period after each bullet in the list and capitalize the beginning of each sentence.

B

Board of Trustees

Always refer as the Board.

campus

To be used in lower case at all places, unless the sentence starts with the word campus

C

captions

Do not use periods at the end of captions that are not complete sentences.

e.g.

Shiv Nadar University, Delhi NCR conferred 'Institution of Eminence' status by Government of India

campus buildings

Some of the commonly referenced buildings and spaces are:

- Academic Block
- A&B Atrium
- A&B Tuck Shops
- Blue Circle Medi Services
- Central Library
- Central Vista
- C&D Atrium
- C&D Tuck Shops
- Dining Hall/s
- F Block
- Flagpost Area
- Hostels
- Indoor Sports Complex
- Main Gate
- Main Stage
- Research Block
- Shopping Arcade

- Periyar
- Dibang
- Kanha
- Hemis
- Sundarbans
- Kaziranga
- Gir
- Chilika
- Eagles Nest - (Visitors' Hostel)

Career Development Center

Career Development Center

centers and institutes

For Centers and Institutes at Shiv Nadar University, Delhi NCR list the full formal name on first reference.

On second reference, capitalize 'Center' or 'Institute' on subsequent reference when used without the name.

e.g.

The Center for Archaeology, Heritage & Museum Studies comes under the Department of History. The Center undertakes field research, methods training and skill development...

Always spell Center (not Centre, except as in 'Atal Incubation Centre')

centuries

Lowercase centuries and spell out the first through ninth. Use a hyphen when the century is used as a modifier.

e.g.

fourth century

18th-century architecture

class years

Capitalize alumni and current and future classes.

e.g.

Class of 2015

Class of 2021

Class of 2024

Can also be written as <Program Name 'Class year'>

e.g.

BMS '24

colons

Capitalize the first word after a colon only if it begins a complete sentence. Otherwise, for lists and single words, the first word should be lowercase (unless it is a proper noun).

Use one space only after a colon.

e.g.

The subject covers these areas: green batteries, clean fuel, environment concerns.

The answer to the question was obvious: World War II.

She is a senior student, who can't decide: She should go for higher studies or take a job?

commas

Shiv Nadar University, Delhi NCR style does not call for the use of Oxford comma.

Therefore, use commas to separate elements in a series, but do not put a comma before 'and' or 'or' in a simple series.

e.g.

Sectors that recruit from Shiv Nadar University, Delhi NCR include retail, e-commerce and manufacturing.

However, include a comma if clarification calls for it, including when an element within a series contains a conjunction

e.g.

My favorite cupcakes are chocolate, honey and almond, and red velvet.

Use a comma to separate independent clauses joined by a conjunction.

e.g.

The Indoor Sports Complex was opened, and students started enrolling.

Use a comma to separate multiple modifiers of a noun.

e.g.

Dr. Kumar is a widely respected, world-renowned researcher in his field.

Use a comma to introduce a quote.

e.g.

Dr. Munshi said, “the project is mandatory”.

Use a comma in numbers higher than 999.

e.g.

2,500

1,32,500

colon

Use a colon to introduce a long quotation.

Convocation

Capitalize the official University ceremony for graduating students

e.g.

Convocation

Never to be used as a verb.

e.g.

never write, I was convocated last year

course names

Course titles should be capitalized.

e.g.

Unlocking the Literary through Feminist Theory is offered under B.A. (Research) in English

**dashes and
hyphens**

em-dash (—)

separate sentence fragments and are often used to emphasize a key point. We recommend putting spaces on both sides of an em-dash. At the same time, be wary of overuse.

e.g.

Contribution of science — to solve or social problems — cannot be overlooked.

en-dash (–)

Use to indicate time and number ranges. If you would use the word ‘to’ then use an en dash. No spaces around en-dashes.

e.g.

2020–21, February 14–21, and 11:00 AM–12:00 PM.

hyphens (-)

Separate word clusters. Hyphenate a compound modifier i.e. two or more words that combine to express a single concept when it appears before a noun.

e.g.

first-year, state-of-the-art, on-campus, merit-cum-means

Hyphens to be used with Pro-Chancellor, Vice-Chancellor, Vice-President, co-worker, Co-Director, and Co-Founder.

data

‘Data’ is plural; ‘datum’ is singular. ‘Data set’ is two words.

date

Always put the date before the month.

e.g.

Diwali this year is on 4 November (and not November 4).

Don’t use ‘th’ or ‘st’ with dates – just the number and month – and never precede the number with ‘the’.

e.g.

The session is scheduled on 21 December.

February 14 and not February 14th.

Avoid using numbers only to show date/month/year as date conventions vary for global audience.

e.g.

7/11/21 may construed as '7 November 2021', as well as 'July 11, 2021'.

Use an en-dash to separate the numbers of a date range. A comma is required after the year when a date appears within the body of a sentence.

e.g.

Please join us for the talk to be held from 15-17 November 2021.

When writing a span of years or academic year, use a hyphen but do not repeat the four-digit year:

e.g.

2020-21

departments and offices

Capitalize the formal names of departments and offices. Do not capitalize informal names and incomplete designations:

e.g.

Department of Economics (not Economics Department)

Department of Science & Technology

Office of the Pro-Chancellor

Office of International Partnerships

Do not capitalize the words 'offices', 'departments' or 'programs' when referring to more than one office or department.

e.g.

All programs offered by Shiv Nadar University, Delhi NCR are residential.

doctor

Dr.

All Ph.D. holders' names to be pre-fixed with Dr.

D

e.g.

An abbreviation meaning 'for example'. It is always followed by a comma.

E

email

Write email addresses in lowercase, do not italicize. Do not use hyphens to break email addresses. If an email address falls at the end of a sentence, it should be followed by a period.

e.g.

You can write to her at kavita.kumar@snu.edu.in.

events

Capitalize the formal names of special University events.

e.g.

Breeze, Alumni Meet, Convocation

faculty

'faculty' takes a singular verb. Use 'faculty members' and 'staff members' to avoid awkward singular constructions.

F

Fellow

Capitalize as a title

e.g.

Ramanujan Fellow

**foreign
students**

Use 'international students' instead.

**gender-
inclusive**

Do not use 'he' or 'she' when referring to an unspecified single person. Instead, rewrite language for the, using the plural form or avoid the use of pronouns entirely.

e.g.

Each student should complete his project. (not to be used)

All students should complete their project.

Avoid gender-specific language whenever possible.

e.g.

Chairperson rather than Chairman/Chairwoman

G

hyphen

Refer to 'Dashes and Hyphens'

H

healthcare

One word

i.e.

An abbreviation for "that is to say." It is always followed by a comma.

I

italics

Use italics for a publication, film, artwork.

e.g.

October Sky, Nature

Phrase, words, or sentence in a language other than English

e.g.

tête-à-tête

Do not use bold or capital letters with Italics.

interdisciplinary	Involving two or more academic disciplines.
Institution of Eminence	Always to be written as 'Institution of Eminence'. Can be abbreviated as IoE.
long term/long-term	Hyphenate only when used as a compound adjective. e.g. The society welfare scheme is a long-term plan.
LGBTQ	The acronym is acceptable on first reference (stands for Lesbian, Gay, Bisexual, Transgender, Queer or Questioning)
money	Use a rupee sign and numerals from ₹ 1 to ₹ 99,999; and any time when exact amount is required to be mentioned Rs., Re., INR can also be used to signify the rupee currency. Use figures and a combination of numerals and words/decimals for numbers equal to or greater than ₹ 1 lakh. For International Usage: \$ Always means the US dollar. Use \$ sign and numerals from \$1 to \$9,99,999 or when the exact amount is to be mentioned. Use figures and a combination of numerals and words/decimals for numbers equal to or greater than \$1 million. For dollar currency other than the US \$ use dollar sign with country mention. e.g. AUD\$, CAD\$
million	Use <Mn. Not to be used as Mns or millions. e.g. 2.4 Mn

I

L

M

lakh Use lakh. Note to be used as lakhs.
e.g.
50 lakh

Crore Use Cr. Note to be used as Crs.
e.g.
20 Cr

majors/minors Students can choose from various majors and minors offered by the University. When using the formal major or minor name, lowercase. Only capitalize subject areas that are also proper names or languages (e.g. English, Computer Science and Engineering, or International Relations).

MOOCs Massive open online courses.

multidisciplinary Of, relating to, or making use of several disciplines at once.

multinational An organization operating in more than two countries.

numbers Spell out numbers one through nine in narrative text; use figures for 10 and above. Use a comma in numbers higher than 999.
e.g.
nine
11,99,999

Do not use a zero after the decimal point.

When using the number with % sign - use the numeral form
e.g.
A 15% increase in the number of students.

M

N

Spell out general, nonspecific references to numbers in narrative text.

e.g.

Hundreds of students apply for just ten seats.

When a number is the first word of a sentence, spell it out

e.g.

Fifty students were selected for semester abroad program.

percent

Express all percentages as figures and use the % sign rather than “percent” in copy. Do not use a space between the number and the %.

e.g.

Just 30% students appeared for the exam

periods

Use only a single space after a period at the end of a sentence.

Ph.D.

phone numbers

Always add a + sign followed by nation’s and area codes to allow readability by mobile devices.

e.g.

+91-11-22675432

prefixes

Prefix Dr. for all Ph.D. holders

(academic ranks)

Professor can be used a prefix for academicians who are Ph.D. holders and are of Professor rank.

e.g.

Dr. Partha Chatterjee, Professor Partha Chatterjee

Prefixes Dr. and Professor not to be used interchangeably.

Maintain consistency by using either Dr. or Professor as prefix in the entire text.

e.g.

never use: Professor Partha Chatterjee is an economist. Dr. Chatterjee also heads the Office of International Partnerships.

First name not to be used with prefix Dr. or Professor.

e.g.

never use: Dr. Partha, Professor Partha

When referring to a person for the first time, always use prefix Professor or Dr. followed by first name and then last name.

Use the prefixes followed by the last name when referring to the same person the second time and consecutively.

e.g.

Dr. Partha Chatterjee is an economist. Dr. Chatterjee also heads the Office of International Partnerships.

prefixes (titles)

First name not to be used with prefixes Mr. and Ms.

e.g.

never use: Ms. Shweta

When referring to a person for the first time, always use prefix Mr. or Ms. followed by first name and then last name. Use the prefixes followed by the last name when referring to the same person the second time and consecutively.

e.g.

Ms. Shweta Sharma works at a consulting firm. Ms. Sharma is an HR Coach as well.

programs

Programs names to be written as

- B.Tech. in Chemical Engineering
- B.Tech. in Civil Engineering
- B.Tech. in Computer Science & Engineering
- B.Tech. in Electrical and Electronics Engineering
- B.Tech. in Electronics and Communication Engineering
- B.Tech. in Mechanical Engineering
- B.A. (Research) in English
- B.A. (Research) in History
- B.A. (Research) in Sociology
- B.Sc. (Research) in Economics
- B.Sc. (Research) in Economics & Finance
- B.A.(Research) in International Relations
- B.Sc. (Research) in Biotechnology
- B.Sc. (Research) in Chemistry
- Integrated B.Sc.-M.Sc. (Research) in Chemistry
- Integrated B.Sc.-M.Sc.-Ph.D. in Chemistry
- B.Sc. (Research) in Mathematics
- B.Sc. (Research) in Physics
- BMS
- B.Sc. (Research) in Economics & Finance
- M.A. in English
- M.Sc. in Economics
- M.Sc. in Water Science and Policy
- M.Sc. in Mathematics
- M.Sc. (Research) in Chemistry
- Integrated M.Sc.-Ph.D. in Chemistry
- MFA
- M.Des.
- M.Tech. in Chemical Engineering
- M.Tech. in Civil Engineering

- M.Tech. in Computer Science and Engineering
- Integrated M.Tech. & Ph.D.
- Integrated M.Sc-Ph.D. in Mathematics
- Mechanical Engineering
- MBA
- MBA (Executive)
- Ph.D. in Economics
- Ph.D. in English
- Ph.D. in History
- Ph.D. in International Relations & Governance
- Ph.D. in Sociology
- Ph.D. in Bioinformatics
- Ph.D. in Chemistry
- Ph.D. in Life Sciences
- Ph.D. in Mathematics
- Ph.D. in Physics
- Ph.D. in Chemical Engineering
- Ph.D. in Civil Engineering
- Ph.D. in Computer Science and Engineering
- Ph.D. in Electronics and Communication Engineering
- Ph.D. in Electrical Engineering
- Ph.D. in Mechanical Engineering
- Ph.D. in Management
- Ph.D. in Management (PT)

quotation marks

Commas and periods always go inside quotation marks.

e.g.

“You did well,” said the dean, “to the student.”

Semicolons and colons always go outside quotation marks.

Question marks and exclamation points go inside quotation marks if they are part of the quotation itself.

e.g.

I asked her, “when was the last time she visited the University?”

research centers

To be used in capitals

e.g.

Center for Advanced Materials

semester

To be used in capitals

e.g.

Spring Semester

**School,
Department &
Center**

To be used in capitals

The School names to be abbreviated as:

School of Humanities & Social Sciences (SHSS)

School of Engineering (SE)

School of Natural Sciences (SNS)

School of Management & Entrepreneurship (SME)

Academy of Continuing Education (ACE)

Department names not to be abbreviated and to be mentioned in full.

e.g.

Department of Economics

Department of Computer Science and Engineering

Department names to be mentioned as:

e.g.

Department of Chemistry and not Chemistry Department

Name of Center can be abbreviated

e.g.

Center for Public Affairs & Critical Theory (C-PACT)

R

S

semicolons

A semicolon is used to avoid comma confusion. Semicolons are used in lists when the items in the list already include commas.

e.g.

She is an IIT Delhi, India; and University of Pennsylvania, USA graduate.

A semicolon's grammatical use is to separate two independent clauses, which could stand alone as two complete sentences.

e.g.

It is very important for her to complete the project; her grades depend on it.

superscript

see 'Date'

that/which

Use 'that' for essential clauses. If the meaning of sentence is not changed after removing the clause, use which. If the clause cannot be omitted, use 'that'. 'Which' is almost always preceded by a comma, 'that' is not.

e.g.

The course, which was offered last year, begins this year again.
The course that was offered last year is more popular than other courses.

time

Use figures. Identify morning and evening hours as AM and PM.

e.g.

10:00 AM, 4:00 PM

titles

Capitalize formal titles when they are used immediately before a name

e.g.

Dr., Professor

Lowercase titles when they are not used with an individual's name.

e.g.

He is a professor at the School of Engineering

T

URLs

URLs are all lowercase; it is not necessary to include “http://” or “www” when writing a URL. Only use “www” if it is a necessary part of the web address. (Be sure to test any URL before publishing it.) Do not underline or italicize URLs.

U

the University

Capitalize ‘University’ when referring to Shiv Nadar University, Delhi NCR except when used as an adjective (university-wide, university-level).

e.g.

The University is a home to students from different ethnicities.

It is permissible to use ‘University’ if the name of the University comes more than once in a sentence; or a paragraph.

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