

Style Guide for Defence Strategic Communications

It helps us a great deal if manuscripts are clearly presented and submitted in our house style. Our style is based on the [MHRA Style Guide, Third Edition](#) (2013) and the *New Oxford Style Manual* (2016). These will provide guidance on points not covered in these notes. When submitting material for publication, please read and adhere to the advice given below as closely as possible.

Formatting

All manuscripts must be double-spaced and left aligned. New paragraphs should be left aligned and begin after a space, not indented. All pages must be numbered consecutively beginning with the first page.

Italics are used for titles of books, journals, films, etc., if they are complete, published works. If you are referring to an individual article within a larger publication, single quotation marks should be used. Italics should not be used for the names of businesses or institutions, but should be used for the names of ships and television shows.

Bold text may be used **sparingly** to add emphasis.

Spelling

The title of the journal is *Defence Strategic Communications*. Please note that 'strategic communications' is used in the plural form. Use the lower-case plural form, unless you have a specific reason to do otherwise.

British English spelling should be used throughout, following the Oxford English Dictionary (note -ise not -ize in all instances of choice).

Quotations from other sources retain the spelling convention of the original.

Capitalisation

The use of Capitals should be kept to a sensible minimum.

Use headline-style capitalisation for all titles—capitalise the first and last words, and all other words apart from articles, prepositions, *to* when used as part of an infinitive, and coordinating conjunctions (*and, but, or, not, for*). A subtitle following a colon is capitalised just as a main title.

Points of the compass are not capitalised unless they are abbreviations (N, NE) or denote specific geographical areas (Northern Ireland) or political concepts (the West).

Punctuation

Acronyms and initialisms in capitals should have no stops (e.g. UK, UN, BBC, NATO). On first use the full name of an organisation should be given with the acronym or initialism in brackets, e.g. the United Nations (UN), and thereafter only the acronym or initialism should be used thereafter.

Contractions have no stops (Mr, St, PhD), though abbreviated words that do not end with their final letter do (vol., ed., but vols, eds). Note that no. and nos. both have full stops.

For names (J.P. Morgan; Morgan, J.P.) stops are used with no spaces between the initials.

Dashes

– *Em dashes*—without spaces—may be used in place of parentheses; a single em-dash may be used in place of a colon, or even a comma if emphasis is desired.

– *En dashes* are used to represent a span or range of numbers (e.g. 20–30), including page numbers in references.

- *Hyphens* are used to join words to indicate they have a combined meaning, such as compound adjectival phrases like twenty-first century or Russian-speaking citizens.

Numbers and Dates

Spell out numbers one to ninety-nine; then 100; 1000; 10,000.

Use figures in percentages: 36 per cent

Inclusive numerals use an en dash and give the last two digits, such as for page numbers: 345–67, 23–29, 409–56

Dates should appear in the form 4 February 2010; in the 1990s; in the twenty-first century.

Numbers at the beginning of a sentence should always be written out.

Use € 300 or EUR 3 bn, but not 25€ or 25 EUR.

Lists

- bullets and/or numbered lists may be used

Quotations

Short quotations should appear in ‘single inverted commas’, “double” for a quote within a quote’. Note that quotation marks *precede* punctuation, except in the case of complete sentences within the quotes.

Always give sources (including page reference) for quotations.

When omitting words from quotations, indicate this with three full stops in square brackets [...]. Retain the original punctuation wherever possible.

Quotations of 4 lines or more should be justified, indented left and right, and made smaller by 1 pt.

The military-first solution relied heavily on representing Tuareg subjects not only as occasional smugglers and petty criminals, but as inherently lawless professional felons. This representation focused on rebel leader Ibrahim ag Bahanga, who in

2007 refused to disarm and held out with a small force in Tin Zaouatine, on the Algerian border.¹

If quotations have been *modified by the author*, this should be indicated in a footnote.² If quotations contain misspellings, colloquialisms, and the like, use [sic].

Tables, Figures, and Appendices

Additional data in the form of tables or figures should be submitted with captions on separate pages using originals where possible. Please do not embed them in the manuscript file.

Clearly indicate where tables and figures are to be inserted in the main body of the text. All tables and figures must be referred to in the text of the article (Table 1; Figure 1).

Each table and figure should be numbered consecutively in Arabic numerals with an appropriate caption:

Table 1. This is a caption (initial capped only, no punctuation)

Permission to reproduce copyrighted material must be obtained by the author(s) prior to submission and any acknowledgements should be included underneath the table or figure: Source: Author, Title.

Please provide the highest quality figure format possible. Please be sure that all imported scanned material is scanned at the appropriate resolution: 1200 dpi for line art, 600 dpi for grayscale, and 300 dpi for colour.

Appendices should be submitted separately from the main text.

Additional guidance on the preparation of illustrations, figures, and tables in electronic format is available. If you would like assistance, please write to Linda.Curika@stratcomcoe.org

Titles, Pseudo-titles (or descriptive phrases), and Parenthetical descriptions

First mentions of people should be descriptive and include the person's full name:

First Sea Lord Admiral Sir Philip Jones

American political scientist Joseph Nye

military theorist [philosopher, scholar, painter] Carl von Clausewitz

OR

Stanley McChrystal, retired US Army General, stated...

Sun Tzu, the reputed author of *The Art of War* (*Sūnzǐ Bīngfǎ*), wrote: 'Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.'

Second mentions consist of surname only: Nye argues...

In general, when writing about people who hold special titles, the title need not be mentioned more than once.

¹ Pablo de Orellana, ' "You Can Count on Us": When Malian Diplomacy Stratcommed Uncle Sam', *Defence Strategic Communications*, Vol. 3 (2017): 103–37 (p. 119).

² Author's emphasis.

Referencing

References should be cited in footnotes, not endnotes. Analytical articles should also provide a bibliography at the end.

Review Articles and Book Reviews

Review Articles and Book Reviews must provide a list of the sources reviewed in the following form:

Post-Truth: The New War on Truth and How to Fight Back
Matthew D'Ancona. Ebury Publishing, 2017.

Computational Propaganda Worldwide, Working Paper № 2017/11
Samuel C. Wooley and Phillip N. Howard. Oxford Internet Institute, 2017.

HyperNormalisation
Documentary film by Adam Curtis. BBC, 2016.

Bibliographies

Analytical Articles require a bibliography. The bibliographic citation differs from the footnote citation only in that the author's names are inverted and organised by surname.

The bibliography should be thought of as a service to the reader and may include supplementary titles of works not cited but of potential interest for further reading.

Bibliographies should not include newspaper articles unless they are essential to the article.

Footnotes

Reference numbers appear as superior numerals following any punctuation marks (except parenthetical dashes):

As Brigadier-General Robert A. McClure put it, this monopoly was 'not by design, but by default'.¹

Charland's three ideological effects²—'struggles and ordeals', the 'restricted path', and 'consubstantiality'—convincingly explain the three narrative arcs.

A source should be given a full reference in the footnote the first time it is cited. If possible, use the full name of the author. Subsequent mentions of the same source should take a shortened form wherever possible. A title of fewer than four words need not be shortened.

For a single work cited in the immediately preceding footnote, *Ibid.* may be used unless the preceding note contains more than one citation.

More than one reference citation at a single location in the text should be combined to create a single footnote, with the reference citations separated by a semi-colon.

When a note contains not only the source of a fact or quotation in the text but related substantive material as well, the source comes first. A full stop usually separates the citation from the commentary.

First mention

John Agnew, *Hegemony: The New Shape of Global Order* (Philadelphia: Temple University Press, 2005).

Repeat mention

Agnew, *Hegemony*.

Consecutive mention

Ibid.

Bibliographical reference

Agnew, John, *Hegemony: The New Shape of Global Order* (Philadelphia: Temple University Press, 2005).

Headline style and capitalisation

Capitalise titles and subtitles in headline style, regardless of the capitalisation of the work you are citing. Do follow the hyphenation of the original title.

Capitalise the first and last words, and all other words except articles, prepositions—unless they are used as a phrasal verb (*look up*, as in ‘Look the Word Up in the Dictionary’, but ‘Look up at the Night Sky’; *piss off* as in ‘The Author was Pissed off’, but ‘The General Pissed Off the Bridge’), the words *to* or *as*, and coordinating conjunctions (*and*, *but*, *or*, *nor*, *for*). Capitalise the second (and subsequent) parts of a compound, unless it is an article, preposition, or coordinating conjunction.

Books

Single author

Anthony Forster, *Armed Forces and Society in Europe* (New York: Palgrave Macmillan, 2005), pp. 23–45.

Repeat mention: Forster, *Armed Forces*, p. 28.

Two or more authors

Alister Miskimmon, Ben O’Loughlin, and Laura Roselle, *Strategic Narratives: Communication Power and the New World Order* (New York: Routledge, 2013).

Repeat mention: Miskimmon et al, *Strategic Narratives*.

Edited book

B.E. Rumneck (ed.), *The Letters of George Melovitch*, 3 vols. (Oxford: Clarendon Press, 1975).

Repeat mention: Rumneck, *Letters*, Vol. 3, pp. 34–67.

NOTE: Editor(s) or edited by = ed., eds
Edition = edn (no full stop)

No author

The Burden of Individuality (London: Athens Press, 1948).

Repeat mention: *Burden of Individuality*, pp. 78–79.

Translated (compiled or edited) book

Jutta Weldes, Mark Laffey, Hugh Gusterson, and Raymond Duvall, (eds), *Cultures of Insecurity: States, Communities, and the Production of Danger*, Borderlines 14 (University of Minnesota Press, 1999).

Forewords and Introductions

Nori Namseng, Foreword to *The Psychodynamics of Chronic Boredom* by Salvador Corpore (New York: William O'Donald and Son, 1990).

Organisations as authors

International Monetary Fund, *Surveys of African Economies*. Vol. 7, *Algeria, Mali, Morocco and Tunisia* (Washington DC, 1977).

Levada Center, *Reakcija Zapada na politiku Rossii: kritika, vraždebnost', sankcii* [The Reaction of the West to Russian Politics: Criticism, Hostility, and Sanctions], 2 December 2015

Languages other than English

There is no need to provide translations for French, German, Spanish, or Italian, but for other languages please provide a translation of the title of the work only in square brackets. Languages written in non-Roman script should be transliterated. Please refer to the transliteration guide.

‘Pervaja razvilka: mirovaja vojna i kompleks nepolnocennosti [The First Crossroad: the World War and the Inferiority Complex]’, *Institut Sovremennoi Rossii*, 3 August 2011.

Adolf Hitler, *Mein Kampf*, trans. James Murphey (Hurst and Blackett, 1939), pp. 153–54.

Chapter in edited book

Lauren Berlant, ‘The Epistemology of State Emotion’ in *Dissent in Dangerous Times*, Austin Sarat (ed.), (University of Michigan Press, 2005), pp. 46-78.

Work or quotation originally published elsewhere

Bernardo Danielson, ‘Anarchists in the Late Twentieth Century’, in *From Left to Right: Cycles in Canadian Politics*, ed. Wilma F. Burner (Toronto: Greenhouse Press, 1990), pp. 28–43; first published in *North American Political Review* 18, № 6 (1985): 627–42.

Stephen Wall, *A Stranger in Europe: Britain and the EU from Thatcher to Blair* (Oxford: Oxford University Press, 2008); quoted in William Keegan, David Marsh and Richard Roberts, *Six Days In September: Black Wednesday, Brexit and the Making of Europe* ([London]: OMFIF [Official Monetary and Financial institutions Forum] Press, 2017), p. 25.

Guillaume Apollinaire, ‘Modern Painting’, *Apollinaire on Art: Essays*, ed. Leroy C. Breunig, trans. Susan Sulleiman, London 1972; first published as ‘La Peinture moderne’, *Der Sturm*, Feb. 1913, 2-3

Periodicals

Journals, Magazines, Newspapers, Reviews

James Rogers and Andriy Tyushka, ‘[Russia’s Anti-Hegemonic Offensive: A new Strategy in Action](#)’, *Diplomaatia* № 160 (December 2016), [Accessed 28 May 2018].

Lawrence Freedman, ‘The Transformation of Strategic Affairs’, *Adelphi Papers* № 379 (International Institute for Strategic Studies, 2006).

Timothy Thomas, 'Russia's Military Strategy and Ukraine: Indirect, Asymmetric—and Putin-Led', *Journal of Slavic Military Studies* 28, № 3 (2015): 445–61.

Jeff Greenfield, 'Does it Matter if the President is Smart?', *Politico*, 15 October 2017, updated 16 October 2017.

James Blitzer, Review of *The Limits of Law*, by Frank Weisel, in *Australian Journal of Sociology* 91 № 3 (1985): 726–29.

Foreign language periodicals

Andreas Umland, '[Was die Putinverstehers missverstehen](#)', *Zeit Online*, 27 December 2015. [Accessed 28 May 2018]

M. Goldman, 'Evolution of Paganism in the Nordic States' [in Swedish; English summary] *Svenska Studier* 5 № 1 (1979): 30–44.

Unpublished material

Theses, dissertations

Upright, Cynthia B., 'Narrative Disambiguation and the Professional Editor', (University of Miami: PhD dissertation, 1996), abstract in *International Habitations* 52(5), 3245A–3246A.

Papers presented at meetings

Simon Hegelich and Dietmar Janetzko, 'Are Social Bots on Twitter Political Actors: Empirical Evidence from a Ukrainian Social Botnet', in Tenth International AAI Conference on Web and Social Media, 579–82, Cologne, Germany: AAAI, 2016.

Online sources

Increasingly the sources used in scholarly publications can be found online. Whenever possible, include a web address to help readers locate your sources, be they news websites, electronic journals, OECD or EU publications, blogs, or Twitter accounts. These sources should be cited as carefully as material published in print form.

DOIs and URLs (Digital Object Identifiers and Universal Resource Locators)

Many scholarly articles can be found in databases that include a DOI. If a DOI is available, cite that instead of the URL. The DOI is analogous to the ISBN number for books and is a stable reference, therefore no date of access is necessary.

Ben D. Mor, 'Credibility Talk in Public Diplomacy', *Review of International Studies*, Vol. 38 Iss. 02 (April 2012): 393–422.
<<https://doi.org/10.1017/S0260210511000489>>

Online newspapers and magazines sometimes include a 'permalink' or shortened, stable version of a URL. These can often be found linked to a 'share' or 'cite this' button. If you can find a permalink, use that instead of the URL.

If there is neither DOI nor permalink, cite the URL. URLs are used for ephemera as well as for lasting resources, and it is not uncommon that such addresses change or are taken down entirely. For this reason the date of access should be included in square brackets [Accessed 28 May 2018].

It is the policy of the journal to 'hide' URLs in hyperlinks connected to the title of the referenced work, meaning that the length of the URL is irrelevant because it won't be seen. Most word processing programs make it possible for you to easily insert hyperlinks yourself. Information is readily available online. If you are unable to do this yourself please add the URL to your citation enclosed in angle brackets < > for clarity.

Please note that naked URLs are unacceptable for use in footnotes!

Include all relevant information in your notes, as you would for a print document. This is especially important when the source is behind a paywall and can not be accessed directly by clicking.

News Website

Bloomberg, 'Facebook May Have Breached a 2011 Consent Agreement, FTC Says', *Fortune*, 29 March 2018. <<http://fortune.com/2018/03/29/cambridge-analytica-facebook-scandal/>> [Accessed 29 May 2018]

Online Magazine

'In the Words of the Enemy', *Dabiq*, Issue 14, Rajab 1437 (≈ April 2016), p. 56. <<http://clarionproject.org/wp-content/uploads/Dabiq-Issue-14.pdf>>

Organisation Website

Aspen Institute Germany. <<http://www.aspeninstitute.de/aspen-germany/?lang=en>>

Facebook Post

Ulrich Speck, Facebook post, 18 January 2018. <<https://www.facebook.com/ulrich.speck/posts/10210373239396975>> [Accessed 29 May 2018].

Blog Post

Dominic Cummings, 'On the referendum #21: Branching histories of the 2016 referendum and "the frogs before the storm"', *Dominic Cummings's Blog*, Word Press, 9 January 2017. <<https://dominiccummings.com/2017/01/09/on-the-referendum-21-branching-histories-of-the-2016-referendum-and-the-frogs-before-the-storm-2/>>

Political Speech

Emmanuel Macron, 'Initiative pour l'Europe: Une Europe souveraine, unie, démocratique', speech at the Sorbonne, full text English version, 26 September 2017. <<http://international.blogs.ouest-france.fr/archive/2017/09/29/macron-sorbonne-verbatim-europe-18583.html>>

Television Serial

Black Mirror, season 3, episode 1, 'Nosedive', aired 21 October 2016, on Netflix. <www.netflix.com/gb/title/70264888>

Wikibooks/Wikipedia Entry

Wikibooks contributors, 'Information Security in Education/Security Regulations', *Wikibooks*, 19 March 2018, 17:45 UTC. <https://en.wikibooks.org/w/index.php?title=Information_Security_in_Education/Security_Regulations&oldid=3390721>

Parliament Committee Meeting

Charles Kriel, 'Expert testimony on "Fake News"', Meeting of the UK Parliament, Digital, Culture, Media and Sport Committee, chaired by Damian Collins, 23 January 2018.
<<https://parliamentlive.tv/event/index/63e3c7bd-97f8-4209-b2b1-50086390f377>>

YouTube Video

'What's Happening in South Ossetia', NATO Channel, *YouTube*, 7 August 2015.
<www.youtube.com/watch?v=CDwgJFrUfdo>

Movie/Documentary

Darwin's Nightmare, a documentary movie produced by Hubert Sauper, 2004.
<<https://www.disclose.tv/darwins-nightmare-hubert-sauper-2004-302284>>

Ted Talk

Maajid Nawaz, 'A Global Culture to Fight Extremism', *Ted Talks*, TedGLOBAL, July 2011.
<https://www.ted.com/talks/maajid_nawaz_a_global_culture_to_fight_extremism>

Government and military publications

These notes differ from the others in that the name of the agency is first—Agency, Title, Authors, Place of publication, Date.

European Union

EU General Data Protection Regulation Information Portal, 2018.
<<https://www.eugdpr.org>>

European Union, European Parliament, *The Impact of German Unification on the European Community*, Working Document № 1, 1990.

The Hague

Prosecutor of the International Criminal Court, 'Report on Preliminary Examination Activities', Report № IIC-CPI-20161114-PR1252, The Hague, 14 November 2016.

NATO

NATO, [*Strasbourg/Kehl Summit Declaration*](#), Strasbourg/Kehl, 4 April 2009.

NATO, SHAPE Public Affairs Office, '[NATO Releases Satellite Imagery Showing Russian Combat troops Inside Ukraine](#)', 28 August 2014, last updated 26 November 2014.

NATO, *NATO Strategic Communication Policy*, PO(2009)0141, 29 September 2009.

NATO, NATO Defense College Research Division № 41, 'Reinventing NATO's Public Diplomacy', Research Paper, Stephanie Babst, 2008, pp.2–8

Organisation for Economic Cooperation and Development

Organisation for Economic Cooperation and Development, 'Multi-Level Regulatory Governance', OECD Working Papers on Public Governance № 13, Paris: OECD Publishing, 2009.

Russia

Russian Federation, State Duma, *On Amendments to the Law of the Russian Federation 'On Mass Media'*, Federal Law N 305-FZ, Moscow, 14 October 2014.

Russian Federation, Ministry of Defense, '[Konceptual'nye vzgl'ady na dejatel'nost' Vooruzennyx Sil Rossijskoj Federacii v informacionnom prostranstve](#)' [Conceptual Views

on the Activities of the Armed Forces of the Russian Federation in Information Space], 2011.

United Kingdom

UK Department for Culture, Media, and Sport, The National Archives, *Military Press Control: A History of the Work of MI7*, INF 4/1B, 1914–19, p. 4.

UK Department for Culture, Media, and Sport, The National Archives, *Report on the Propaganda Library*, CAB 17/196, 1917. (The brief introduction to the report was written by Brigadier-General George K. Cockerill, Director of Special Intelligence.)

UK War Office (active 1867–1964), [Staff Officers' Guide to Psychological Operations](#), 1962.

United Nations

UN Security Council, 3rd year, 'Resolution 42: The Palestine Question', 5 March 1948, p. 14 in *Resolutions and Decisions of the Security Council 1948* (S/INF/2/REV.1), Official Record, New York, 1964.

UN General Assembly, *Situation of Human Rights in the Autonomous Republic of Crimea and the City of Sevastopol (Ukraine)*, Third Committee Resolution № A/C.3/71/L.26, 19 December 2016.

United Nations, Habitat III Policy Unity 4, [Urban governance, Capacity and Institutional Development](#), Habitat III Policy Paper, 29 February 2016.

United States government

Federal Trade Commission, Bureau of Economics, [Economics at the FTC: Deceptive Claims, Market Definition, and Patent Assertion Entities](#), Washington DC, December 2017.

US Senate Foreign Relations Committee, '[Authorization for the Use of Military Force Against ISIL](#)', Full Committee Hearing, Washington DC, 9 December 2014.

US Department of Justice, Office of Privacy and Civil Liberties, [Privacy Act of 1974](#), Washington DC, Updated 27 July 2015.

US Department of State, [Global Counterterrorism Forum Co-Chairs' Fact Sheet: About the GCTF](#), Washington DC, 27 September 2015.

United States military

United States Army Special Operations Command, *SOF Support to Political Warfare*, White Paper Final, March 2015, p. 14.

United States Army Special Operations Command, *'Little Green Men': a Primer on Modern Russian Unconventional Warfare, 2013-2014*, an unclassified version of the original document, Fort Bragg, 2016.

Citation engine

To ease footnote preparation, try a free citation engine, for example www.zbib.org or www.citethisforme.com choosing the Modern Humanities Research Association 3rd edition (note with bibliography) format.

Note: transliterations for Cyrillic here use the Library of Congress system. Please convert to ISO 9.

Last updated 15 July 2021