

**Style Manual**  
**Eduvim Publishing**  
2011

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## Principles

### Objectives of the Publishing House

The University Publishing House of Villa María (Eduvim) commits itself to:

- a) The coordination of the editorial project of the National University of Villa María by carrying out the editing process of different publications: regular publications, handouts for chairs, scientific and/or technical work, arts and/or literature work, etc. whether printed, audible or audiovisual support, etc.; as far as the intellectual production of the faculty, researchers, alumni, and writers of the region is concerned.
- b) The contribution to the circulation of knowledge produced from the scientific, academic, and creative development of the university community, especially that knowledge generated in the Schools. This implies a motivation for teacher-researchers to participate in the publications through the innovation process in the field of sciences, technology, arts, and literature. In this direction, it represents a full and regular inter-relation between university and its medium, and it contributes to the consolidation and evolution of democracy.
- c) The setting-up of a space for the promotion to the editorial market of regional, national and international writers so as they be recognized for their cultural, social, literary, scientific or technological value.

### Professional Responsibility

Each author will be responsible of the originality of their text.

Every piece of another work included in the text must be properly cited.

It is expressly forbidden to reproduce illustrations (drawings and photographs) of encyclopedias, magazines, newspapers, etc. without the previous authorization of their right's owners.

The source must be always cited.

### Profanity

Vulgar or obscene expressions are not allowed neither in scientific nor cultural texts.

Words and expressions that may offend other communities are forbidden.

## Genres

The publications of Eduvim are divided into two large nuclei: 1) academic texts and 2) cultural texts.

### Academic Books

Academic books: books whose purpose or goal is to spread the progress of scientific and/or academic knowledge. Eduvim takes the production of this type of books as a priority. Under this category, the following sub types of productions are also included:

- Handouts for chairs
- Scientific and/or technical work
- Undergraduate thesis
- Posgraduate thesis
- Compilation of research findings, etc.

### Cultural books

This publishing house works towards the sponsoring, promotion, and preservation of the cultural and artistic production of the city and the surroundings of the National University of Villa María. In this sense, Eduvim will coordinate co-editions and collections of artistic and literary texts as well as musical and audio-visual productions in CD/DVD formats.

## Parts of the Book

### Exterior parts of the book

#### Cover

Title, name of the author, publisher, collection, logo.

#### Back cover

Review, publisher's logo, bar code.

#### Spine

Title, name of the author, publisher's logo.

#### Flap

All academic texts must have flaps. Cultural texts may or may not have flaps.

The front flap shall include the author's information, whereas the back flap shall include other publications of Eduvim.

### Interior parts of the book

#### Blank page

It is the page that does not include any information and precedes the bastard title page. Since it is part of the body of the book, it is considered in paginating. However, its number is not printed. Eduvim books have just one blank page.

#### Bastard title page

The name of the collection will be included here.

This page is always odd. It is also considered in paginating but its number is not printed either.

#### Facing Title page

It is an even page since it is on the reverse side of the bastard title page (its number is not printed). It must include the names of the authorities of the National University of Villa María and the regular staff the editors of Eduvim consider important.

#### Title page

It is a repetition of the cover and it is always an odd page. It is considered in paginating but its number is not printed.

#### Copyright page

It is the page with the legal information of the book. Since it is placed after the title page, it is an even page but its number is not printed. It shall include: number and date of edition and the previous editions dates; name of the author, name of the collaborators (graphic designer, illustrator, photographer, editor, proofreader); the ISBN number (International Standard Book Number); country, name and address of the publisher; and the author's right reserve.

#### Dedication

It is placed in an odd page and it may or may not be. It is considered in paginating, but its number is not printed.

Left alignment must be set.

#### Epigraph

It is the phrase that inspires the work. It is placed in an odd page and it may or may not be. It is considered in paginating, but its number is not printed.

Left alignment must be set.

#### Prologue / Presentation

These are preliminary notes. Their objective is to provide the reader with a context to understand the work. On this page, the number is printed.

The name "Presentation" will be used in academic books, whereas "Prologue" will be the title of this page in cultural books.

#### Body of the Work

Division into chapters: the division of the work may be into Chapters or Parts. The former shall include the term "Chapter". In contrast, books divided into Parts shall include just the numbers (I, II, III, etc. in roman or 1, 2, 3, etc. in arabic). The systems of numbers cannot be combined.

Beginning of the chapters: they shall always have a white space on the top of the page that will regulate the blank space on the page. It is desirable that the white space on the top of the first page of the chapter covers at least the half of the page.

Header: the design of the interior parts of the book may include a header. This will be a designer criterion; however, the headers shall only be used to reproduce the title of the book, the chapter and the name of the author/s, editors or compilers.

#### Table of context

In academic books, the table of contents shall be placed immediately after the copyright page. In cultural books, it shall be placed at the end of the book.

### Annexes

Source format: the books of Eduvim may or may not include annexes. However, the editor will decide on the relevance of annexes, whether to include them or not, and the way in which they will be included due to the fact that these sections are usually diverse and tend to make more expensive the editions. The authors shall ask for and design annexes alternatives, but it is desirable that these sections be included when they are VERY necessary.

### Glossary

It is a brief vocabulary that includes some technical terms, regionalisms, archaic words included in the work, etc. The editor may ask the author to include a glossary in case he/she consider it necessary. However, it is presupposed that academic books are oriented to a public with previous knowledge on the subject and that including a glossary represents an exception.

### Bibliography

It shall be written alphabetically. At the end of each chapter, a bibliography shall be included when the book belongs to many authors; or at the end of the book in cases of a single author. It is recommended to arrange the information in a standard way, as follows: Surname(s), Name, Title, Publisher, Collection, Place of publication, Year of publication, and number of pages of the book.

Example:

MARIÁTEGUI, José Carlos, Siete ensayos de interpretación de la realidad peruana, Prometeo, Buenos Aires, 2010, 341 pp.

Note: French indentation allows the reader to detect clearly the name of the author when skimming bibliography.

### Colophon

Printing information is listed: printing house, printing house address, place, month and year. The colophon must be placed at the end of the book, in the final page.

## Manuscript Elements

### Chapter

Format: it shall follow the design criteria that each collection adapts. It must always follow what is above mentioned.

### Main title

The title of the books cannot be longer than six words. An agreement on capitalization shall be reached between the editor and the author/s. The editorial criterion about capitalization is based on adapting Eduvim books to the general criteria of commercial publishing houses. The goal is to be clear, plain and straight. As graphic designers say about books; in three seconds, *you have to use words to express an idea that make readers buy the book and lodge that idea in their minds.*

### Subtitles

They shall be included always in the interior parts of the books. Only in cases when subtitles become indispensable for reader's understanding they shall be included in the cover, trying not to damage the model's design of the collection the book is been included.

### Paginating

Books must be paginated with a visible number that maintain equilibrium with the body of the text. Blank pages and beginnings of chapters must be preferably without page number.

### Running head

It is recommended to use the following structure for the different collections: Even pages: Name of the author; odd pages: Title of the work.

Font type: it must be legible, in the same typography, and in a smaller font size than the one used in the body of the text.

### Notes

They shall always be placed at the foot of the text. Its design shall not be intended. It shall include full alignment and be in the same typography as the one used on the body of the text (at least two point smaller). The 6<sup>th</sup> edition of the APA Publication Manual specify the function of content footnotes as follows: *"content footnotes supplement or amplify substantive information in the text; they should not include complicated, irrelevant, or nonessential information. Because they can be distracting to readers, such footnotes should be included only if they strengthen the discussion"*.

## Abbreviations

### Abbreviations

As a general rule, they should not be used; except for citations.

An abbreviation is a shortened form of a word resulting from the deletion of letters in middle or final position. They are always followed by a period.

Abbreviations for units of measurement are not followed by a period because they are symbols.

When a period is used in an abbreviation, punctuation shall not be altered if another punctuation mark must be used in the sentence. Example: Just do what you have to do, study, work, etc.!

When the period of the abbreviation coincides with the end of the sentence, it will function as the final period. Example: Just do what you have to do, study, work, etc.

When ellipsis points follow an abbreviation, the abbreviation period is maintained and it will be placed before the ellipsis points. Example: Just do what you have to do, study, work, etc....

Eduvim will use the following abbreviations:

- ed. (editorial)
- ch. (chapter)
- p. (one page)
- pp. (two or more pages)
- No (number)
- vol. (volume)
- ibid. (ibidem)
- op. cit. (work cited)

When abbreviations contain more than one period, such as M.D. or Ph.D., an apostrophe and the letter "s" is added. Example: A surprisingly young researcher with two Ph.D.'s.

### Symbols

They shall be used in technical texts.

Symbols are signs, letters or groups of letters representing a word. They do not take a period. Examples: m (meter), rpm (revolutions per minute).

### Acronyms

Acronyms are terms consisting of the initial letters or some letters of the words that make up the name/entity they represent. Example: NGO (Non-Governmental Organization).

To form the plural of most abbreviations, the letter "s" is added. Example: Several ONGs gave supported the government policies.

- When acronyms are longer than four words and can be read as a proper name, the initial letter must be capitalized. Examples: Aids (Acquired Immune Deficiency Syndrome), Hijos (Hijos por la Identidad y la Justicia contra el Olvido y el Silencio), Incaa (Instituto Nacional de Cine y Artes Audiovisuales).
- When acronyms represent common nouns, they shall be written in small caps. Example: laser (light amplification by stimulated emission of radiation).
- The first time an institution or organization is mentioned shall be written in its full name and its acronym between parenthesis. In the following times, the acronym can be used instead. Example: They applied for a program of the United Nations Educational, Scientific, and Cultural Organization (UNESCO). They always wanted to work for UNESCO.

## Documenting Sources

The following guidelines state the series of formalities that have to be met when any type of citation (that is, a reference to another text) is included in the work that is being edited. Any citation information must be provided in a footnote in the same page as the citation involved.

### Information that must be translated

All the information of the quotation must be translated into English, except for geographical names, companies and names of organizations (unless they have an established equivalent).

### Block Quotations

Quotations that are no longer than three typed lines should be enclosed with double quotation marks. In cases when a quotation is longer than three typed lines, they must be set off from the text by indenting the entire quotation and without quotation marks.

### Already Quoted Texts

When quoting the same piece of work consecutively, the abbreviation *ibid.* (*ibidem*) shall be used from the second time on (only when they are consecutive quotes).

When quoting the same piece of work alternatively, it must read as follows: the name of the author, *op. cit.* (meaning 'in the work cited') and the page number.

### Citing a Book

Information must be arranged into the following units, each followed by a comma and one space: AUTHOR's Name (SURNAME, Name), *Title and Subtitle* (italicize it/them and capitalize initial letters of every content words), edition number, place of publication, publisher, date, and page number.

### Citing a Story Book

Information must be arranged into the following units, each followed by a comma and one space: AUTHOR's Name (SURNAME, Name), "Title of the Story" (between inverted commas), *Title of the Book* (italicize it and capitalize initial letters of every content words), edition number, place of publication, publisher, date, volume, chapter, and page number.

### Citing an Article in a Magazine or a Newspaper

Information must be arranged into the following units, each followed by a comma and one space: AUTHOR's Name (SURNAME, Name), "Title of the Article" (between inverted commas), *Title of the Magazine or Newspaper* (italicize it and capitalize initial letters of every content words), number of magazine, place of publication, date, and page number.

### Citing an Encyclopaedia or Dictionary Entry (without an explicit author)

Information must be arranged into the following units, each followed by a comma and one space: *Name of the Encyclopaedia or Dictionary* (italicize it and capitalize initial letters of every content words), number of edition, place of publication, publisher, and year.

### Citing an Encyclopaedia or Dictionary Entry (with an explicit author)

When each volume has a different title other than the complete work: AUTHOR's Name (SURNAME, Name), "Volume Title" (between inverted commas and only capitalize initial letters of content words), *Name of the Encyclopaedia or Dictionary* (italicized), number of edition, place of publication, publisher, and year.

When the complete work has one author: AUTHOR's Name (SURNAME, Name), *Name of the Encyclopaedia or Dictionary* (italicize it and capitalize initial letters of every content words), number of edition, place of publication, publisher, and year.

#### Citing a Translated Text

Information must be arranged into the following units, each followed by a comma and one space: AUTHOR's Name (SURNAME, Name), *Title of the Book* (italicize it and capitalize initial letters of every content words), Trans. (for "Translated by") Name of the translator, edition number, place of publication, publisher, date, volume, chapter, and page number.

#### Citing Official Records

Information must be arranged into the following units, each followed by a comma and one space: AUTHOR's Name (SURNAME, Name), place of publication, institution, *Name of the Document* (italicize it and capitalize initial letters of every content words), date, and page number.

#### Citing Unpublished Works

For thesis, research projects, monographs, etc. information must be arranged into the following units, each followed by a comma and one space: AUTHOR's Name (SURNAME, Name), *Name of the Work* (italicize it and capitalize initial letters of every content words), place of publication, date of production, chapter, page number, and [Unpublished work].

For works that are not property of the author of the text you are editing, it should be stated whether the authorization has been obtained. Information must be arranged into the following units, each followed by a comma and one space: AUTHOR's Name (SURNAME, Name), *Name of the Work* (italicize it and capitalize initial letters of every content words), place of publication, date of production, chapter, page number, [Unpublished work] (authorized reproduction).

#### Citing Works from a CD-ROM, DVD or VIDEO-CASSETES

These mediums shall be treated as any other source, but adding the type of medium (DVD, for example) before the date.

For works on CD-ROM, information must be arranged into the following units, each followed by a comma and one space: author's name (SURNAME, Name), "Title of the Work" (between inverted commas), *Name of the Complete Work* (italicize it and capitalize initial letters of every content words), place of publication, CD-ROM, date of production.

For musical works, information must be arranged into the following units, each followed by a comma and one space: name (SURNAME, Name) of the person you want to emphasize (Comp. for Composer, Cond. for Conductor, and Perf. for Performer), "Title of the song" (between inverted commas), *Name of the Complete Work* (italicize it and capitalize initial letters of every content words), place of publication, name of the manufacturer, medium of recording, date of production.

For motion pictures, information must be arranged into the following units, each followed by a comma and one space: Name of the Director (SURNAME, Name), *Name of the Title or Video* (italicize it and capitalize initial letters of every content words), place of publication, name of the manufacturer, medium of recording, date of production.

#### Citing a Radio or a Television Program

Information must be arranged into the following units, each followed by a comma and one space: Name (SURNAME, Name) of the of the person you want to emphasize (Dir. for director, Perf. for performers, or Host for hosts), *Name of the Program* (italicize it and capitalize initial letters of every content words), place of production, name of the network or station, date.

#### Citing Electronic Sources

Information must be arranged into the following units, each followed by a comma and one space: AUTHOR/EDITOR's Name (SURNAME, Name), "Title of the text"(between inverted commas), *Name of the site* (italicize it/them and capitalize initial letters of every content words), date of publication, the medium (Web), date the source was accessed, and the URL <enclosed in angle brackets>.

## Other Elements

### Name of the Publishing House

When the name of this publishing house (full name or acronym) is mentioned in the text, it shall be written in **Maiandra GD** font, bold type, and the size of the font shall be the same as the one of the body of the text.

Example: **Editorial Universitaria Villa María (Eduvim)**.

### Neologisms and Foreign Expressions

Neologisms are new words or already existing words with new meanings that have not been included in the latest English dictionaries.

Foreign expressions are terms that belong to languages other than English.

Both neologisms and foreign expressions shall be written in italics.

Example: After they woke up, they drunk *mate*.

### Highlights

Eduvim allows two ways of highlighting words or phrases: in bold or in italics. Underlining is forbidden.

In cases when texts present several neologisms and foreign expressions, it is preferred to highlight words and phrases in bold.

### Usage of typographic elements

In cases when the first word or phrase of a sentence needs to be highlighted, the following rule shall be applied in relation to punctuation:

□ Before a period or a colon, bold type is used. Example:

Debt. It is expected to be cancelled by January, 2009.

## Numbers

In literary, philosophical, and sociological texts numbers shall be written in words except for dates, years, ages, laws (decrees, articles), exact sums of money and postal addresses.

Alternating numerals and words to express quantities is incorrect.

In technical texts, numerals are allowed.

The 6th edition of the APA Publication Manual states as a general rule the use of numerals to express numbers 10 and above, and words to express numbers below 10.

Some particular rules

□ When expressing complex numbers, numerals are preferred.

Example: 9.523.287

□ When expressing numbers of more than three digits, a comma is used. Example: 5,326.

Exceptions: years (2008), postal addresses (Caseros 3562)

□ When expressing decimal fractions, a period is used. Example: 3.5 liters; 1.2 meters.

□ It is incorrect to start a sentence in numerals. Example: \* 500 people were manifestating in the streets.

Correct: Five hundred people were manifestating in the streets.

□ When expressing time in numerals, a colon is used to separate minutes. Example: 15:30; 20:10.

In Numerals

□ Dates are written in numerals: November 7<sup>th</sup>, 1953.

□ The number of edition of a book and the page number are written in numerals as well as the number of decrees, laws and articles. Example: Decree No 86/1992, Article No 13.

## Punctuation

### Period

A period is used to end a complete sentence. Some considerations in relation to periods are:

Using periods with abbreviations:

- ❖ After initials of names (J. R. Smith).
- ❖ After Latin abbreviations (a.m., cf., i.e., vs.).
- ❖ After reference abbreviations (Vol. 1, 2nd ed., p. 6, F Supp.).

Omission of periods

- ❖ In titles and subtitles.
- ❖ In abbreviations of state names (NY; OH; Washington, DC) in reference list entries.
- ❖ In capital letter abbreviations and acronyms (APA, NDA, NIMH, IQ).
- ❖ In web addresses in text or in the reference list (<http://www.eduvim.com.ar>). In text, these are included in parentheses.
- ❖ In metric and nonmetric measurement abbreviations (cd, cm, ft, hr, kg, lb, min, ml, s).

Exception: The abbreviation for inch (in.) takes a period, because without the period it could be misread.

### Comma

The comma is used:

- ❖ Between elements (including before and/or) in a series of three or more items. EG:
- ❖ After introductory expressions that modify the unmarked word order (Subject + Verb + Predicate.) EG: As a result, an even stricter law was proposed.
- ❖ To set off a nonrestrictive clause, that is, a clause that adds information to a sentence but not necessary to understand the meaning. EG:
- ❖ To separate two independent clauses joined by a conjunction.
- ❖ To set off the year in exact dates. EG: April 18, 1992 for dates; but April 1992 for months.
- ❖ To separate groups of three digits in most numbers of 1,000 or more, except for page numbers (pp. 1029), binary digits (00110010), serial numbers (290466960), degrees of temperature (3071 °F), acoustic frequency designations (2000 Hz).

The comma is not used:

- ❖ Before a restrictive clause (that is, a clause that limits or defines the material it modifies).  
Removal of such a clause from the sentence would alter the intended meaning.
- ❖ Between the two parts of a compound predicate.
- ❖ To separate parts of measurement. (8 years 2 months / 3 min 40 s)

## Semicolon

A semicolon is used:

- ❖ To separate two independent clauses that are not joined by a conjunction.
- ❖ To separate elements in a series that already contains commas.

## Colon

A colon is used:

- ❖ Between a grammatically complete introductory clause (one that could stand as a sentence) and a final phrase or clause that illustrates, extends, or amplifies the preceding thought. If the clause following the colon is a complete sentence it begins with a capital letter.
- ❖ In ratios and proportions. EG: The proportion was 1:8.

## Dash

- ❖ Dashes are used only to indicate a sudden interruption in the continuity of a sentence. Overuse weakens the flow of material. EG: These two participants —one from the first group and one from the second— were tested separately.
- ❖ They are also used as an equivalent to *namely, in other words, that is, etc-* before an explanation.
- ❖ For theatrical dialogues, it must be first placed the name of the participant in all caps, a period and a dash (without spaces in between).
- ❖ For interviews, it must be first placed the name of the participant, colon and one space. Then, a dash and whatever follows without space.
- ❖ For narrative texts, a dash is used before every intervention that each participant makes in the dialogue that is being reproduced (without mentioning their names.).
- ❖ Also for narrative texts, a dash is used to introduce or enclose the comments or considerations the narrator makes about the character's interventions.

Certain considerations have to be made in relation to this:

- A closing dash is not included when after the narrator's comment the character does not keep on talking.
- The two dashes (opening and closing dashes) are used when the words of the narrator interrupts the character's intervention, which continues immediately afterwards.
- When the text continues after the narrator's intervention, the corresponding punctuation must be placed after the closing dash.
- When a colon is used after the narrator's intervention, it is placed after the closing dash.

## Quotation Marks

Double quotation marks (inverted commas) are used not only in cases when a source is quoted in the work, but also for other uses:

- ❖ To introduce a word or phrase used as an ironic comment, as slang, or as an invented or coined expression. Quotation marks are used only the first time the word or phrase is used; thereafter, do not use quotation marks. EG: considered “normal” behaviour.
- ❖ To set off the title of an article or chapter in a periodical or book when the title is mentioned in text. EG: Riger's article, “Epistemological Debates, Feminist Voices: Science, Social Values, and the Study of Women”.

Double quotation marks are not used:

- ❖ To cite a letter, word, phrase, or sentence as a linguistic example. Instead, these expressions are italicized. EG: He clarified the distinction between *farther* and *further*.
- ❖ To introduce a technical or key term. Instead, these terms are italicized. EG: The term *zero-base budgeting* appeared frequently in the speech. | She compared it with *meta-analysis*, which is described in the next section.

Double or Single Quotation Marks

In text. Double quotation marks will be used to enclose quotations in text. Single quotation marks are used within double quotation marks to set off material that in the original source was enclosed in double quotation marks. EG: Miele found that “the ‘placebo’ effect: which had been verified in previous studies”.

In block quotations. Quotation marks are not used to enclose block quotations; however, they are used to enclose any quoted material within a block quotation.

With other punctuation. Periods and commas should be included within closing single or double quotation marks. Other punctuation marks will be inside quotation marks only when they are part of the quoted material.

Parentheses

Parentheses are used:

- ❖ To set off structurally independent elements. EG: The patterns were statistically significant (see Figure 5).
- ❖ Punctuation marks are used within parenthesis when they belong with the parenthetical matter. Punctuation marks which belong with the main part of the sentence are placed after a closing parenthesis.
- ❖ (When a complete sentence is enclosed in parentheses, punctuation in the sentence must be inside the parentheses, like this.) If only part of a sentence is enclosed in parentheses (like this), punctuation must be outside the parentheses (like this).
- ❖ To introduce an abbreviation. EG: effect on the galvanic skin response (GSR)
- ❖ To set off letters that identify items in a series within a sentence or paragraph. EG: The subject areas included (a) synonyms associated with cultural interactions, (b) descriptors for ethnic

group membership, and (c) psychological symptoms and outcomes associated with bicultural adaptation.

- ❖ To group mathematical expressions. EG:  $(k - 1)/(g - 2)$

Parentheses are not used:

- ❖ To enclose material within other parentheses. In these cases, brackets will be used. EG: (the Beck Depression Inventory [BDI]).

Brackets

- ❖ To enclose parenthetical material that is already within parentheses. EG: (The results for the control group [ $n = 8$ ] are also presented in Figure 2.)

Slash

A slash is used:

- ❖ To clarify a relationship in which a hyphenated compound is used. EG: the classification/similarity-judgment condition, hits/false-alarms comparison
- ❖ To indicate *per* to separate units of measurement accompanied by a numerical value. EG: 0.5 deg/s.