# Writing Guidelines

Before starting to write, please consider these guidelines. If you have any questions on this, please get in touch with us via space@norient.com.

## 1 General

### 1.1 Language
You can write articles in either English or German (we prefer English regarding our international readership).

### 1.2 Form
– Suggest a **title** for your article. The title should be short, on point, and promising. It should contain one level only (no colons and dashes if possible).
– Add an **introduction paragraph** which summarizes the commentary and anticipates the argument. Why should the reader read this piece? Why is the chosen argument relevant? (70–80 words or 500 characters, spaces incl.)
– Please add **subheadings** to your text. Only use one level of subheading.
– Add a short **bio note** at the bottom of the text. This could include links to your websites and social media profiles.
– Include **hyperlinks** directly into the text.
– It's possible to use **footnotes** in your text. Please do not use hyperlinks in footnotes.
– It's possible to add a **list of references** if necessary (see style guide below).

### 1.3 Additional Media
– Add **images** and **video-links** that could be embedded.
– Please provide one **title image** for your article if possible (landscape format).
– Illustrations must be provided with a **caption**, a **reference to source and copyright**, and sequential numbering in the continuous text.
– Please make sure that you own all **rights** to the used illustrations.

# 2 Norient Essay Format

If you are writing in our short Norient Essay format, please consider the following guidelines as well.

## 2.1 General

– In the **main text**: develop your argument and support it with one to three suitable examples. Close the text with an opinion, (hypo)thesis, or observation
  (500 words or 3000 characters, spaces incl.)
– please adhere to the mentioned **word counts**, thanks!

## 2.2 Checklist

Use this list to double check your text after a first draft.

☐ **Hashtag.** Which hashtag(s) can summarize the article precisely?
☐ **Focus.** Is it focused? Meaning only one aspect is highlighted.
☐ **Line of Argument.** Is it plausible? Is the information significant to understand my argument?
☐ **Understandability.** Can we understand the commentary without expert knowledge? Do I use technical terms only if necessary?
☐ **Personality.** Does the text express my own opinion or evaluation on the chosen phenomena?
☐ **Timelessness.** Can the text stand the test of time and keep its relevance in five to ten years?

## 2.3 «Best Practice» Examples

– «The Racialized Gaze on Landscapes» (#Belonging / #Colonialism / #Race)
  https://norient.com/chandra-frank/racialized-gaze-landscapes
– «Deconstructing Jantelagen» (#Desire / #Migration / #GenderEquality)
  https://norient.com/stories/silvana/
– «Sampling Stories Vol. 18: DJ Raph» (#Sampling / #Tradition)
  https://norient.com/blog/sampling-stories-vol-18-dj-raph/

# 3 Style Guide

### 3.1 General
&ndash;   Norient uses **American English** spelling.
&ndash;   Norient follows the **Chicago Manual of Style** (CMoS) if not declared differently below.

### 3.2 Punctuation
&ndash;   Punctuation outside quotation marks («...». or «....»,) except for quotes that are not integrated into a sentence and for quotes that encompass a full sentence
&ndash;   Please avoid «scare quotes». If a term is controversial or the authors wish to distance their argument from the subject under discussion, this must be made explicit to the reader.
&ndash;   Dashes with normal length and spaces before and after (XXX – XXX) (no *em dashes*)
&ndash;   French quotation marks: «XXX» and ‹XXX› within quotation marks
&ndash;   No double spacing between paragraphs
&ndash;   Apostrophes typographic: '

### 3.3 Formatting
&ndash;   First grade titles (albums, mixtapes, books, films, TV series, websites, magazines, podcasts, etc.) in italic: *XXX*
&ndash;   Second grade titles (tracks, articles, poems, podcast episodes, etc.) in quotation marks: «XXX»
&ndash;   Names (organizations, associations, political parties, labels) are capitalized and regular
&ndash;   Foreign words (relative to the original language of the article) in the text should be in italics and the translation given in parentheses (w/o quotation marks). Foreign words that are used regularly within the article or that represent musical genres should be written in regular font.

### 3.4 Orthography / Spelling
&ndash;   Titles and subtitles all capitalized except for articles, prepositions, etc.
(Headline-Style Capitalization CMoS see below)
&ndash;   Use of small letters after colons
&ndash;   No abbreviations
&ndash;   Numbers till ten in words

### 3.5 List of Words
&ndash;   1960s
&ndash;   $21^{st}$ century (superscript)
&ndash;   Times: 9pm/9am (without spaces)
&ndash;   audiovisual
&ndash;   Black (capitalized when referring to race, white always lowercased)
&ndash;   COVID-19
&ndash;   DJ
&ndash;   Genres: hip hop, indie rock, post punk, postdigital, world music, etc. (lowercased and w/o hyphens)

&ndash;   Kyiv (Ukrainian capital)
&ndash;   MC
&ndash;   online magazine
&ndash;   Orientalism, Orientalist (capitalized)
&ndash;   R&B
&ndash;   rock and roll
&ndash;   SoundCloud
&ndash;   U.K., U.S.
&ndash;   Northern, Eastern, etc. (capitalized)
&ndash;   YouTube

### 3.6 Special Cases
&ndash;   Add label and publishing year after tracks or albums in brackets: *title album* (label year)

### 3.7 Quotation of Lyrics
– If possible, displayed in a separate paragraph, w/o quotation marks and including line breaks and punctuation if needed
– If quoted in running text, in quotation marks and use of «/» as a separator to indicate the lines of the lyrics
– Translations in parentheses ( ) following the quote in original language
– Insertions/additions in brackets [ ]
– Model: https://norient.com/justin-olivier-salhani/italys-unseen-foreigners-and-immigrants

### 3.8 Bibliography
– For references in the text and bibliography, please follow the CMoS in author-date style. See this overview: https://www.chicagomanualofstyle.org/tools_citationguide/citation-guide-2.html
– Examples:
  o **Monography**
    Goodman, Steve. 2010. *Sonic Warfare: Sound, Affect, and the Ecology of Fear*. Massachusetts: Massachusetts Institute of Technology.
  o **Article**
    Ochoa Gautier, Ana Maria. 2006. «Sonic Transculturation, Epistemologies of Purification and the Aural Public Sphere in Latin America». *Social Identities: Journal for the Study of Race, Nation and Culture* 12 (6): 803–25.
  o **Web**
    Deewanis. 2012. «Deepest India Samples». *Deewanis Blog*. February 7. Accessed February 18. (Link).

### 3.9 Principles of Headline-Style Capitalization (CMoS)
1) Capitalize the first and last words in titles and subtitles (but see rule 7), and capitalize all other major words (nouns, pronouns, verbs, adjectives, adverbs, and some conjunctions – but see rule 4).
2) Lowercase the articles *the, a*, and *an*.
3) Lowercase prepositions, regardless of length, except when they are used adverbially or adjectivally (*up* in *Look Up*, *down* in *Turn Down*, *on* in *The On Button*, *to* in *Come To*, etc.) or when they compose part of a Latin expression used adjectivally or adverbially (*De Facto, In Vitro*, etc.).
4) Lowercase the conjunctions *and, but, for, or*, and *nor*.
5) Lowercase *to* not only as a preposition (rule 3) but also as part of an infinitive (*to Run*, *to Hide*, etc.), and lowercase as in any grammatical function.
6) Lowercase the part of a proper name that would be lowercased in text, such as *de* or *von*.
7) Lowercase the second part of a species name, such as *fulvescens* in *Acipenser fulvescens*, even if it is the last word in a title or subtitle.