Why an NSU Style Manual?

Style affects language in the same way it affects people. We all follow a basic set of laws and mores that allows us to live in a peaceful civilized society, yet we also dress differently, prefer different foods, and enjoy different forms of entertainment. Similarly, our language employs a set of rules that must be followed in order to make communication possible, although differences often arise in the way words are used, phrased, and written.

Like any large corporation or institution, Nova Southeastern University each year produces thousands of publications that describe our services to clients, students, associates, and the general public. These include catalogs, brochures, newsletters, advertisements, invitations, flyers, and more. Because these publications convey our image and message to thousands of people, maintaining high standards of accuracy and consistency is essential to exhibiting a positive, professional image of the university.

As a service to the university community and its clients, the Editorial Board of Nova Southeastern University created the NSU Style Manual, a nonacademic, in-house reference source that includes hundreds of entries, some related specifically to university-related issues and others to frequently cited style questions. It was created to give the writers and editors of promotional and marketing materials answers to their questions about style and usage. While the manual applies to all material processed by the Office of Publications, it does not attempt to address the style for other kinds of writing, e.g., academic papers, memorandums, and personal correspondence.

How to use it

In order to make the NSU Style Manual as easy as possible to use, entries have been arranged alphabetically. In addition to the regular listing, the manual includes:

- a section on NSU graphic identity standards
- the Office of Publications Services Guide
- a glossary of publication and printing terms and a list of proofreaders’ marks

The manual uses The Chicago Manual of Style, 15th edition, as its preferred style source and Merriam-Webster's Collegiate Dictionary, 11th edition, as its preferred dictionary. These are the two most commonly cited sources in other university style manuals. For issues of computer, electronic, or technological style, consult Wired Style: Principles of English Usage in the Digital Age. If you have questions that are not addressed in these sources, please contact the university editor.

Your input is important

The NSU Style Manual is not intended to be an all-inclusive, comprehensive study of style. Nor should it be interpreted as commandments, an edict, or a dictum. Rather it is a guide to help our writers and editors maintain consistency in university publications, and in doing so enhance and maintain the university's professional image. We recognize that usage may conflict with that accepted by certain target audiences and that differences of opinion will arise. The manual is subject to change by consensus and we look forward to addressing suggestions for revisions or supplementary entries or updates. Please address all questions or suggestions to the university editor at (954) 262-8863 or the associate editor at (954) 262-8857.
# Table of Contents

**Foreword** ............................................................................................................................................................................. iii

**NSU Style Manual**

Alphabetical Listing ........................................................................................................................................................................... 1

**Special Sections**

Using Concise Language ............................................................................................................................................................... 37

Guide to Punctuation and Usage ................................................................................................................................................... 38

Proofreaders’ Marks ........................................................................................................................................................................... 41

NSU Addresses .................................................................................................................................................................................. 42

A Brief Discussion of Copyright Law ............................................................................................................................................... 44

Unhandicapping Our Language ...................................................................................................................................................... 46

NSU Basic Graphic Identity Standards ........................................................................................................................................... 48

Office of Publications Services Guide ........................................................................................................................................... 50

Glossary of Publication and Printing Terms .................................................................................................................................. 54
abbreviations
Abbreviations fall into two categories: acronyms, which are those formed by using only the first letters of a phrase’s constituent words (e.g., NSU for Nova Southeastern University) and those formed by using more than the first letter of each word (e.g., Ph.D.). As these examples illustrate, the former do not take periods and the latter do. The former category has some notable exceptions:

The abbreviation for United States (U.S.) takes periods so as not to be confused with us (or in the NSU arena, with University School). However, USA is written without periods.


See also academic degrees.

academic advisor
On business cards and letterhead, this term will be spelled with the -or suffix. If the complete term is used in a document and no other advisers are mentioned, the -or suffix will be used. If the complete term (academic advisor) is not used or other types of advisers are also mentioned, the word will be spelled with the -er suffix.

See also adviser/advisor

academic degrees
• Bachelor of Arts in . . .
• bachelor’s degree in . . .
• NOT bachelor’s of . . .
• master’s degree in . . .
• doctoral degree in . . .
• doctorate in . . .
• NOT doctorate of . . .
• NOT doctorate degree

When an academic degree is used before a school, separate them with commas

• Ph.D., Indiana University
• M.S., Nova Southeastern University

When an academic degree is used after a name, set it off with commas:

• Richard Davis, Ed.D., is the dean.
• NOT Dr. Richard Davis
• NOT Mr. Richard Davis, Ed.D.
• Sample plural forms: Ph.D.s, M.A.s, M.B.A.s

Note: NSU has a wide array of faculty members possessing different doctoral degrees (e.g., O.D., Ph.D., Ed.D., Psy.D.). To reduce the resulting confusion, use the specific degree instead of the term “doctor” when describing a person with a doctorate.

• John Jones, Ph.D., will speak at graduation.
• NOT Dr. John Jones will speak at graduation.

See also capitalization.
See also titles of people.

Academical Village
not Academic or Academics Village

accents, diacritical marks
Use only on words that are still considered foreign—not on words commonly used in American English, like resume and cliche. Here’s the test: If a word appears in the main section of an American dictionary (and not in an appendix on foreign words and phrases), you can consider it assimilated. Capital letters do not take accent marks in Spanish.

See foreign words.

accreditation statement
This statement appears in every printed brochure, flyer, or advertisement promoting the university and its educational programs. To meet the Southern Association of Colleges and Schools’ (SACS) standards, it must be used verbatim, as provided by the Office of Publications:

Nova Southeastern University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate’s, baccalaureate, master’s, educational specialist, doctorate, and professional degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Nova Southeastern University.

The Shepard Broad Law Center and the University School have separate accreditations, but all others must use the above accreditation verbatim when an accreditation is required.

There are no restrictions as to the point size or style of type in which the accreditation statement must appear.
acknowledgment
No “e” before the suffix.
See also judgment.

ACT (American College Test)
The abbreviation for this college entrance exam is written without periods.
See also GRE, PSAT, and SAT.

addresses
See NSU addresses (page 42) for a current list of university addresses. To comply with postal regulations, use the postal abbreviations for states (e.g., FL for Florida) in address fields. In running text, state names should be written out whenever space permits. If space in running text is limited, use the postal abbreviations rather than the traditional abbreviations (FL NOT Fla.).
The same applies for street names. Spell out street, avenue, boulevard, drive, etc., where space permits. Although CMS recommends spelling out street addresses under one hundred (as in Ninety-Third Street) this can be cumbersome. We recommend using numerals for all building numbers and street addresses. Do not use periods in compass-direction addresses such as NW and SE.

- 3100 SW 9th Avenue
- 3375 SW 75th Avenue
See also state names.

admissions
Please note that NSU’s various admissions offices use the plural.

- Office of Admissions
- NOT Office of Admission

Advanced Placement tests
Use the abbreviation AP without periods.

adviser/advisor
Webster’s and most style/grammar guides prefer the -er suffix. For consistency’s sake throughout the university, adviser will be spelled with the -er ending when used independently, with other titles (e.g., residential adviser), or in academic adviser if other advisers are also mentioned in the document.

affect, effect
Most often, affect is used as a verb and effect as a noun. If you’re not sure which to use, try substituting one of the definitions below into your sentence. If you are using the correct word, the substitution will make sense. Another option is to use the mnemonic device “To Affect is to Act on, but the Effect is the Result.”

affect (verb): to influence or sway
- Rising prices affect everyone.
- The loss of her brother affected her deeply.

effect (verb): to bring about, cause, or implement
- The trade embargo effected the rise in oil prices.
- His vitamins effected a positive change in his mood.

effect (noun): a result or accomplishment
- The rain had little effect on the drought.
- Her emotional outburst was just for effect.

affect (noun): an emotional state
This usage is essentially obsolete, but is still used as a psychological term.
- The depressed patient showed little affect.

African American
African American is preferable to black as a designator of race. Note that it is written without a hyphen, whether it is used as a noun or an adjective.

- He is an African American.
- The African American population of NSU is growing each year.
See also nationality and race.

after-school program

ages
Spell out all ages under 10. Ages expressed as adjectives before a noun or as substitutes for a noun use hyphens. If no age modifier is specified, it is presumed to be years.

- She will turn 15 next week.
- He is five years old.
  but
- He is a five-year-old.
See also numbers.
aid (verb), aide (noun)
- This discovery will aid in the fight against diabetes.
- She works as an aide in Senator Johnson’s office.

allow, enable, empower
Allow: to let do, to let happen. Use enable instead, if the context is appropriate; it’s more active and positive.
Enable: to provide with means, opportunity, power, or authority
Empower: to give power or authority (Use sparingly. This word is becoming a cliche.)
- The governor signed the education bill, allowing it to pass, empowering school administrators to raise teachers’ salaries, and enabling thousands of children to return to school.

all right, alright
Although Webster’s says that the word alright has a respectable etymology, the expression is always written in its two-word form in university publications.

all-time (adj.)
Use the hyphen. Note: The phrase all-time record is illogical. The word record itself incorporates the data of all previous time, and no record can purport to stand for all time.

a lot
Always written as two words. Because this phrase lacks precision, try not to use it.
See also lots.

although
Be sure not to confuse the usage of although with that of while, which suggests the passage of time.
- Although I studied Shakespeare, I enjoy modern theater.
- NOT While I studied Shakespeare, I enjoy modern theater.
See also while.

alumnus, etc.
- One man: alumnus
- One woman: alumna

- Two or more men: alumni (last syllable rhymes with try)
- Two or more women: alumnae (last syllable rhymes with tree)
- For a group containing both men and women: alumni

Alum can be used in casual conversation or very informal writing only. Generally, it should not be used in writing as the definition is actually an astringent salt used in medicine, the arts, and making certain kinds of pickles. Alums should never be used.

a.m., p.m.
Use periods and lowercase letters to express morning or afternoon. For even hours, use colons and zeros:
- 10:00 a.m. (NOT 10 a.m.; NOT 10 a.m. this morning).

Note: Avoid 12 noon and 12 midnight; noon and midnight are sufficient. Please lowercase these designations, as well.
- The seminar will meet from 11:00 a.m. to noon.
- NOT The seminar will meet from 11 a.m. to Noon.

America
When you’re referring to this country, use United States instead. The word America refers to two continents rather than to a specific country in one of them.
See also U.S.

ampersand (&)
Avoid using ampersands in running text—and even in charts or other places with limited space. The only case in which ampersands are appropriate is when the symbol is part of the official legal name of a company, organization, or publication.
- Jim & Jan Moran Family Center Village
- U.S. News & World Report
- The Boys & Girls Club
- Johnson & Wales University

annual
An event cannot be described as annual until it has occurred for at least two successive years. (NOT first annual.)
any more, anymore

The two-word any more is used only in the negative sense and always goes with a noun.

- NSU cannot award financial aid to any more students this year.

Written as one word, anymore is used to modify a verb and should be used only at the end of a thought.

- We don’t go there anymore.
- I don’t like her anymore.

any one, anyone, every one, everyone

Use the two-word expressions when you want to single out one element of a group.

- Any one of those students can apply to NSU.
- Every one of those clues was worthless.

Use the one-word expressions for indefinite references; note that these expressions take singular verbs and pronouns.

- Anyone who has graduated from high school may apply to NSU.
- Everyone wants a happy life.

See also none.

any way, anyway

Write as two words only when you can mentally insert the word one in the middle. The rest of the time, write as one word.

- Any [one] way you want to write the letter is fine.
- The committee opposed the plan, but it was implemented anyway.

apostrophe

See the Guide to Punctuation and Usage on page 38.

as far as

This phrase is only half an expression. The thought must be completed by words such as is concerned, are concerned, or I know.

- As far as her children are concerned, she takes every precaution; but she has no regard for herself.
- As far as I know, he’s joining us.
- NOT As far as her children, she takes every precaution . . .

as per

This is an overworked business expression for in accordance with or according to.

as regards

See regard, regards.

assure, ensure, insure

Assure goes with some reference to people, and means to convince or to give confidence to.

Ensure means to guarantee.

Insure involves monetary coverage according to policy.

- I assured the old gentleman that he could indeed insure his 23 cats, and thus ensure them a decent burial.

as yet

Yet is nearly always as good, if not better.

- We don’t know the verdict yet.
- NOT We don’t know the verdict as yet.

athletic (adj.), athletics (noun)

The singular form is the correct adjective:

- The athletic boy played tennis, soccer, and golf.

The adjectival form, however, sounds odd in relation to programs (seeming to suggest, for example, that they are in good cardiovascular condition). Consequently, using the noun as an adjective is acceptable in a case such as:

- We are proud of our athletics programs.

The noun athletics usually takes a plural verb:

- Our athletics are the envy of every other local university.

When writing fund-raising copy about avid sports enthusiasts, avoid the infelicitous phrase athletic supporters.
attributive nouns

Attributive nouns modify other nouns, such as “state roads,” “harvest moon,” and “prison guard.” When these forms become plural/possessive, they can get tricky. For instance, should it be “boys room” or “boys’ room”? What about “teachers lounge” vs. “teachers’ lounge”? Although varying opinions exist on this subject, the Chicago Manual of Style says that “there is little justification for restricting the attributive function to the singular noun,” and recommends forms such as

- carpenters union
- Suns football
- taxpayers meeting
- veterans benefits

Exceptions are made for words that don’t take an “s” in plural form.

- women’s room
- children’s store

Exceptions are also made for proper nouns, such as the names of companies or agencies.

audio–

Words like audiocassette and audiovisual are closed and do not take hyphens.

a while, awhile

With for or any other preposition, use two words; otherwise, use one word.

- We rested for a while.
- We rested awhile.

baccalaureate

Although Webster’s lists this word as a noun, it is more accurately used as an adjective to describe a bachelor’s degree or a service in which one is conferred.

backyard

One word.

based on

The safest place for this much-abused phrase is after a to be verb:

- Our decision to reprint the Twilight School brochure was based on last year’s increase in enrollment.

Don’t let this modifier dangle at the beginning of a sentence. Here’s the test: At the beginning of a sentence, if you can substitute because of or given, do so.

- Because of last year’s increase in enrollment, we decided to reprint the Twilight School brochure.
- NOT Based on this year’s increase in enrollment, we decided to reprint the Twilight School brochure.

You also can substitute on the basis of, but that will clutter your sentence with prepositions.

Note: Avoid using based upon; it is unwarranted.

See also dangling modifiers and due to.

because

Don’t use as a substitute for that.

- The reason I left the focus group was that I felt sick.
- OR I left the focus group because I felt sick.
- NOT The reason I left the focus group was because I felt sick.

Beginning a sentence with Because is correct as long as you’re not unintentionally creating a fragment.

- Because I wanted to have a glowing complexion, I vowed to drink eight glasses of water each day.
- NOT Because I said so.

See also reason . . . is that and since.

BCE/CE

Use BCE (Before Common Era) and CE (Common Era) instead of BC and AD. They should be all capital letters with no periods.

See also dates.
**Bible, biblical**

The noun takes an initial cap but no italics or underline; lowercase a preceding the unless it begins a sentence:

- She read a verse from the Bible.
- The Bible was her only comfort.

Lowercase the adjectival form:

- The biblical passage brought him to tears.

See also **dates**.

**black**

See **nationality and race**.

**boys, girls**

These terms are acceptable in publications for University School and the Mailman Segal Institute. In university publications that address adult students, use men, women, or students instead.

**bullets**

When making a bulleted list, do not capitalize the bullets unless they are complete sentences. All the bullets in a list should have parallel construction. This means they should all be sentences, or all not be sentences. If the bullets complete the sentence before the list, you do not need a colon before the list. Do not use punctuation at the end of the bullet unless it is a sentence.

The classes were

- math
- science
- history

We will need the following:

- a piece of muslin
- a flint
- some black powder

See also **lists**.

**businesses**

See **names of businesses**.

**businessman/men**

The words businessperson and businesspeople are more inclusive.

See also **sexism**.
capital/capitol
capital: topmost or chief (lowercase)
  • capital punishment
  • a capital city
  • a capital letter
Capitol: the building where congress meets (uppercase)
  • Capitol Hill
  • the Capitol Building

capitalization
The following rules apply to running text (i.e., promotional copy in paragraph form in brochures, newsletters, magazine articles, flyers, and advertisements). These rules adhere to a “down” style of capitalization (i.e., a predominant practice of lowercasing words), which gives the copy a clean and modern look. Capitalization in other formats featuring lists or free-standing lines of text (e.g., memorandum headings, commencement programs, invitations) may differ, often tending toward a more extensive use of capital letters.

For a comprehensive discussion of capitalization, see The Chicago Manual of Style.

See also titles of people and titles of works.

Capitalize these elements.
Job titles that directly precede a person's last name when no first name is used:
  • Dean Pohlman, President Ferrero, Professor Doan

Named academic professorships and fellowships:
  • Alfred R. Welman Distinguished Service Professor, Professor Emeritus Wellington Kingsley, The Leo Goodwin Sr. Chair in Law
  • BUT Fulbright scholar

Complete academic degree names (whether spelled out or abbreviated):
  • She has a Bachelor of Arts in Humanities.
  • He has a Master of Science degree.
  • He graduated with a Doctor of Nursing degree.
  • She has an M.S. in Education with a concentration in teaching and learning.
  • BUT bachelor's degree, doctorate, a business degree

Academic degrees and honors, following a personal name, whether spelled out or abbreviated:
  • Jane Smith, Ph.D.
  • Joseph Hershall, B.A.
  • Clyde M. Haverstick, Doctor of Laws

Full, proper names of academic programs:
  • Leadership Roundtable, Dual Admission Program
  • BUT dual-degree program, education program

Names of specific courses:
  • Biology 101; History of Civilization (Note: no quotation marks.)
  • BUT don’t capitalize the names of general subjects (science, history)

Formal names of campus buildings and schools within NSU and their accepted shortened versions:
  • Alvin Sherman Library, Researcher, and Information Technology Center; ASLRITC; or Sherman Library
  • Lower School Cafetornasium or Cafetornasium
  • H. Wayne Huizenga School of Business and Entrepreneurship or Huizenga School

Formal names of academic departments or administrative offices:
  • Department of Biology; Office of Publications, Health Professions Division
  • BUT publications, financial aid, nursing

Names of planets:
Earth (if it is a proper noun only)
  • The people of Mars and Earth had a treaty.

Do not capitalize earth if it is an adjective or a regular noun.
  • There was an earthy smell.
  • He was digging in the earth.

Political divisions of the world (e.g., state, county, etc.) used as part of a proper name:
  • Broward County

Nouns designating specific regions of the United States and the world:
  • the South; the East Coast; the Midwest; South Florida
  • BUT The family is moving to western Australia.

See also directions and regions.
State, city, and town, et al., when used as proper nouns:

- The family recently moved here from Jefferson City.
- The Detroit City Commission will vote tomorrow.
- BUT NSU’s East campus is located in the city of Fort Lauderdale.
- In the state of Florida, you must wear seatbelts.

Always cap President when referring to the President of the United States:

- President Obama
- John Kennedy, President
- our President
- the Presidents of the United States

Titles of awards, prizes, or scholarships, including those nouns (e.g., award) if they are part of the title, but not articles, prepositions, or conjunctions within the title:

- Academy Award; Pulitzer Prize; International Music Scholarship; Woman of the Year Award

Names of religious and secular holidays:

- Ash Wednesday; Mother’s Day

Both elements in hyphenated compounds in head-lines:

- Post-Modern Flights of Fancy; Medium-Sized Libraries

First elements are always capitalized; subsequent elements are capped unless they are articles, prepositions of less than five letters, or coordinating conjunctions.

- Out-of-Fashion Initiatives; Run-of-the-Mill Responses

Second elements attached to prefixes are not capped unless the element is a proper noun or adjective.

- Strategies for Re-establishment
- BUT Sexual Politics in the Post-Kennedy Administrations
- AND Pre-Raphaelite Paintings Revisited

Full names of committees:

- The Office of Finance Budget Committee meets on the third Monday of each month.
- BUT The committee adjourned at 3:00 p.m.

**Don’t capitalize these elements.**

Job titles that follow a proper name:

- Ray Ferrero, Jr., president of NSU, has a background in law.

Freestanding job titles:

- Ray Ferrero, Jr., assumed the office of president in January 1998.
- The committee will include all NSU deans.
- Who is chair of the board of trustees?
- She is an adjunct professor.

Temporary, role-denoting epithets/occupational titles (as opposed to formal titles):

- biology professor Jim Smith, historian Will Durant, astronaut John Glenn

Informal references to offices or departments as distinguished from their official names:

- the school, the business school, academic services department

 Majors, minors, and areas of specialization:

- biology major, psychology minor, legal assistant studies specialty
- M.S. in Education with a specialization in reading

Degrees and degree programs:

- NSU offers more than 15 doctoral programs.
- I’m going for a bachelor’s degree in psychology.

Areas of study:

- I’m taking two history courses.
- Are you interested in business and entrepreneurship?

Grades within University School:

- Students in grade 1 have progressed well this year.

An introductory the preceding the name of a school or organization:

- the Graduate School of Humanities and Social Sciences; the Office of Institutional Advancement

UNLESS it is part of the proper official name

- The Florida Bar, The Bar, The NSU Glass Garden

University campuses or sites (unless it is a specific name or is capped because of a different rule):

- main campus; Oceanographic Center; east campus; North Miami Beach campus, the student educational centers

See also NSU campuses.

Seasons or school terms:

- spring 1998, fall term
Academic years:
• freshman; sophomore; junior; senior
See also first-year student and freshman.

Generic names of buildings on campus or general references to the university, schools, centers, colleges, clusters, or sites:
• library; residence hall; field house

Generic titles of forms:
• student transaction form; financial aid form; application form

The word black to designate race:
See nationality and race.

Adjectives designating regions of the United States:
• southern, eastern, midwestern

Although most religious and secular holidays are capitalized, holidays that are descriptive of an event are not:
• The library will close for both Memorial Day and Christmas Eve.
• The President’s inauguration day follows New Year’s Day.

capstone
Capitalize only when referring to the full name of the program.
• The Capstone Review Program at NSU
Lowercase as a modifier.
• She completed the capstone paper.

child care, day care, elder care, health care
two words

class of
There are three acceptable ways to express this:
• John Smith, class of ’08, considered a career in business.
• John Smith ’08 has now become a stockbroker.
• He is a member of the class of 1992.
It gets trickier if you add the person’s degree:
• John Smith, M.B.A. ’04, sometimes wished that he had chosen oceanography.
• OR John Smith (M.B.A. ’99).

cliches
Avoid the use of cliches. They weaken your writing.

Cloud Computing
Both capitalized, but the cloud lowercased.

c-co-chair, co-founder
hyphenated

cocurricular, coed, coworker
no hyphen

collective nouns
Nouns that denote a unit, such as class, committee, faculty, family, group, team, and student body, take singular verbs and pronouns:
• The faculty is delighted that the team has committed itself to higher academic standards.

See also faculty.

Some words that are plural in form become collective nouns and take singular verbs when they represent a unit:
• The data that he produced is worthless.

colon
See the Guide to Punctuation and Usage on page 38.

comma
See the Guide to Punctuation and Usage on page 38.

commit, commitment, committed
Exercise care with these commonly misspelled words.

communication, communications
Generally, the singular form refers to ordinary conversational exchanges:
• Had our communication been clearer, I would have understood the degree requirements.

The plural form refers to a field of study and appears in such adjectival phrases as communications program or communications major:
• We offer a major in communications.

companies
See names of businesses.
**compose, comprise**

Compose means to form by putting together, to form the substance of, to constitute.

- The United States is composed of 50 states.

Comprise means to be made up of, include.

- The United States comprises (is made up of) 50 states.

A zoo comprises mammals, reptiles, and birds (because it is made up of or includes them).

Never say comprised of; say composed of.

**compound words**

When in doubt, look up individual entries in the Chicago Manual of Style’s Spelling Guide for Compound Words or in Merriam-Webster’s Collegiate Dictionary.

Use a hyphen to separate a compound modifier that comes before the noun it modifies.

- He was wearing a blue-green shirt.

Adverbs ending in -ly do not take a hyphen.

- First Look is a widely distributed university publication.

**computer terms**

- app
- Blu-Ray
- CD: compact disc
- CD-ROM: all caps, hyphenated
- chatroom: one word
- Cloud Computing
- cybersecurity
- cyberterrorism
- database: one word
- email
- 512K: no space before the K
- homepage: one word
- Internet service provider (ISP)
- iPad
- laptop: one word
- listserv
- log on
- Macintosh: no internal cap
- microcomputer: one word
- offline, online: no hyphens
- PC: personal computer (plural: PCs)
- PowerPoint
- real time (n.); real-time (adj.)
- smartboard
- smartphone
- the cloud
- URL: uniform resource locator
- videoconferencing
- Webcam
- WebSTAR
- Wi-Fi
- wordprocessor, -ing: one word
- World Wide Web, the Web, Web site

See also the individual entries for many of these terms.

Consult Wired Style: Principles of English Usage in the Digital Age for additional terminology.

**Congressman, Congresswoman**

Avoid these. Representative or U.S. representative is preferred.

See also sexism.

**co-op**

Although the word cooperative is written without hyphenation, its abbreviated form is hyphenated to prevent confusion with the word coop.

**copyedit, copywrite, copywriter**

one word

**copy editor**

two words

**couple**

Don’t drop the “of” in such phrases as a couple of mistakes.

**coursework**

one word

**cross country**

no hyphen, two words

See sports terms.

**currently**

Use this word to mean now—as opposed to the word presently, which means soon.

- Currently, I am working on my master’s degree; I expect to finish it presently.

**curricula, curriculums**

Webster’s lists curricula before curriculums.

**curriculum vitae** (singular), **curricula vitae** (plural)
dangling modifiers
Careful writers avoid these. A dangling modifier is a word or phrase that modifies either a term that has been omitted from a sentence or a term to which it cannot easily be linked. The modifying phrase preceding the comma in the second example below is a dangling modifier because it seems to modify the test rather than the sentence’s ostensible subject, the people who arrived late.

- Having arrived late, we missed the beginning of the test.
- NOT Having arrived late, the test was in progress when we started.

See also based on, due to, hopefully, and thankfully.

dash
See the Guide to Punctuation and Usage on page 38.

data (plural), datum (singular)
The singular is rarely used. The plural is pronounced day-ta.

To avoid the tricky question of subject-verb agreement presented by the word data, which can be used as either a singular or a plural, try using synonyms: research, research findings.

See collective nouns.

database
See computer terms.

dates
For an abbreviated year, use an apostrophe, not a single open quotation mark:

- class of ’07
- NOT class of ’07

Express centuries and decades as follows:

- the 20th century; the 1880s; the ’60s, mid-1980s

Spell out the days of the week and the months of the year, unless it is necessary to abbreviate in charts, tables, or advertising matter with limited space.

Note the punctuation of these sentences:

- The events of Saturday, April 18, 1997, were unforgettable.
- The events of August 1918 were decisive.

Note: Although the day of the month is actually an ordinal (and pronounced that way in speaking), the American practice is to write it as a cardinal number:

- April 18, NOT April 18th

Use an en-dash between dates in sequence.

- 1901–1925
- 1914–18

If using BCE and CE, remember:

- BCE counts backward with the abbreviation after the number
  - 327–321 BCE
  - 15 BCE
- CE counts forward from 1 with the abbreviation before the number
  - CE 2000–2012
  - 115 BCE–CE 1980

See also BCE/CE.

D.C.
District of Columbia—capped with periods, no spaces between letters

degrees
See academic degrees.

different
For statements of comparison, say different from, NOT different than.

directions and regions
Lowercase north, northeast, south, etc., when they indicate compass directions. Capitalize them when they designate regions:

- This university is located just west of Fort Lauderdale.
- I enjoy living in South Florida, but I miss Southern California and the West Coast in general.

Note: Names of countries take capitals: South Korea, Northern Ireland.

See also capitalization.
disabled
See Unhandicapping Our Language on page 46.

dormitory
The preferred term is residence hall.

dual admission
two words, no hyphen

Dual Admission Program

dual-degree (adj.); dual degree (noun)
As an adjective, this phrase takes a hyphen:
• The versatile young woman sought a dual-degree program in Spanish and international business.
As a noun, no hyphen:
• The confused young man has a dual degree in engineering and psychology.

due to
Often misused, so watch out. Avoid beginning a sentence with this phrase; the safest place for it is after a form of the verb to be:
• The cancellation was due to bad weather.
• NOT Due to bad weather, the game was cancelled.
When in doubt, see if you can substitute the phrase caused by. If you can, your sentence is correct.

See also based on.

each and every
Both a cliche and a redundant phrase; avoid.

eCommerce, etc.
When referring to a distance learning-type of class, NSU style leaves the e lowercase, but italicizes it. There is no hyphen and no space between the e and the word.

editor in chief
three words, no hyphens

e.g., i.e.,
These abbreviations take periods and are always followed by a comma. The former stands for the Latin exempli gratia, meaning “for example.”
• NSU students can choose from a wide variety of South Florida entertainment options (e.g., swimming, golfing, shopping).
Don’t confuse e.g., with i.e., which stands for id est, or “that is.” Whereas e.g., refers the reader to several possible examples of a given case, i.e., refers him or her to all examples of a case.
• Please refer all questions of style to the correct office (i.e., the Office of Publications).

ellipsis ( . . . )
See the Guide to Punctuation and Usage on page 39.

email
Lowercase the “e” (except when the word appears in a headline or at the beginning of a line or sentence). Do not use a hyphen.

email addresses
These should be italicized, not underlined. If an email address falls at the end of a sentence, include the terminal period:
• Contact the director of publications at roman@nsu.nova.edu.

emeritus (m., sing.); emerita (f., sing.);
emeriti (plural)
• Abraham Fischler is president emeritus of the NSU Board of Trustees.
• Professor Emerita Mary Smith
• The president addressed the professors emeriti.
emphasize
Resist the urge to emphasize words, as bold, italic, underlined, and uppercase type can be jarring to readers. Do not use multiple type styles for emphasis.

ensure
See assure.

et al.
An abbreviation for the Latin et alia, meaning and others; used only in note citations and bibliographies, not in regular text. Each center, college, or school should follow the rules of its own discipline in terms of note citation and bibliography; hence the type style of et al. may vary across the university’s scholarly publications.

• NOT et. al.

etc.
An abbreviation for the Latin et cetera, “and so forth.” Avoid using this abbreviation since its vagueness tends to weaken writing. Instead of tacking etc. on the end of a sentence, indicate up front that the list of examples will not be exhaustive.

• NOT We will engage in activities such as hiking, fishing, swimming, etc.
• BUT Our activities will include hiking, fishing, and swimming.

every day (adv.), everyday (adj.)
• She goes to work every day.
• He is wearing everyday shoes.

every one, everyone
See any one, anyone.

exclamation point
See the Guide to Punctuation and Usage on page 39.

ex officio
no hyphen, two words

ext.
In accordance with our “down” style of capitalization, we lowercase the abbreviation for extension in telephone listings. Remember to use the 5-digit extension, when appropriate.

• The H. Wayne Huizenga School of Business and Entrepreneurship can be reached at 800-262-7223, ext. 25100.

See phone numbers.

factor
This word is often misused. It should be used to indicate an ingredient or an aspect of a subject. For example:

• Exercise is an important factor in maintaining good health.

It should not be used to modify a noun.

• NOT We must consider the personal safety factor.
• BUT We must consider personal safety.

class
Use this word only if you’re referring to the singular, collective body of teachers at a school:

• The students are high achievers, and the faculty is known for excellent teaching.

When you’re referring to individual teachers (singly or in a group), use the more personal faculty member or faculty members.

• She is the faculty member most popular with students.
• Students and faculty and staff members are part of the NSU community.
• Students and faculty members served on the committee.

Singular: faculty—one group entity
faculty member—one person

Plural: faculties—more than one faculty
faculty members—more than one person

Note: The phrase “student/faculty ratio” is incorrect; most colleges have only one faculty, regardless of the number of students. Use student/professor ratio or student/teacher ratio instead.

Note: Staff follows the same rules as faculty.

See ratio.

See also collective nouns.

farther, further
Farther denotes physical distance; further denotes an extension of time or degree.

• We must not go any farther into the woods until we have further considered our strategy.

fax (adj., noun, verb)
This word, which is short for facsimile, is not an acronym; it should not be written in all caps.

See also phone numbers.
federal
No initial cap unless the word is part of a proper name.
• The federal guidelines are very clear.
• We sent the package via Federal Express.
• The U.S. Federal Reserve will raise interest rates.

fewer
See less.

first, firstly
When you’re conveying information in order of importance, and you want to alert your reader to this strategy, use first, second, third—NOT firstly, secondly, thirdly.

first-class (adj.), first class (noun, adverb)
• We stayed in a first-class hotel.
• He pronounced the accommodations first class.

first-come, first-served (adj.)
NOT first-come first serve.

firsthand (adj.)
One word, no hyphen.

first-year student
This phrase applies to students pursuing an initial year of study in NSU’s graduate programs. For a first-year undergraduate, use the term freshman.
See also freshman.

foregone, forgo
Foregone means to have gone before.
To forgo means to abstain from.
• That she would forgo roast beef when she became a vegetarian was a foregone conclusion.

foreign words
If you’re quoting a foreign phrase, put it in italics and include the appropriate diacritical marks.
If you’re mentioning the name of a foreign place or person, include diacritical marks but skip the italics.

foreseeable future
Avoid this cliche.

Fortune 500
A specific designation; do not italicize.

fractions
In nonscientific, running copy spell out all fractions.
• Less than one-third of the class failed the exam.
Use numerals for fractions with whole numbers.
• That fax machine uses only 8 ½ by 11-inch paper.
Whenever possible, use case fractions (¼) as opposed to writing out the numerals with a slash (3/4). If case fractions are not available, leave a space between the whole number and the fraction, as in 8 1/6.

freelance
One word, no hyphen.

freshman
Although some institutions use this term to refer to both undergraduate and graduate students in their first year of study, NSU designates the former group of students freshmen until they have fulfilled certain curricular requirements. To avoid giving the impression that a student automatically fulfills these requirements after one calendar year of study, use the term freshman in all Farquhar Center publications.
See also first-year student.

Fulbright
Always takes an initial cap, as in a Fulbright grant.

full-time, full time (also part-time, part time)
• (adj.) She has a full-time job.
• (adv. phrase) She works full time.
fund-raiser (noun), fund-raising (noun), fund-raising (adj.)
Webster’s hyphenates the nouns as well as the adjective.
  • Her success as a fund-raiser was unequalled.
  • Fund-raising is at a record high.
  • Our fund-raising success exceeds our wildest dreams.
See also compound words.

further
See farther, further.

gender vs. sex
Gender is a grammatical term. Sex is the biological term.

geographical terms
See directions and regions; see also capitalization.

girls, boys
See boys, girls.

GPA, grade point average
GPA stands for grade point average. The abbreviation does not take periods, and the words grade point average are not capped, even when they precede the parenthetical abbreviation.
  • She has a grade point average (GPA) of 3.5.

grades (academic)
Lowercase the word grade in running text. When a number follows the word grade, express the number as a numeral:
  • Students in grade 2 at University School put on a play.
When a number precedes the word grade (i.e., when the number is ordinal rather than cardinal), lowercase the word grade and spell out the number:
  • University School’s fourth grade went on a field trip.
See also numbers.

grades (letter)
Use the capital letter alone—no quotation marks around it. Make the letter italic.
  • Those who miss the final exam will receive an F in the course.

graduate (verb)
Use the active voice.
  • She graduated (NOT was graduated) from NSU.

Grandparents Day
no apostrophe

GRE
Graduate Record Exam (note: Record is singular)
handicapped
See Unhandicapping Our Language on page 46.

headlines
Capitalize all major words and avoid terminal punctuation.
- Alumni and Students Gather for Homecoming 2009

health care
The preferred usage is to leave both the adjectival and noun forms of this word open.
- Our programs cater to health care professionals.
- The nation needs a better system of health care.

high school
Two words; no caps unless you’re using the school’s proper name. Hyphenate as an adjective.
- She enjoys high school.
- She goes to Piper High School.
- She couldn’t find a date for her high-school prom.

high-tech (adj.), high tech (noun)

Hispanic
See nationality and race.

historic, historical, history
Historic refers to a noteworthy or famous event in the past; historical can refer to any event in the past. History refers to a chronological record of events affecting a nation, an institution, or a person. Avoid past history. It is redundant.

Holocaust
Cap only when specifically referring to the event during World War II.

hometown (noun or adj.)

hopefully
This often-misplaced modifier means “full of hope.” If your sentence reads, Hopefully, the sun will shine tomorrow, it means that when the sun shines tomorrow, it will be full of hope. To express the idea that you are full of hope, revise your sentence to: I hope the sun will shine tomorrow.

Hopefully can fall at the beginning of a sentence as long as it is placed next to the term it is supposed to modify: Hopefully, the puppy sat beneath the finicky toddler’s high chair.

See also importantly and thankfully.

hors d’oeuvre(s)
Two words, note the apostrophe

however
In general, this word serves better when it doesn’t begin a new sentence. Either attach it to the previous sentence with a semicolon, or place it later in its own sentence.
- The semester seemed interminable; however, summer vacation arrived at last.
- OR The semester seemed interminable. At last, however, summer vacation arrived.
- NOT The semester seemed interminable. However, summer vacation arrived at last.

hyphen
See the Guide to Punctuation and Usage on page 39.

hyphenated words
See compound words.
I.D.
capped with periods, no spaces between the letters

i.e.,
See e.g., i.e.

impact (verb)
Avoid using this word to mean affect.
  
• How will your decision affect her?
• NOT How will your decision impact her?

imply, infer
According to Webster’s, infer means “to derive as a conclusion from facts or premises” whereas imply means “to involve or indicate by inference, association, or necessary consequence rather than by direct statement.”
  
• I infer from his silence that he does not approve.
• His silence implied his disapproval of the situation.

importantly
The “ly” sounds as if the subject is performing, in a self-important way, whatever action is modified by importantly. Avoid by rephrasing.
  
• More important, we offer free tuition.
• OR What’s more, we offer free tuition.
• NOT More importantly, we offer free tuition.

See also first, firstly.

Inc.
According to the Chicago Manual of Style, in straight text, the word Inc. usually can be dropped from a company name. In other cases, use a comma between the company name and Inc.
  
• J. C. Penney, Inc., announced that its stock is splitting.

Indians
See nationality and race.

individual
Whenever you can, avoid using this word (which works fine as an adjective) as a noun. In noun form, it can sound pretentious; use person instead.
  
• She is an accomplished person.
• NOT She is an accomplished individual.

If you’re talking about more than one person, use people or persons, NOT individuals.

initials
When a person uses initials instead of a first name, the space between the initials should be the same as that between the initials and last name: H. L. Mencken. Entire names represented by initials, like FDR or JFK, don’t take periods.

in spite of
Despite means the same thing and is shorter.

insure, ensure, assure
See assure.

in terms of
A piece of padding best omitted. Rephrase:
  
• The salary made the job unattractive.
• NOT The job was unattractive in terms of salary.

Internet
Internet is always capped. For Internet service provider, only cap Internet. However, when using the abbreviation ISP, all three letters are capped.

It is . . .
Generally, a weak beginning for a sentence. Recast:
  
• I am proud to welcome the graduating class.
• NOT It is with pride that I welcome the graduating class.

its, it’s
Possessive pronouns (its, ours, his, hers, theirs, yours) don’t take apostrophes. Its means belonging to it; it’s is a contraction for it is.

See apostrophe in the Guide to Punctuation and Usage on page 38.
J.D.

See academic degrees.

Jr., Sr.

Our university’s president sets off the Jr. following his name with commas:

- The investiture of Ray Ferrero, Jr., took place on November 6, 1998.

In all university publications, keep the use of Jr. and Sr. consistent with President Ferrero’s preference.

- EXCEPTION: Leo Goodwin Sr. Hall is written without commas.

See comma in the Guide to Punctuation and Usage on page 38.

judgment

No “e” before the suffix.

See also acknowledgment.

knowledgeable (adj.)

Note the “e” before the suffix.

laptop (adj. and noun)

One word.

lawmaker (noun)

less (noun)

Should not be misused for fewer. Less refers to a specific number; fewer refers to a general comparative amount.

- There were less than 300 people.
- The college had fewer students this term.
- NOT The college had less students this term.

letter salutations

When substituting a title for a proper name, capitalize the title.

- Dear Human Resources Professional,

life-size (adj.)

No final -d. But see Olympic-sized.

lifestyle (noun)

One word

lifelong

One word, as in lifelong learning

lifetime (noun)

life span

Two words, as in life span care

lists

There are two styles of lists: run-in style and outline style. Follow these general rules and consult the Chicago Manual of Style for more specific instruction.

Run-in style:

Enumerated lists, those that take letters or numbers, can remain in running text if they are short and not too numerous. Numbers or letters should be in parentheses and semicolons should separate items. The first letters of items in run-in lists should be lowercased.

- The theory is founded on (1) generally accepted principles; (2) verifiable scientific facts; and (3) anecdotal information.
Before the test begins, students will be given four items: (a) pencils; (b) erasers; (c) scratch paper; and (d) a calculator.

Outline style:
If the items to be listed are too extensive or complex to list in run-in style, the list should follow outline style by beginning each item on a separate line. Vertically listed items should be bulleted, not enumerated. Note that there is no colon before the list if the listed items complete the introductory part of the sentence. Avoid punctuation and uppercasing in vertical lists unless the item contains multiple sentences and/or proper nouns. Do not use “and” before the final item.

- The school’s sports program includes/features
  - baseball
  - football
  - softball
  - track
  - soccer
- Investigators made several conclusions about the crime scene:
  - police officers followed procedures to the letter
  - physical evidence was altered by natural circumstances
  - the victim failed to report the crime immediately
- The required reading material includes the following:
  - For Whom the Bell Tolls. This is one of several Hemingway books we will be reading this year.
  - The Grapes of Wrath, which is a Steinbeck classic set during the Great Depression.
  - Great Expectations by Charles Dickens—the oldest book in the reading list—is the first one we will discuss.

What is to the left of a colon must be a complete sentence or an independent clause.

**long-range, long-standing, long-term**

Note hyphens

**longtime**
One word

**lots**
Avoid this colloquialism. Substitute plenty.

See also **a lot**.

magazine names
Italicize the title; if the word magazine is not part of the publication’s official title, lowercase it and put it in roman type: Harper’s Magazine, Time magazine, Newsweek, U.S. News & World Report.

See also **newspaper names** and **titles of works**.

**makeup** (noun), **make up** (verb), **make-up** (adj.)

**man, mankind**
To avoid sounding sexist, use humanity or humankind instead.

See **sexism**.

**marketplace** (noun)

**MasterCard**

**M.B.A. vs. MBA**

See **academic degrees**.

**m-dash/n-dash/hyphen**

Use the **m-dash** (—) to indicate a pause in a sentence.

- Our alumni—successful doctors, lawyers, scientists, and educators—are making an impact in their chosen fields.

Use an **n-dash** (–) between numbers in a series.

- He was there from 1980–1984. We will need 3–6 children for the class.

Use a **hyphen** (-) between compound words or to split a word at the end of a line so part of it moves to the next line.

- The ocean was a blue-green color.
- It was a four-story building.

See **dash** and **hyphen** in the Guide to Punctuation and Usage on pages 38 and 39.

**meaningful**

A vague term that weakens writing; rephrase to avoid.

- We are changing the curriculum to accomplish these ends.
- NOT We are instituting many meaningful changes in the curriculum.
memorandum
The plural is memorandums.

microcomputer (noun)
See computer terms.

midterm (adj., noun)

money
Isolated references to U.S. currency are spelled out or expressed in numerals in accord with the general rules discussed under numbers (spell out one through nine; express 10 and above in numerals). If the number is spelled out, so is the unit of currency, and if numerals are used, the dollar sign ($) is used. Always write out cents.

• On my seventh birthday, I was thrilled to receive one dollar from each of my aunts.
• I generously gave my little sister 10 cents that had been languishing in my sock drawer.

Don’t use periods and zeros after a whole dollar amount unless you’re comparing it to a fractional dollar amount.

• The application fee is $20.
• BUT I was going to pay $16.00 for the CD, but I found it on sale for $13.95.

Sums of money that it would be cumbersome to express in numerals or to spell out in full may be expressed in units of millions or billions, accompanied by numerals and a dollar sign:

• The university received a donation of $1 million.
• $4.5-million endowment

See also numbers.

more than vs. over

When you’re describing a comparative amount, use more than:

• We have more than 30 full-time faculty members.
• She saved more than $1,000 for her college expenses.

movie titles
See titles of works.
names of businesses
Check with the business itself, Standard & Poor’s Registry of Corporations, or a reference librarian to make sure you have the exact spelling.
- Merrill Lynch, Hewlett Packard, Price Waterhouse, Arthur Andersen, AT&T, IBM

names of magazines
See magazine names.

names of people (Jr., III)
See comma in the Guide to Punctuation and Usage on page 36.

nationality and race
Capitalize the proper names of nationalities, peoples, races, and tribes: Jewish, French, Hispanic, Alaskan Native, Cherokee, African American, Asian (Note: Avoid Oriental and Eskimo). Capitalize Native American, which is now the preferred designation for American Indian.

According to The Chicago Manual of Style, proper nouns designating race that are open as nouns (e.g., African American, Native American) are also open as adjectives.

Lowercase distinctions of color: black, white; but keep in mind that African American is preferred to black as a designator of race.

See also African American.

Avoid describing non-American students as foreign. Instead, describe them as international students.

NCAA (National Collegiate Athletic Association)
When you mention the divisions of this group, capitalize division and use a roman numeral.
- NCAA Division I.

newspaper names
Italicize and follow the paper’s practice in terms of capitalizing and italicizing a preceding the:
- She reads the Miami Herald every weekday morning, and she gets The New York Times every Sunday.
- I get the South Florida Sun Sentinel.

See also magazine names, titles of works, and South Florida Sun Sentinel.

newspaper sections
The name of a newspaper is italicized. The section is not.
- Sun Sentinel Lifestyle section

nondegree-seeking students
Note the placement of the hyphen.

nondiscrimination statement
Like the accreditation statement, the nondiscrimination statement must appear on all printed brochures, catalogs, advertisements, or flyers promoting the university and its educational or athletic programs. And like the accreditation statement, the nondiscrimination statement must be printed verbatim, as provided by the Office of Publications. Multiple versions of NSU’s nondiscrimination statement are available. The two most commonly used on ads and brochures are below.

For brochures:
- Nova Southeastern University admits students of any race, color, sex, age, nondisqualifying disability, religion or creed, sexual orientation, or national or ethnic origin to all the rights, privileges, programs, and activities generally accorded or made available to students at the school, and does not discriminate in administration of its educational policies, admissions policies, scholarship and loan programs, and athletic and other school-administered programs.

For advertisements and one-page flyers:
- Nova Southeastern University admits students of any race, color, sexual orientation, and national or ethnic origin.

The nondiscrimination statement must appear in the same point size (though not the same style of type) as the body copy of the publication.

When combining accreditation, nondiscrimination, and/or membership statements, a separator, such as a box or bullet, must be used between all statements.

none
When a singular noun follows none, use a singular verb:
- None of the work was easy.
- None of the paper is recyclable.
If you want to emphasize the idea of a singular, use a singular verb:

- We kept working until 9:00 p.m., and none (i.e., not a single one) of us was resentful.
- None of the students (i.e., not a single one) has any desire to transfer.

Otherwise, use a plural verb:

- None are more heartbreaking than the AIDS babies.
- None of the faculty members were unhappy with the administration. (emphasis on group, not on singular)

**nonprofit** (adj.)

**nonresident**

**nontraditional students**
Note spelling. Also called resumers, re-entry students, or adult learners.

**now**
A simple, substantial word, much preferred to more cumbersome constructions.

See currently, presently, point in time.

**Nova Southeastern University, Nova University**

Unless referring to the university specifically before it merged with Southeastern University of the Health Sciences, use the full name of Nova Southeastern University. NSU can be used for references that follow. Do not use Nova.

- I work at Nova Southeastern University. He graduated from what was then Nova University.

**NSU campuses**
Our university has four campuses, which are to be referred to and capitalized as follows: main campus, East campus, Oceanographic Center, and North Miami Beach campus.

NSU also has several regional campuses (formerly Student Educational Centers), locations, or sites.

See **NSU Addresses** on pages 42 and 43.

**NSU specific terms**
- Academical Village
- AcademicFest
- CommunityFest
- the Sharks

**numbers**
Spell out whole numbers and ordinal numbers from one through nine; use figures for all other numbers.

- He is four years old.
- These 30 students came from 11 states.
- This will be his fourth trip to Europe.
- The celebration marks the center's 35th year of service.

Use a comma in numbers of 1,000 or more (unless you’re reporting SAT scores or dates, which take no commas).

- Her essay summarizes 2,000 years of Christian history.
- She felt lucky to get a 1400 on the SAT.
- He graduated in 2009.

Numbers applicable to the same category should be treated alike within the same context. If any number within a category is over nine, all numbers in the category are to be expressed as numerals—except if a number falls at the beginning of a sentence (see below):

- Although her brother was 14 and she only 8, Ramona couldn’t believe his judgment superior to hers.

Spell out a number at the beginning of a sentence, regardless of the inconsistencies this may create. If your sentence then seems too cumbersome, rearrange the sentence so that the number falls later.

- One hundred ten men and 103 women will graduate this spring.
- OR This spring's graduating class includes 110 men and 103 women.

References to U.S. currency follow the general rules for expressing numerals.

See **money**.
For percentages, use numerals followed by the word percent.

- The state tax is 5 percent.
- Only 30 percent of the class passed the exam.

EXCEPTION: In tables or charts where space is tight, use the percent (%) sign. For consistency’s sake, body copy referring to those tables and charts may also use the percent (%) sign.

For credit/semester hours, use numerals

- The course was worth 6 semester hours.
- It was a 3-credit class.

See also percent, ranges, and ratio.

When rounding numbers, round to the nearest 5 or 0. Do not use terms like approximately or about with specific numbers.

- more than 23,000 students
- NOT approximately 23,432 students

**okay**

Note spelling; this is academic style rather than journalistic.

**Olympic-sized**

Note the capitalization, spelling, and hyphen. See also *life-size*.

**on a daily basis, on a regular basis**

This wordy padding should be avoided; say *daily* or *regularly* instead.

**One-Stop Shop**

Note the hyphenation.

**online**

See *computer terms*.

**on-site** (adj.), (adv.)

**on vs. upon**

Upon is a stuffy, overly formal way of saying *on*. The exception is when *upon* is used to make a time reference.

- We decided on a new restaurant for lunch.
- BUT Credits will be transferred upon graduation.

**oral, written, verbal**

Use *oral* to refer to spoken words:

- She gave an oral promise.

Use *written* for words committed to paper:

- We had a written agreement.

Use *verbal* to compare words with some other form of communication:

- His tears revealed the sentiments that his poor verbal skills could not express.

**Oriental**

Asian is the preferred term. See *nationality and race*. 
out-of-state, in-state (adj.)
Use hyphens.

• Forty out-of-state students registered this semester.
• BUT The college sent 750 catalogs out of state (adverb phrase).

over
See more than vs. over.

parentheses
See the Guide to Punctuation and Usage on page 39.

part-time, full-time (adj.)
See full-time.

passive voice
Avoid it whenever you can.

• The professor gave her a passing grade.
• NOT She was given a passing grade by the professor.
• His friend asked him for his notes.
• NOT He was asked for his notes by his friend.

pay-for-print
Note the hyphenation.

people, person, persons
Webster's uses people as the plural of person, not persons. Persons is generally only used in legal writing.

See also individual.

percent
One word. Write it out rather than use the percent (%) sign—unless you're writing copy for a table or chart, or you're trying to fit copy in a tight space.

Percent takes a singular verb when it stands alone or when it is followed by an “of” construction containing a singular word.

• The teacher said that 60 percent was a failing grade.
• Sixty percent of our effort was lost.

When the “of” construction contains a plural word, use a plural verb.

• She said that 50 percent of the students were there.

See also numbers and percentage.

percentage
Use percent when you're reporting an actual figure, as in 50 percent.

Use percentage when you're describing a collective proportion:

• A high percentage of NSU students are distance learners.
• The greater your income, the higher percentage you’re likely to save.

See also numbers and percent.
period
See the Guide to Punctuation and Usage on page 39.

person
See people.

personally
Wordy padding; avoid.
- I admire this beautiful campus.
- NOT Personally, I admire this beautiful campus.

Ph.D.
See academic degrees.

phone numbers
At NSU, we distinguish between area codes (e.g., 954, 305), which are enclosed in parentheses, and billing codes (e.g., 800, 888), which are separated from the main number by a hyphen rather than by parentheses. Drop the 1 preceding all billing and area codes.

When several different communication options are listed together at the end of a brochure or a block of copy, make the format as consistent as possible:
- Telephone: (954) 262-7300, ext. 28100
- Toll free: 800-541-6682, ext. 28100
- Fax: (954) 262-3954

See also ext. and fax.

physician assistant, physician's assistant
NSU uses the former designation for its degree program.

plurals
See the Guide to Punctuation and Usage on page 37.

plus
Colloquially, considered acceptable as a synonym for and or moreover; but use it sparingly, if at all.

Don’t use plus to start a sentence; substitute furthermore.

p.m.
See a.m.

P.O.
Post Office—capital letters with periods, no space between the letters

point in time
At this point in time is redundant. Instead, say at this point OR at this time. Better yet, simply say now.

possessives
See apostrophe in the Guide to Punctuation and Usage on page 38.

postbaccalaureate, postdoctoral, postgraduate, postprofessional, postsecondary
all are one word, no hyphen

postcard (noun)

post-master's (adj.)
After a master’s degree.

postmasters
Having to do with the person in charge of the post office.

practicum (noun)
The plural is practicums.

prefixes
See compound words.

pre-K
When an abbreviated word has a prefix, a hyphen is placed between the two. Recommended usage in running text:
- Our Family Center Parenting Place’s pre-k classes are extremely popular.

In headlines:
- Toddlers Flock to Pre-k Classes

prekindergarten
There is no hyphen when the word is spelled out.
prelaw, premed, preprofessional, preadmission
One word, no hyphen

premier (adj.)
First in rank, time, or importance:
• NSU is building the premier law school in the Southeast.
Because premier means first, there can’t be more than one, and it can’t be used with an indefinite article (i.e., a premier institution).

premiere (noun)
The first showing or performance:
• The choral group’s premiere was a success.

preposition at end of sentence
Postponing a single preposition to the end of a sentence is characteristic English idiom:
• That’s something this book can help you with.
While it is no longer considered wrong to end a sentence with a preposition, your writing will be more powerful if you reserve the end of a sentence for strong, emphatic words, which prepositions aren’t. Rephrase when you can:
• This book can help you with questions of style.

prepositions
Capitalize prepositions of five or more letters in titles and headings or when using initial caps.

presently
Do not use to mean now.
Presently implies soon; if you want to indicate now and avoid confusion, use currently instead.
See also currently, now, and point in time.

present tense
In describing NSU and its activities, use present tense rather than future tense whenever possible. This strategy makes your writing more direct and your reader feel more involved:
• Students in Sociology 101 explore the cultures and lives of many peoples.
• NOT Students in Sociology 101 will explore the cultures of many peoples.

president
Capitalize when it directly precedes a proper name or in reference to the President of the United States.
President Ray Ferrero, Jr.; President Bush; Presidents Ford and Reagan
See also capitalization and titles of people.

priority
Means “something that is more important than other considerations; something that deserves to be first.” Therefore, you can’t have more than one priority, any more than one person or experience can be “more unique” than another (see unique). Use priority alone, without the addition of top or first.
See also premier.

prior to
Avoid; before means the same thing and is shorter.

professor
Capitalize only if it precedes a proper name:
Professor Erickson.
See also capitalization and titles of people.

proved, proven
The past tense of prove is proved; Webster’s suggests proved as the past participle:
• The dean has proved her point.
But there are exceptions:
• A proven belief (adjective preceding noun)
• That rumor has not been proven true. (with negative)

PS
No periods, capital letters are preferred.

PSAT (Preliminary Scholastic Aptitude Test)
Also known as PSAT/NMSQT (National Merit Scholar Qualifying Test).
No periods.
See also ACT, GRE, and SAT.
qualitative
Refers to qualities (characteristics, properties, attributes):
• Qualitative analysis would tell us which facets of NSU appeal to local students.

quantitative
Refers to quantity (amount, measure, size, volume):
• Quantitative analysis would yield the proportion of Broward County residents at NSU.

quotation, quote (nouns)
Although both are listed in Webster’s to refer to verbal or written passages attributed to another person, or to an estimated price, in formal writing, use quotation:
• We will solicit a quotation from each of NSU’s trustees.
• NOT We will get a quote from each trustee.

quotation marks
See the Guide to Punctuation and Usage on page 39

quote (verb)
• Can you quote the “Pledge of Allegiance” from memory?
• Can I quote you on that statement?

race
See nationality and race.

ranges
Use the words to or between to represent the range between two factors:
• The distance is from 12 to 15 miles.
• Estimated attendance was between 15,000 and 17,000.
Use an en-dash for abbreviated ranges, such as listings and charts.
• Noon–3:00 p.m.

ratio
Use numerals, without a hyphen or colon:
• There is a student/professor ratio of 12 to 1.
Avoid student/faculty ratio; faculty is a collective noun and thus is not parallel to student.
See collective nouns and faculty.

real-world (adj.), real world (noun)
Avoid overuse of these terms; they’ve become cliches.

reason ... is that
Never say “the reason ... is because,” say “the reason ... is that."
• NOT The reason she applied to NSU is because the campus felt “right.”
• BUT The reason she applied to NSU is that the campus felt “right.”
Better yet, cut the extra words:
• She applied to NSU because the campus felt “right.”
See also because.

refer
This word, derived from the Latin words meaning “carry back” or “carry again,” already contains the idea of “back.” The phrase refer back is redundant.

regard, regards
The singular form appears correctly in prepositional phrases such as in regard to and with regard to, both of which mean the same thing as the antiquated plural-form phrase as regards (NOT as regards to).
You can avoid the whole question of singular vs. plural, and can also sound much more modern, by simply replacing all those wordy phrases with concerning or about.

See also as per.

**religious titles**

Protestant variants:

**Official title:** the Reverend James Neal, minister of the Third Presbyterian Church. **In conversational address:** Mr. (or Dr.) Neal. **For letters/written reference:** Rev. James Neal. **Casual/generic reference:** the minister (or, for Church of the Brethren, the pastor).

Roman Catholic variants:

**Official title:** the Reverend John Dunn, pastor of Saint Thomas Aquinas Church. **In conversational address:** Father Dunn. **For letters/written reference:** Father Dunn. **Casual/generic reference:** the pastor.

Jewish variants:

**Official titles:** Rabbi Abraham Belinsky, rabbi of Temple Sinai. **In conversational address:** Rabbi Belinsky. **For letters/written reference:** capitalize these titles before an individual’s full name on first reference: Rabbi David Smith. On second reference, use only the title and last name or just the title. **Casual/generic reference:** the rabbi. Cantor is treated the same as rabbi.

**residence hall**

Use this term rather than dormitory.

**resume**

No accent marks.

See also foreign words.

**Round Table vs. roundtable**

Use Round Table to describe King Arthur and his knights or when specifically used in a name. Use roundtable to describe meetings, conferences, and deliberations held in such a manner.

**RSVP**

All uppercase; no periods. Do not say “Please RSVP,” as RSVP means please respond.

**rules and regulations**

Both a cliche and a redundant phrase; avoid.

---

**said, says**

Use said with direct and partial quotes as well as paraphrases.

- “NSU is a beautiful campus,” said the visiting student.
- NOT The visiting student says NSU is a beautiful campus.

**SAT (Scholastic Aptitude Test)**

Use no periods in the abbreviation and no commas in the scores of this exam administered by the College Entrance Administration Board.

See also ACT, GRE, and PSAT.

**Scripture, Scriptures, scriptural**

Note capitalization.

**seasons**

See capitalization.

See also dates.

**Season’s Greetings**

**self-** (prefix)

Hyphenate unless preceded by un- or followed by a suffix.

See compound words.

**semester hours**

No hyphen.

**serial or Oxford comma**

See the Guide to Punctuation and Usage on page 40.

**sexism**

Sexist biases are encoded in our language. To help perpetuate a vocabulary that is fair to both women and men, use ungendered language whenever you can.

Examples:

- firefighter, NOT fireman
- U.S. representative, NOT Congressman
- chair, NOT chairman
- businessperson, NOT businessman

When possible, avoid he and his as inclusive references. Don’t use slash-forms: she/he and his/her.
Saying his or her and he or she is fine, but those expressions can be awkward. It would be better to alter the sentence using plurals instead of singulars.

- All students plan their own programs, rather than the equally correct, Each student plans his or her own program.

**ship names**

Italicize both the ship name and the identifier.

- R/V Explorer

**since**

Do not use in place of because. Although it is an accepted usage according to Webster’s, since is more clearly used to indicate a time reference:

- It has been seven months since we first heard the news.
- The show was canceled because no one showed up.
- NOT The show was canceled since no one showed up.

See because.

**smartboard**

One word, no hyphen

**Social Security number**

Note uppercase and lowercase initial letters.

**someone, some one**

See anyone.

**South Florida Sun Sentinel**

Italics, no hyphen

**split infinitive**

See verbs.

**sports terms**

Because the Chicago Manual of Style does not contain a comprehensive listing of sports terms, see The Associated Press Stylebook and Libel Manual.

See also NCAA.

**staff**

See faculty.

**state names**

In running text, spell out the names of U.S. states when space permits. In other cases, use postal abbreviations.

See addresses.

**state-of-the-art** (adj.)

Avoid overuse of this term; it's a cliche.

**student-faculty ratio**

The phrase student-faculty ratio is incorrect; most colleges have only one faculty, regardless of the number of students. Use student-professor ratio or student-teacher ratio instead. (Exception: if you are dealing with an informal marketing piece, student-faculty is acceptable language, but not preferred.)

**study-abroad** (adj.),

**study abroad** (verb and adverb)

- Try our stimulating study-abroad program.
- We encourage our students to study abroad.

**subjunctive mood**

Use the subjunctive mood of a verb for contrary-to-fact conditions and for expressions of doubts, wishes, or regrets:

- If I were rich, I wouldn’t have to work.
- I wish it were possible to take back my words.

Sentences that express a contingency or hypothesis may use either the subjunctive or the indicative mood, depending on the context. In general, use the subjunctive if there is little likelihood that the contingency might come true:

- If I were to inherit millions, I wouldn’t have to worry about money.
- BUT If this bill passes as expected, it will provide a tax cut.

**syllabus**

Webster's lists syllabi first as the plural form.
teacher
At NSU, we prefer to use professor or instructor whenever possible. The word teacher is appropriate, however, in writing that describes University School. See also professor.

teachers college
No apostrophe. See apostrophe in the Guidelines for Punctuation and Usage on page 38.

telephone numbers
See phone numbers.

television
See TV.

tense
See present tense.

thankfully
Another dangling modifier, often used in sentences like this: Thankfully, the rain waited until after my wedding day. If you want to convey that you, rather than the rain, were thankful, revise one of two ways:

• I was thankful the rain waited until after my wedding day.
• OR Thankfully, I marvelled that the rain had waited until after my wedding day.

See hopefully, importantly, and dangling modifiers.

that/who vs. which/who
That for things (or who for people) is restrictive; it tells which one:

• A corporation that works with NSU will never regret that association.
• My brother who works in Toledo came home for the holidays. (In this example, the who tells which brother—the one who works in Toledo.

Which for things (or who for people) is nonrestrictive; it usually comes after a comma, and it gives the reader additional—but not necessary—information.

• My new Cadillac, which has a sun roof and a CD player, is the most luxurious car I’ve ever driven.
• My oldest brother, who works in Toledo, came home for the holidays. (In this example, the sentence’s subject tells us which one because the writer can have only one oldest brother. The information about Toledo therefore is not necessary to the meaning of the sentence.)

the
If you’re wondering whether to place this article before the name of one of NSU’s constituent centers, colleges, and schools, honor the institution’s preference. Unless it’s the first word in a sentence, don’t capitalize the.

theater, theatre
Always use theater, except in the following cases:

• the undergraduate major at the Farquhar College of Arts and Sciences and its course titles
• the Abraham S. Fischler School of Education’s Interdisciplinary Arts program
• references to course titles or in marketing materials directed at those specific departments or programs
• in reference to a proper name of a specific building that spells it that way

All other cases should use theater. The campus theater is the Rose and Alfred Miniaci Performing Arts Center, but may be referred to as the Miniaci Performing Arts Center or the Miniaci on subsequent references.

• She is in the Theatre Department at the Farquhar College of Arts and Sciences.
• He is taking History of Theatre.
• The Vinette Carroll Theatre mounted an interesting production of Romeo and Juliet.

BUT
• We enjoyed our trip to the theater.

the fact is . . .
A bad beginning. If you know the fact, simply state it.
**their, they’re, there**

Their indicates possession, they’re is a contraction for they are, and there is an adverb that reveals location.

- They’re proud of their new car that is parked over there.

**there is, there are**

Whenever possible, avoid using either of these weak constructions at the beginning of a sentence.

See also verbs.

**this**

The pronoun this, used to refer to the complete sense of a preceding sentence or phrase, can’t always carry the weight and so may produce an imprecise statement. Avoid letting this stand alone at the beginning of a sentence, clause, or phrase; and never let it stand alone at the beginning of a paragraph.

- NOT This is an excellent value.
- BUT This program provides excellent value.

**through**

Note the spelling. Do not use the colloquial short form, “thru.”

**till or ‘til**

See until.

**time**

See a.m., p.m.

**time zones**

Capitalize the full name of the time in force within a particular zone: Eastern Standard Time, Central Standard Time, etc.

When you’re citing clock-time in a particular time zone, abbreviate and punctuate as follows: noon EST; 9:00 a.m. CST.

**titles of conferences, seminars, and meetings**

Capitalize all the principal words in the full titles of conferences and meetings. Do not italicize or put in quotes.

- We will attend the American Lung Association’s 2009 International Conference on Cancer.
- George Bush is the keynote speaker at the International Conference on Education.
- BUT The tax conference ends on Thursday.

**titles of people**

Academic, civil, military, religious, and professional titles should be lowercased and follow personal names:

- Randy Pohlman, dean
- Frederick Lippman, chancellor of the Health Professions Division

Do not use courtesy titles such as Mr., Miss, Mrs., or Ms. except in special circumstances.

See also capitalization and religious titles.

**titles of works**

For books, plays, newspapers, periodicals, movies, songs, TV and radio shows, works of art, and blog names, use italics.

Capitalize the first and last words and all the principal words, including prepositions and conjunctions of five or more letters. Lowercase a, the, and, or, for, nor, prepositions of less than five letters, and the to in infinitives. Don’t lowercase parts of speech other than those listed here—even if they’re less than five letters.

- Gone with the Wind
- Free to Be, You and Me
- Butterflies Are Free
- Christian Science Monitor
- Cousin, Cousine
- Ally McBeal
- All Things Considered

For stories, articles, chapters, speeches, poems, theses, dissertations, photographs, symposia, conferences, other unpublished works, and topics in/of blogs use quotation marks instead of italics, and capitalize as above.

For titles of exhibitions and apps, do not italicize or use quotation marks. Simply capitalize as previously mentioned.

For a more complete discussion of capitalization, see The Chicago Manual of Style.

See also magazine names and newspaper names.
toll-free (adj.), toll free (adverb phrase)
- Call our toll-free number.
- BUT You can call us toll free at 800-589-1023.

total (noun)
The phrase a total of is often redundant.
- Five students received awards.
- NOT A total of five students received awards.

toward, towards
As Webster's recommends, use toward, not towards. The same holds true for other similar combinations, such as backward, inward, and upward.

trademarks
Trademarks—such as Kleenex, Xerox, and Coke—should be capitalized. Check them in the Trade Names Directory, available in most public libraries.

Although owners of trademarks must use the special trademark symbol—an R or TM within a circle—in their advertisements, the general public is under no such obligation.

Avoid trademarks altogether when you can; use generic words instead: tissue, photocopy, soda.

Some product names—such as thermos, nylon, and jeep—were originally brand names, but have come to be used commonly.

Be wary of using these trademark names unless you are referring specifically to that product:
- Levi's/jeans
- Jello/gelatin
- Medication and drug names such as Prozac, Viagra, and Tylenol
- Q-tips/cotton swab
- Vaseline/petroleum jelly
- Band-Aid/adhesive bandage
- Scotch tape/tape

tricounty (adj.)
One word, no hyphen.

T-shirt

turnaround (noun)
One word, no hyphen.

turn around (verb)
Two words.

TV
Acceptable as an adjective or in such constructions as cable TV. Generally, though, use television as the noun.
undergraduate (noun, adj.)
Avoid using the slang, “undergrad.”

under way
Two words.

unique
This word means “having no like or equal.” Logically, a thing cannot therefore be “more unique,” “most unique,” or “very unique.” Try substituting another word: novel, exceptional, remarkable, rare, inimitable, peerless, incomparable, uncommon, unusual.

until
Use the full word. Do not abbreviate it to till or ‘til.

-up (suffix)
Follow Webster’s, hyphenate if the word is not listed there.
Sample nouns/adjectives: breakup, checkup, cleanup, close-up, follow-up, grown-up, makeup, mix-up, mock-up, pileup, runners-up, setup, shape-up
BUT when any of these occur as a verb, write the word/suffix as two words.

URL addresses
URL (no periods) stands for uniform resource locator. This is the Web address used to access sites on the Internet. Always italicize the URL. Do not underline. Include a period if the URL comes at the end of a sentence, but do not hyphenate if it is broken at the end of a line.
• The Web address for Nova Southeastern University is www.nova.edu.
See also computer terms.

U.S.
Used as an adjective, but not as a noun, for United States. When you need a noun, either write out United States or use the nation. Don’t use the abbreviation USA or America.
See also America.

utilize
Do not use utilize when use will suffice.
• The subjects of this study will use computers.
• NOT The subjects of this study will utilize computers.

versus
Abbreviate as vs. in all uses.

very
An intensifier that actually drains meaning from your sentences if used too often. (When too many points are emphasized, none stand out.) Often you can find a more precise way of expressing your thoughts:
• I was thrilled he asked me out.
• NOT I was very happy he asked me out.
• When my novel was rejected, I despaired.
• NOT When my novel was rejected, I was very sad.
Veterans Affairs
The official government Web site for this department does not use an apostrophe when referring to these. An apostrophe should only be used to indicate something being possessed by the veterans (Example: The G.I. Bill is a veterans’ benefit.)

vice president
No hyphen. The same rule holds true for other “vice” compounds.

videoconferencing, videodisc, videotape
One word.

video camera, video game
Two words.

visa
An endorsement made on a passport denoting that the bearer may proceed or has been approved to enter a country.

VISA
Trademark name of credit card and company. All caps.

Web
Capitalize all uses of “Web” when pertaining to the Internet.

Web addresses (URLs)
Italicize all Web addresses. If a Web address is in running text and goes on to the next line, do not add a hyphen. Simply break the address right before a punctuation mark, carrying the punctuation symbol to the next line. If this is impossible, break the URL with a soft return between syllables. If the Web address ends a sentence, add the requisite ending punctuation mark.

- www.nova.edu
  or
- www.nova.edu

If a Web address does not have a www at the beginning, add http://, do not leave it stand alone.

- http://uschool.nova.edu
- NOT uschool.nova.edu

Web site vs. Web page
According to Wired Style: Principles of English Usage in the Digital Age “A Web site is any collection of pages that lives on the Web. The term ‘Web site’ usually refers to a constellation of separate pages accessed through a main title or contents page.” Therefore, when referring to any Web presence that contains more than one page or location, use Web site. Web page should only be used to refer to a single page within a site, or a single-page site with no internal links. Use homepage only to refer the opening or introductory page of a Web site.

See also computer terms.

well-being
One word with a hyphen.

which
This word must have a definite antecedent in your sentence. Don’t use which to refer to a whole idea, and NEVER use which as a conjunction.

- We will hire him if he passes the drug test, but I doubt that he will.
- NOT We will hire him if he passes the drug test, which I doubt. (ambiguous reference)
• She wants to know whether he passed the test, but I have no idea.
• NOT She wants to know whether he passed the test, which I have no idea.
See that/who vs. which/who.

while
Usually refers to time. Avoid indiscriminate use of while as a substitute for and, but, and although.
• Sherry visited NSU while her friend waited uncomfortably in the car.
See also although and awhile.

who, whom
Occasionally, the rules can be bent for the sake of a colloquial tone.
• Correct: In an emergency, whom can you call? (Whom is the object of the verb call.)
• Incorrect but colloquial: In an emergency, who can you call?

whoever, whomever
The form depends on the word's use in the sentence.
• Whoever answers the phone will receive my exciting message. (Whoever is the subject of the verb answers, and the entire phrase whoever answers the phone functions as the subject of the verb will receive.)
• I will speak to whoever answers the phone. (This one is tricky. Whoever functions as the subject of the phrase answers the phone; the entire phrase whoever answers the phone is the object of the preposition to.)
• Repeat this story to whomever you see. (Here, whomever is the object of you see, and whomever you see is also the object of the preposition to.)
HINT: Try substituting anyone who or anyone whom; that might help you choose the correct form.

-wide (suffix)
Does not take a hyphen: worldwide, statewide.
EXCEPTION: The Chicago Manual of Style says to hyphenate long, cumbersome words like university-wide.

-wise (suffix)
Avoid this suffix whenever you can.

word division
Most words are divided according to pronunciation. When in doubt, consult Webster's.
Do not separate the elements within phrases such as 6:00 p.m., St. Catherine, Mrs. Worthy.

wordprocessing (adj., noun)
See computer terms.

words as words
Put in italics:
• “Distinguishing between whoever and whomever always confounds me,” he lamented.

workforce, workplace (nouns)

work-study (adj., noun)
NSU style uses the hyphen, not a slash (work/study).

world view
Two words.

-wide (prefix)
Usually takes a hyphen: wide-eyed, wide-open.
EXCEPTION: widespread.
X-ray (noun/adj./verb)

yearlong

year-round

years
see dates.

ZIP code

ZIP is an acronym; it stands for Zone Improvement Program. It should be in all capital letters.
Using Concise Language

Below are some examples of common cliches, wordy phrases, and redundancies and how to avoid them.

<table>
<thead>
<tr>
<th>To Avoid Cliches and Wordy Phrases</th>
<th>Use Natural Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>A total of five students</td>
<td>Five students</td>
</tr>
<tr>
<td>As a result of</td>
<td>Because</td>
</tr>
<tr>
<td>At a later date</td>
<td>Later</td>
</tr>
<tr>
<td>At the present time</td>
<td>Now</td>
</tr>
<tr>
<td>At this point in time</td>
<td>Now</td>
</tr>
<tr>
<td>Due to the fact that</td>
<td>Since/Because</td>
</tr>
<tr>
<td>During the time that</td>
<td>While</td>
</tr>
<tr>
<td>Enclosed please find</td>
<td>I'm enclosing</td>
</tr>
<tr>
<td>Entitled</td>
<td>Titled</td>
</tr>
<tr>
<td>Following</td>
<td>After</td>
</tr>
<tr>
<td>For the purpose of</td>
<td>For</td>
</tr>
<tr>
<td>Formulate</td>
<td>Make</td>
</tr>
<tr>
<td>In accordance with</td>
<td>Since</td>
</tr>
<tr>
<td>In all cases</td>
<td>Always</td>
</tr>
<tr>
<td>In compliance with your request</td>
<td>As you requested</td>
</tr>
<tr>
<td>In order to</td>
<td>To</td>
</tr>
<tr>
<td>In regard to</td>
<td>About</td>
</tr>
<tr>
<td>In the amount of</td>
<td>For</td>
</tr>
<tr>
<td>In the event that</td>
<td>If</td>
</tr>
<tr>
<td>In the majority of instances</td>
<td>Usually</td>
</tr>
<tr>
<td>In the near future</td>
<td>Soon</td>
</tr>
<tr>
<td>Of the opinion that</td>
<td>Believe/Think</td>
</tr>
<tr>
<td>On a daily basis</td>
<td>Daily</td>
</tr>
<tr>
<td>Prior to</td>
<td>Before</td>
</tr>
<tr>
<td>Subsequent to</td>
<td>After</td>
</tr>
<tr>
<td>Utilize</td>
<td>Use</td>
</tr>
<tr>
<td>With the exception of</td>
<td>Except</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>To Avoid Redundancies</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 in the morning</td>
<td>7:00 a.m.</td>
</tr>
<tr>
<td>Absolutely essential</td>
<td>Essential</td>
</tr>
<tr>
<td>Advanced planning</td>
<td>Planning</td>
</tr>
<tr>
<td>Biography of his/her life</td>
<td>Biography</td>
</tr>
<tr>
<td>Blue in color</td>
<td>Blue</td>
</tr>
<tr>
<td>Carefully scrutinize</td>
<td>Scrutinize</td>
</tr>
<tr>
<td>Complete monopoly</td>
<td>Monopoly</td>
</tr>
<tr>
<td>Consensus of opinion</td>
<td>Consensus</td>
</tr>
<tr>
<td>Entirely eliminated</td>
<td>Eliminated</td>
</tr>
<tr>
<td>Few in number</td>
<td>Few</td>
</tr>
<tr>
<td>Free gift</td>
<td>Gift</td>
</tr>
<tr>
<td>New innovations</td>
<td>Innovations</td>
</tr>
<tr>
<td>One and the same</td>
<td>The same</td>
</tr>
<tr>
<td>Past experience</td>
<td>Experience</td>
</tr>
<tr>
<td>Past history</td>
<td>History</td>
</tr>
<tr>
<td>Personal opinion</td>
<td>Opinion</td>
</tr>
<tr>
<td>Plan for the future</td>
<td>Plan</td>
</tr>
<tr>
<td>Postpone until later</td>
<td>Postpone</td>
</tr>
<tr>
<td>Refer back</td>
<td>Refer</td>
</tr>
<tr>
<td>Small in size</td>
<td>Small</td>
</tr>
<tr>
<td>Study in depth</td>
<td>Study</td>
</tr>
<tr>
<td>Surrounded on all sides</td>
<td>Surrounded</td>
</tr>
<tr>
<td>Very/really/extremely unique</td>
<td>Unique</td>
</tr>
<tr>
<td>Visible to the eye</td>
<td>Visible</td>
</tr>
</tbody>
</table>
This section includes selected guidelines only; it does not attempt to cover all the rules of punctuation. For further information on the use of punctuation, consult *The Chicago Manual of Style* or a grammar handbook.

**apostrophe**

For nouns plural in form, but singular in meaning, add only an apostrophe: mathematics’ rules, measles’ effects, United States’ wealth.

For singular nouns ending in -S sounds (but not in -S itself), add apostrophe and s:

- Butz’s policies, the fox’s den, Xerox’s product

Never use an apostrophe to denote the plural of a personal name: the Smiths, not the Smith’s.

See plurals.

**colon**

Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence. Insert only one space after the colon.

- She gave us her promise: The company will make good all the losses.
- BUT That evening we had three goals: to eat dinner, to discuss the day’s work, and to get to bed before 2:00 a.m.

UNNECESSARY COLONS. The words preceding a colon should form a complete sentence. If you find yourself putting a colon after such as or a verb, it is probably incorrect. (Hint: Try reading your sentence out loud and see how silly it sounds to come to a complete stop after such as.)

**comma**

In a series, put a comma before the and:

- The campus tour included the library, the gym, and the theater.

With dates: see dates in this manual.

You can omit the comma after a short introductory phrase, but only if no ambiguity will result:

- At St. Mary’s you feel immediately at home.
- BUT On the street below, a curious crowd gathered.

With conjunctions: When a conjunction such as and, but, or for links two independent clauses, use a comma before the conjunction if the subject of each clause is expressly stated:

- We visited Washington, and our senator greeted us personally.
- BUT We are visiting Washington and plan to see the White House.

With numbers: Use a comma in numbers of 1,000 and above, unless they appear in an address or an SAT score.

With too. Use a comma before too (when it means also) unless it looks wrong in context. Consistency is not necessarily in order here.

Names of people:

- Robert Allen Smith III (no commas)
- G. Benjamin Lantz, Jr., is the president of the University of Indianapolis.

Names of states or nations, with city names

- Last year we had students from Selma, Alabama, and from Fargo, North Dakota; this year we have students from Dublin, Ireland, and even from Reykjavik, Iceland.

Placement with quotation marks: Commas always go inside quotation marks.

See also academic degrees and class of.

**dash**

There are several types of dashes, each with specific uses. For the purposes of this manual, there are three types to know: the em dash, the en dash, and the hyphen. Most wordprocessing programs have em and en dashes available. For those that don’t (or for typewriters), use two hyphens to represent an em dash, and a hyphen to represent an en dash.

The em dash is the longest, and denotes an abrupt change, interruption, or emphatic phrase. Do not place spaces before or after the dashes:

- The professor’s hypothesis—though rejected by scholars—actually had merit.

University name—location

- University of North Carolina—Chapel Hill
The en dash is shorter than the em dash, and is used to connect continuing or inclusive numbers:

- 1968–72; 10:00 a.m.–5:00 p.m.; pp. 38–45

The hyphen is used for numbers that are not inclusive, such as phone numbers; Social Security numbers; or for hyphenated compound words, names, or modifiers:

- 800-541-6682; word-of-mouth; Olivia Newton-John; a fast-moving car

**ellipsis**

For omission: Use to indicate any omission from within a quoted passage. Three dots—beginning with a space, and with an additional space after each dot—indicate an omission within a sentence or between the first and last words of a quoted fragment.

Spacing of ellipses: If the words preceding an ellipsis constitute a grammatically complete sentence, place a period at the end of the sentence, add a space, and then add the three dots, with spaces in between them.

Important: Unless you have a clearly defensible reason, don’t use an ellipsis as a “trailing off” end to a phrase or sentence.

**exclamation point**

Use exclamation points sparingly. They can make writing look both juvenile and falsely enthusiastic.

**hyphen**

Other than for word divisions and compound modifiers, hyphen use should be limited. Hyphens are commonly but erroneously used where em dashes and en dashes should be used.

See also **dash**.

**parentheses**

Remember that parentheses, though sometimes quite serviceable, are jarring to the reader. If you find them cropping up often in your writing, simplify your sentences or your thoughts; try including the parenthetical material some other way.

Punctuation: If the parenthetical material is a fragment and comes at the end of your sentence, place the period outside the parenthesis (as with this example). But if the parenthetical material stands alone as a sentence, include the period within the parenthesis: (Such are the basics of correct punctuation.)

**period**

Periods always go inside quotation marks.

See also **academic degrees** in this manual.

**plurals**

Numbers and noun coinages: simply add an s:

- YMCAs, the 1920s, CPAs, lasers, the ‘90s, Ph.D.s

Single letters: add ‘s: x’s and y’s, p’s and q’s, all A’s

Italic plurals: put the final s (or ‘s) in roman type:

- three Rubaiyats

Words as words: don’t use an apostrophe:

- His speech had too many ifs, ands, and buts.

See also **apostrophe**; check manual for individual words such as curriculum and memorandum.

**quotation marks**

For irony, quaintness, or unfamiliarity: If you’re striving for an ironic or quaint effect with a particular word or phrase, or if you’re making the first reference to an unfamiliar expression, you may set it off with quotation marks:

- I was tickled to learn that Patti had “gored his ox.”

Otherwise—except for direct quotations—use quotation marks sparingly.

With other punctuation: Periods and commas go inside. Dashes, semicolons, question marks, and exclamation points go inside only if they’re part of the quoted matter; otherwise, put them outside.

Quotations within quotations: Alternate between double and single quotation marks:

- Tamara said, “Ginger told me only yesterday, ‘I realize that accusing Patti of “goring his ox” was going a bit too far.’”
**semicolon**

To link independent clauses: The semicolon can replace such conjunctions as and, but, or for:

- *The package was due last week; it arrived today.*

To clarify a series: Semicolons can shed light in a series that contains internal commas:

- *He leaves a son, John Smith of Chicago; two daughters, Jane Smith of Wichita, Kansas, and Mary Smith of Denver, Colorado; and a sister, Rochelle Glick of Sweet Lips, Tennessee.* (Note that the semicolon also appears before the and in such a series.)

Even when a conjunction is present, use a semicolon before it if individual clauses contain internal commas:

- *They pulled their boats from the water, sandbagged the retaining walls, and boarded up the windows; but even with these precautions, the island was hard-hit by the hurricane.*

**serial or Oxford comma**

Use a comma before the and in a series of three or more items.

Be sure to keep the elements in a series parallel.

- *She applied to Florida State University, University of Florida, and Nova Southeastern University.*

- *NOT She applied to Florida State University, University of Florida, and especially liked Nova Southeastern University.*

- *OR She applied to Florida State University, UF, and NSU.*
It all started last week.
Everyone was there.
It was really fun.
We had 3 people in the
I saw 20 games.
When we visited, I saw
Gone with the Wind was a
will not be permitted
bought cereal cereal for
is
new building an example
always walked to the end
threw a deep pass to the end
at Barney Smith, we make
Robin Williams was very
inside our house stood
need to buy laser printers
A Discussion of Truth by R.G. Smith
served eggs, bacon, cheese
he's really going to be
I want more, she replied
finally dropped the curtain.
### NSU Addresses

#### NSU Mailing Addresses

**main campus**
- Nova Southeastern University
  - 3301 College Avenue
  - Fort Lauderdale, Florida 33314-7796

- *Enrollment Processing Services*
  - Nova Southeastern University
  - 3301 College Avenue, P.O. Box 299000
  - Fort Lauderdale, Florida 33329-9905

- *Health Professions Division*
  - Nova Southeastern University
  - 3200 South University Drive
  - Fort Lauderdale, Florida 33328-2018

- Alvin Sherman Library, Research, and Information Technology Center
  - 3100 Ray Ferrero, Jr. Boulevard
  - Fort Lauderdale, Florida 33314-1013

- Administrative Services Center
  - 3600 South University Drive
  - Fort Lauderdale, Florida 33328-2709

- University School
  - Dauer Building
  - 3375 SW 75th Avenue
  - Fort Lauderdale, Florida 33314-1400

- (East campus)
  - *Nova Southeastern University*
    - 3100 SW 9th Avenue
    - Fort Lauderdale, Florida 33315-3025

- (North Miami Beach campus)
  - *Nova Southeastern University*
    - 1750 NE 167th Street
    - North Miami Beach, Florida 33162-3017

- Museum of Art | Fort Lauderdale
  - One East Las Olas Boulevard
  - Fort Lauderdale, Florida 33301-1807
    - (954) 262-0221

- Oceanographic Center
  - Nova Southeastern University
  - 8000 North Ocean Drive
  - Dania Beach, Florida 33004-3078

- *Be sure to include school/center/college and program/department names with addresses when needed.*

#### NSU Clinic Locations

- **Brief Therapy Institute**
  - Maltz Psychology Building
  - 3301 College Avenue
  - Fort Lauderdale, Florida 33314-7796

- **Eye Care Institute at Fort Lauderdale**
  - 1111 West Broward Boulevard
  - Fort Lauderdale, Florida 33312-1638

- **Henderson Student Counseling**
  - University Park Plaza
  - 3538 South University Drive
  - Davie, Florida 33328-2003

- **Institute for Neuro-Immune Medicine**
  - University Park Plaza
  - 3424 South University Drive
  - Davie, Florida 33328-2022

- **Institute for Neuro-Immune Medicine**
  - 8720 North Kendall Drive
  - Suite 108
  - Miami, Florida 33176-2208

- **NSU Audiology Clinic**
  - Sanford L. Ziff Health Care Center
  - 3200 South University Drive
  - Fort Lauderdale, Florida 33328-2018

- **NSU Audiology Clinic at North Miami Beach**
  - 1750 NE 167th Street
  - North Miami Beach, Florida 33162-3017

- **NSU Health Care Center at North Miami Beach**
  - 1750 NE 167th Street
  - North Miami Beach, Florida 33162-3017

- **Oakland Park Dental Center**
  - 830 East Oakland Park Boulevard
  - Suite 104
  - Fort Lauderdale, Florida 33334-2773

- **Sanford L. Ziff Health Care Center**
  - 3200 South University Drive
  - Fort Lauderdale, Florida 33328-2018

- **The Clinic for Speech, Language, and Communication**
  - 6100 Griffin Road
  - Fort Lauderdale, Florida 33314-4416

#### Regional Campuses

- **Nassau Campus**
  - 8 Jean Street
  - c/o BBCC
  - P.O. Box EE 15958
  - Nassau, Bahamas
  - Email: nsu-bahamas@nsu.nova.edu

- **Fort Myers Campus**
  - 3650 Colonial Court
  - Fort Myers, Florida 33913-6636
  - (239) 274-6070
  - Fax: (239) 274-3488
  - Email: nsu-swflorida@nsu.nova.edu
  - Web site: www.nova.edu/sec/swflorida

- **Jacksonville Campus**
  - 6675 Corporate Center Parkway,
    - Suite 115
  - Jacksonville, Florida 32216-8080
  - (904) 245-8910
  - Fax: (904) 245-8932
  - Email: nsu-jacksonville@nsu.nova.edu

- **Miami Campus**
  - 8585 SW 124th Avenue
  - Miami, Florida 33183-4600
  - (305) 274-1021
  - Fax: (305) 274-8075
  - Toll free: 800-541-6682
  - Email: nsu-miami@nsu.nova.edu

- **Mailing Address:**
  - P.O. Box 836719
  - Miami, Florida 33283-6719

- **Miramar Campus**
  - Miramar Branch Library and Educational Center
  - 2050 Civic Center Place
  - Miramar, Florida 33025-7878
Orlando Campus
4850 Millenia Boulevard
Orlando, Florida 32839-6012
(407) 264-5600
Fax: (407) 264-5656
Email: nsu-orlando@nsu.nova.edu

Palm Beach Campus
11501 North Military Trail
Palm Beach Gardens, Florida 33410-6507
(561) 805-2100
Email: nsu-palmbeach@nova.edu

Tampa Campus
3632 Queen Palm Drive
Tampa, Florida 33619-1311

Call Center for RCs: 800-541-6682

**NSU Partner Sites and Satellite Locations**

Bonita Springs
8951 Bonita Beach Road, Suite 280
Bonita Springs, Florida 34135-4204
(941) 992-1711

Daytona Beach
Nova Professional Building
3930 South Nova Road, Suite 102
Port Orange, Florida 32127-9293
(386) 756-4227

Grande Oaks Golf Club
3201 West Rolling Hills Circle
Davie, Florida 33328-1938

Las Vegas Site
8945 West Russell Road, Suite 170
Las Vegas, Nevada 89148-1228

Sarasota
Eastgate Centre
5500 Bee Ridge Road, Suite 102
Sarasota, Florida 34233-1502

Southwest Florida Site
Nova Southeastern University
c/o Hodges University
2655 Northbrooke Drive
Naples, Florida 34119-7932
A Brief Discussion of Copyright Law

The following information is adapted from the Library of Congress/United States Copyright Office's homepage and this manual's accepted style reference, *The Chicago Manual of Style*, which also provides information on copyright law. Those looking for a more detailed explanation on copyright should consult the U.S. Copyright Office or, for legal advice, an attorney.

**What is copyright law?**

Copyright is a form of protection provided by the laws of the United States under Title 17 of the U.S. Code. The protection extends to authors of "original works of authorship," including literary, dramatic, musical, artistic, and certain other intellectual works. This protection is available to both published and unpublished works. It is illegal for anyone to violate any of the rights provided by the copyright law to the owner of copyright.

Copyright protects "original works of authorship" that are fixed in a tangible form of expression. The fixation need not be directly perceptible so long as it may be communicated with the aid of a machine or device. Copyrightable works include the following categories:

- literary works
- musical works, including any accompanying words
- dramatic works, including any accompanying music
- pantomimes and choreographic works
- pictorial, graphic, and sculptural works
- motion pictures and other audiovisual works
- sound recordings
- architectural works

These categories should be viewed broadly. For example, computer programs and most "compilations" may be registered as "literary works"; maps and architectural plans may be registered as "pictorial, graphic, and sculptural works."

A work that is created on or after January 1, 1978, is automatically protected from the moment of its creation and is ordinarily given a term enduring for the author's life plus an additional 70 years after the author's death (or, in the case of multiple authors, 70 years after the last surviving author's death).

Copyright is secured automatically when the work is created. The work is considered created when it is fixed in a copy or phonorecord for the first time. Copies are material objects from which a work can be read or visually perceived either directly or with the aid of a machine or device, such as books, manuscripts, sheet music, film, videotape, or microfilm. Phonorecords are material objects embodying fixation of sounds, such as cassette tapes, CDs, or LPs. A work does not necessarily have to be published (i.e., rented, sold, leased, lent, and/or distributed) in order to be copyrighted.

**What is a notice of copyright?**

The use of a copyright notice is no longer required under U.S. law, although it is often beneficial because it informs the public that the work is protected by copyright, identifies the copyright owner, and shows the first year of publication. If a proper notice of copyright appears on the published copy or copies to which a defendant in a copyright infringement suit had access, it negates arguments of "innocent infringement," in which the infringer claims that he did not know the work was protected.

For written materials, the copyright notice should include three elements: (1) the symbol © (the letter C in a circle), or the word “copyright,” or the abbreviation “Copr.”; (2) the year of first publication of the work; (3) the name of the owner of the copyright in the work. A proper copyright notice should look like this:

© 1999 John Doe

The copyright notice should be affixed to the work in such a way as to "give reasonable notice of the claim of copyright."

**Copyright and university publications**

The law sets forth specific guidelines and exemptions for the reproduction of copyrighted material by educators, libraries, and archives for use in private study, scholarship, and research. Exemptions are also in place for the reproduction of copyrighted works when the reproductions are specifically made for blind and physically handicapped people.
NSU’s Office of Information Technologies/Media Services provides copyright services for members of the faculty and staff seeking to duplicate copyrighted materials for use in their class work. Media Services has resources available for obtaining copyright clearance and getting more information on copyright law as it applies to academic purposes.

Because the Office of Publications is responsible for creating marketing materials that promote and advertise NSU and its services, its “fair use” limitations must be much more restrictive than academic standards. As a result, the Office of Publications will not publish or reproduce any of the following material without the express written permission of the author/publisher:

- any material in excess of 50 words that was previously published in books, magazines, papers, newspapers, newsletters, or any printed material
- any such material under 50 words (such as quotations) without full attribution of the author’s name, the publisher, and the date of publication
- any such material of any length that is paraphrased, distorted, out of context, or in any other way altered from the original text
- any previously published graphics, charts, tables, drawings, paintings, cartoons, or other artwork for which the university does not have ownership or licensing agreements

Presume, for example, that a school or center wishes to create an advertisement based on a nationally known educator’s recent book on distance education. It would be a violation of copyright law to excerpt portions of the book in the ad, use the author’s book-jacket photo, and paraphrase portions of the book to fit the ad, unless the school or center had specific written permission from the publisher to do so. If the ad was to include a brief quotation from the author, however, it could be included, provided that the names of the author, the book, the publisher, and the book’s date of publication were provided.

It is the responsibility of the client, not the Office of Publications, to obtain author/publisher permissions when necessary. The Office of Publications also will not duplicate computer software programs.

For more detailed information on copyright, please consult the law and/or consult an attorney with expertise in copyright law.

This adaptation of *Unhandicapping Our Language* by Paul K. Longmore, Ph.D., and Dianne B. Piastro, (*Living with a Disability*, 1988) is included for reference.

<table>
<thead>
<tr>
<th>Objectionable</th>
<th>Why</th>
<th>Preferable</th>
</tr>
</thead>
<tbody>
<tr>
<td>(the) disabled</td>
<td>Sees people only in terms of disabilities</td>
<td>people with disabilities</td>
</tr>
<tr>
<td>(the) mentally retarded</td>
<td>Robs us of individuality by lumping people into one undifferentiated category</td>
<td>persons with mental retardation</td>
</tr>
<tr>
<td>(the) deaf</td>
<td>Humanizing nouns emphasize the person</td>
<td>deaf citizens</td>
</tr>
<tr>
<td>(the) blind, etc.</td>
<td>Same as above</td>
<td>blind people</td>
</tr>
<tr>
<td>abnormal</td>
<td>Sees people with disabilities as less than others</td>
<td>none is needed</td>
</tr>
<tr>
<td>(birth) defected, defective</td>
<td>Describes an object, dehumanizes a person</td>
<td>congenital disability</td>
</tr>
<tr>
<td>Ms. Smith is an arthritic patient</td>
<td>Sees someone as an object of medical care</td>
<td>Ms. Smith has arthritis</td>
</tr>
<tr>
<td>FDR was afflicted with, stricken with, or suffers from polio</td>
<td>Connotes helplessness, dependency, defeat</td>
<td>FDR had polio</td>
</tr>
<tr>
<td>“Victim” of</td>
<td>Denies other aspects of the person</td>
<td>State the facts: FDR had polio</td>
</tr>
<tr>
<td>INvalid</td>
<td>Connotes pity</td>
<td>none is needed</td>
</tr>
<tr>
<td>deaf and dumb, deafmute, dummy</td>
<td>Implies that mental incapacitation occurs with hearing loss and/or speech impairment</td>
<td>deaf, hearing-impaired, speech-impaired</td>
</tr>
<tr>
<td>sightless, four eyes, blind as a bat</td>
<td>Inaccurate, demeaning</td>
<td>blind, partially sighted, vision-impaired</td>
</tr>
<tr>
<td>cripple, crippled, crip</td>
<td>No epithet is more offensive to people with physical disabilities (from Old English “to creep”); a second meaning of this adjective is “inferior”</td>
<td>FDR has a physical disability (or) FDR had polio</td>
</tr>
<tr>
<td>confined to a wheelchair; wheelchairbound; wheelchairbound</td>
<td>Creates a false impression: wheelchairs liberate, not confine or bind; they are mobility tools from which people transfer to sleep, sit in chairs, drive cars, etc.</td>
<td>wheelchair user; uses a wheelchair; wheelchair using</td>
</tr>
<tr>
<td>Handel was epileptic; Renoir was arthritic;</td>
<td>Such usage sees people as their disabilities; inaccurate reference; a person is not a condition</td>
<td>Handel had epilepsy; Renoir had arthritis</td>
</tr>
<tr>
<td>midget, dwarf</td>
<td>Mythical, denies reality, infantilizing, patronizing</td>
<td>short-statured person</td>
</tr>
<tr>
<td>deformed, misshapen hunchbacked</td>
<td>Connotes repulsive oddity</td>
<td>has a physical disability; has spinal curvature</td>
</tr>
<tr>
<td><strong>Objectionable</strong></td>
<td><strong>Why</strong></td>
<td><strong>Preferable</strong></td>
</tr>
<tr>
<td>-------------------</td>
<td>---------</td>
<td>---------------</td>
</tr>
<tr>
<td>lame, paralytic, gimp, withered</td>
<td>Demeaning</td>
<td>walks with a cane; uses crutches</td>
</tr>
<tr>
<td>monster, vegetable, creature, freak</td>
<td>Robs people with severe disabilities of their humanity</td>
<td>the child has multiple or severe disabilities</td>
</tr>
<tr>
<td>mentally ill, crazy, insane, psycho, nut, maniac, former mental patient</td>
<td>Outdated and stigmatizing</td>
<td>mental disability; behavior disorder; emotional disability; mentally restored</td>
</tr>
<tr>
<td>retard, slow, simpleminded, idiot, Mongoloid</td>
<td>Demeaning</td>
<td>people with mental retardation</td>
</tr>
<tr>
<td>spastic, spazz has fits</td>
<td>Demeaning</td>
<td>has seizures, cerebral palsy, epilepsy, etc.</td>
</tr>
<tr>
<td>“special”</td>
<td>Distancing and inappropriate, patronizing; describes that which is different about any person</td>
<td>none is needed</td>
</tr>
<tr>
<td>physically challenged handicapable, inconvenienced, differently abled</td>
<td>Euphemisms avoid reality and rob people of dignity</td>
<td>a person has a physical, sensory, or mental disability</td>
</tr>
<tr>
<td>inspirational, courageous</td>
<td>People with disabilities are not collectively inspirational or courageous</td>
<td>acknowledge the person’s abilities and individuality</td>
</tr>
<tr>
<td>isn’t it wonderful how he/she has overcome his/her disability?</td>
<td>Inaccurate: People live with a disability; they have to overcome attitudinal, social, architectural, educational, transportation, and employment barriers</td>
<td>accept people for who they are, including that they have a disability</td>
</tr>
</tbody>
</table>
The Official Logo

The NSU logo is the university’s primary graphic identifier. This logo is the property of Nova Southeastern University and must be used appropriately. It should only be reproduced from a copy of the original electronic file. An electronic copy can be obtained through the Office of Publications by contacting the Identity Standards Specialist at (954) 262-8851. In order to maintain a consistent image for the university, the logo should never be recreated or altered in any manner.

NSU’s standard letterhead, envelopes, and business cards use the NSU logo as the university graphic identifier. Exceptions include the president’s business card and stationery. University School and the Museum of Art | Fort Lauderdale each use business cards and stationery unique to these units of NSU.

The NSU logo is a two-color graphic. The preferred official school color usage is Pantone® color PMS 287 (blue) and PMS 431 (gray). Alternative colors are all black or all white.

The Official Seal

NSU’s seal is the formal identifying graphic for the university. Use of the seal is reserved exclusively for materials from the Offices of the President and Chancellor and official documents such as diplomas, certificates, and awards. The seal should never be used in place of the logo.

The NSU seal is designed to be used in one or two colors with its unique color break design. The color usage is Pantone® color PMS 287 (blue) and PMS 431 (gray).

The Official University Typography

The official university typefaces are Goudy and Helvetica Condensed Black. Goudy is used in the logo and seal.

The Official University Colors

The university’s official colors are Pantone® color PMS 287 (blue) and PMS 431 (gray).
**Athletics Mascot Logo**

The NSU Sharks mascot logo represents the Athletics Department of Nova Southeastern University. This logo should never be used in place of the NSU logo.

The Shark logo is made up of five colors, Pantone® color PMS 285 (blue), PMS 287 (blue), PMS 428 (gray), PMS 429 (gray), and black.

The Shark logo is a registered mark of Nova Southeastern University and includes the registered trademark symbol ® whenever the logo is used in the following circumstances:

1. on all athletics media guides and official publications of the athletics department
2. on the second appearance in promotional materials and school spirit gear (e.g., the back of a notebook with the same logo on the cover)
3. on the athletics Web site
4. on university vehicle graphics
5. on NSU parking decals
6. on legal documents
7. on informational materials (e.g., NSU Fact Book, catalogs, and handbooks)
8. on signage in specified areas
9. in advertisements

**The Sharks Wordmark**

The Sharks wordmark represents the Athletics Department of Nova Southeastern University. This logo should never be used in place of the NSU logo.

The Sharks wordmark is made up of two colors, black and Pantone® color PMS 285 (blue). The alternative color usage is PMS 429 (gray) and white.

**The University School Logo**

The University School logo is the primary graphic identifier for University School. The logo is designed to be used in one color. The preferred color usage is Pantone® color PMS 349 (green). Alternative colors are black or white. The full, spelled-out name of Nova Southeastern University is part of the logo and should not be left off.

**NSU Museum of Art Logo**

The Museum of Art | Fort Lauderdale logo is the museum’s primary graphic identifier. The logo should be used as supplied by the Office of Publications and not recreated or modified. The logo is to be rendered in Pantone® color PMS 2955 (blue). Alternative colors are black or white. The full, spelled-out name of Nova Southeastern University is part of the logo and should never be left off.
Every printed piece produced for Nova Southeastern University by the Office of Publications reflects the sophistication, capabilities, and vision of the university. Though some pieces are more complicated than others, we realize that every project, from business cards to magazines, is a representation of the university and its programs. We help our clients—NSU’s administration, faculty, and staff—to present their messages and meet their objectives by providing the highest quality and most cost-effective printed products. We strive to achieve excellence in promoting NSU and maintaining the university’s corporate identity.

**Directory of Services**

As a service of the university, the Office of Publications produces printed materials ranging from simple and economical (but well designed) pieces to full-color marketing packages. We provide the following services at cost (no mark-up) to the entire university:

- Printing
- Editing
- Design and Art Direction
- Copy Writing
- Photography for Publications
- Copying
- Graphics for Web design
- Short-run color copy flyers (up to 500)

The Office of Publications produces the following:

- Advertisements
- Books
- Brochures
- Business cards
- Catalogs
- Direct-mail pieces
- Envelopes (all sizes)
- Flyers
- Forms
- Invitation packets
- Letterhead
- Magazines
- Newsletters
- Posters
- Presentation folders
- Programs
- Signage
- Stationery

It also provides the following bindery and finishing services:

- Collating
- Drilling (hole punch)
- Embossing
- Foil stamping
- Folding
- Laminating
- Padding
- Saddle stitching (stapling)
- Scoring
- Spiral binding

To provide design services, the Office of Publications uses the latest computer and graphic design technology. The office uses outside vendors for printing and bindery services. The Office of Publication's employees include graphic artists and designers, an editor, an associate editor, a copy writer, a Web graphic designer, an administrative assistant, and a production coordinator. Our expertise in print production enables us to select qualified vendors, ensure job quality, and produce the finest, most economical printed products for your marketing and communication needs. Ultimately, we are here to serve you, the administrators, faculty members, and staff members of Nova Southeastern University.

The office staff takes job orders; provides writing, editing, and design services; estimates printing jobs; and supervises cost-effective printing services. All printing costs are passed on with no mark-up. Design, writing, and editing are also included at cost. The Office of Publications uses high-quality, competitively priced printers in South Florida. Our printing expertise enables us to ensure that the 350 to 400 jobs coming through our office each month are produced in keeping with the university’s standards of excellence.

**Requisition Forms**

The Office of Publications uses two business forms for requisitioning services—the publications requisition and the print requisition. Please take a moment to familiarize yourself with the use of each form.

The publications requisition is used to order specialized print materials requiring design and editing such as brochures, booklets, advertisements, and invitations. Recently this form has been updated to include new services. The print requisition is used for ordering standardized printed materials such as letterhead, envelopes, business cards, and business forms.

When using either form, please be sure to check the type of product you are requesting and complete the top section, including your account number, department, and contact information. To ensure appropriate processing, work will begin only when original requisition forms are received. Please do not fax or send photocopies. If you have any questions please call extension 28850.
Creating Your Publication

Once you have all your concepts and information together, bring it to the director of publications to discuss your requirements. After studying your job, we will provide you with a cost estimate at your request, a job schedule, and approximate delivery date.

The First Step—Determine What You Need

A printed piece is a communication tool used to inform, identify, persuade, or elicit a response. The appearance, editorial content, photographs, graphics, and design of your piece combine to convey your message. The message can be conveyed through a variety of media—newspapers, newsletters, postcards, brochures, etc. Determine which medium is best suited for your project. If you are uncertain, discuss your objectives with our director, who can help give direction to your concepts.

Plan Ahead

The process starts with a requisition. Completely fill out a publications requisition and return it to the Office of Publications. If design or writing services are needed, make an appointment with the director or a member of the design or editorial staff. Be prepared. Talk about what you want your printed piece to accomplish, your target audience, your budget, and its useful life. The size (number and size of pages), format, and number of copies all determine the design, cost, and turnaround time.

Do not wait until the last minute to bring in your jobs. Although the office staff has produced jobs in an extraordinarily short period of time, it is the exception instead of the rule. Imposing short deadlines on the Office of Publications staff means that other jobs already in process will be delayed to accommodate the rush job. For example, if a brochure is needed for an upcoming event in three months, initiate the production at least 60 days before the event.

The Office of Publications begins jobs upon receipt of departmental requisitions. We will not begin a job without a requisition. Each job is assigned a job number for tracking purposes. When inquiring about a job’s status, provide the job number or the specific job description for quicker response.

Provide All of the Elements

Submit all elements—copy, photographs, illustrations (or concepts), etc.—with the requisition. The Office of Publications will not start a job without all of its elements present. If you do not have time to write copy, or need assistance developing the concepts, writing services are available through the copy writer.

Time and money can be saved by providing your text on both paper and on a CD or via email to publish@nsu.nova.edu. Please do not format copy. Inserting tabs or justification only adds work for the designers, and slows down the production process. Strip all tabs and Justify out of your job before bringing it to us.

All Jobs Are Edited

Upon initial submission, your text is edited by our editor. The editor checks style, spelling, and grammar. The editor’s general familiarity with the university may enable him or her to catch factual errors, but the job author(s) is responsible for ensuring that the document is factually accurate.

Developing the Design

All jobs are designed using computers. Although some departments do have staff who design internally circulated newsletters and flyers, we strongly encourage the use of our professional design staff for any publication that will be generally disseminated and/or used for marketing purposes. To help us understand your needs and generate design concepts, provide copy with the job. Even better, provide a mock-up (cut and typed pages and photos, or sketch out content designations) of how you want the job to look. Our designers can work with you in selecting the look (modern, wild, classic, upscale), colors, size, and number of pages. Our professional staff will create designs that reflect your requirements. If you are not completely satisfied, we can make modifications to help you achieve the concepts you want to convey. After you choose and approve a design, the production process begins.

Saving Money

Remember, time is money. When corrections and changes are made early in the job (at the proofreading stage), costs will be kept lower than when the changes are made at the blue-line (ready-for-press) stage.

Typesetting begins after your copy has been edited and proofed. Job proofs are initially outputted on high-resolution laser or color printers. The typeset copy is returned to you for proofing and corrections.

Take time to review your piece in detail. Carefully compare the original (edited) copy with the information on the piece. The Office of Publications will edit for style, not content.
One Last Look
A second round of proofing and a final sign-off will be made before the job is sent to the printer. It's very important to carefully read and review body text, headlines, cutlines beneath pictures, readouts, and other copy elements for errors. Check the spelling of names. Dial telephone numbers to make sure they are correct. If you sense that something is wrong with the piece, trust your judgment and look again. It's better to take time now, rather than be embarrassed later.

So You Want to Make More Changes
Avoid late changes. The blueline, which comes from the printer, is made directly from the negatives used to burn the plates that will print the job, and shows the piece directly as it will be printed. It is the last possible opportunity for changes. However, changes made at this stage are very costly and your department will be charged accordingly.

Copywriting Tips
Here are some ideas that should be considered when preparing copy for your printed product:

- Use an outline. It's a must before embarking on a project.
- Maintain a positive, consistent tone throughout the piece; e.g., serious, witty, academic, personal, informal, or lively.
- Be concise. The shorter the piece, the better.
- Use simple, direct language with easy-to-read words.
- Support your text with strong titles, descriptive headlines, and subheads.
- Put the most important information at the beginning of the piece.
- Make sure all information is accurate.
- Write for the target audience and to its level of expertise.
- Use examples to illustrate your points.
- A variety of sentence lengths and construction helps to emphasize concepts.
- Use proper paragraph development (topic, details, close) and avoid one- or two-sentence paragraphs.
- Avoid editorializing. Use attribution and direct quotations to convey opinions.

Basic Editing and Proofreading
When proofing copy, consider the following:

- Make sure the message is clear and concise.
- Eliminate redundancy. If you said it once, that's enough.
- Use professional diction or tone in your writing. Do not use slang unless it is absolutely appropriate.
- Check for spelling with spell-check programs and a dictionary. If a word looks like it's spelled wrong, it probably is. Double-check hyphenation of prefixes and make sure capitalization is consistent and correct.
- Look for proper rendering of numbers—numbers nine and below are spelled out, 10 and above are not.
- Watch for balanced sentence length.
- Be consistent in the use of first, second, and third person.
- Check information accuracy:
  - Is information accurate and complete?
  - Is quoted material verbatim?
  - Are paraphrases accurate?
  - Will future events become past events by publication?
- Skim the entire document to get a sense of the layout and content.
- Check for format consistency in headlines, capitalization, centering, margins, and line spacing.
- Check spelling, punctuation, and grammar. Pay particular attention to little details—NSU's boilerplate, addresses, telephone numbers, and people's names. (A spelling tip: check copy by reading entire document, word for word, backward.)
- Review number styles, cross-check mathematical equations, look for page numbers and cross reference with table of contents, and review reference numbers.
- Watch for missing words.
- Be consistent with singular and plural.
- Read fine print or statistical copy out loud to another person.
• Check all editorial changes against original hard copy.
• Make sure apostrophes are all the same style.
• Check your advertisement size against the publication's order form or rate guide.
• Make sure the NSU logo, appropriate accreditation statement, and notice of nondiscrimination (if required) are included.
• Check headlines and subheads for content, length, and consistency of typeface.
• Avoid awkward hyphenations, or individual words or letters at the end of lines and paragraphs.
• Provide directions in addresses. Spell out the north, south, etc. Do not put periods in NE, SE, etc.
• Time designations are in lowercase—a.m., p.m., noon.
• Titles of published matter are set in italics instead of quote marks.
• Spell out percent; i.e., 12 percent.
• Use proper dates (day, month, year) in titles, mastheads, etc.
• Phone numbers
  ■ Parentheses around area code (954) 555-1212
  ■ Extensions should be included when appropriate (954) 555-1212, ext. 21234
  ■ “800” is separated from number by a hyphen, do not include “1”; i.e., 800-555-1212
  ■ Mention “toll free.”

Photography and Illustration
• Select photographs that have good contrasting tones. A dark photograph reproduces poorly in print.
• Select photos that clearly show people’s faces, activity, and people with an upbeat image.
• Images are available for selection on the NSU publications Web site.

Turnaround Times
Turnaround times are based on copy supplied on disk. Times may vary based on the number of proofs required and design revisions. Requisitions will only be marked “rush” when a time or date is indicated for the piece.

- Advertisements 3 weeks
- Brochures 3 weeks
- Business Cards 2 weeks
- Catalogs 6 weeks
- Envelopes 2 weeks
- Flyers 2 weeks
- Forms 2 weeks
- Letterheads 2 weeks
- Magazines 6 weeks
- Newsletters 4 weeks
- Posters 3 weeks
- Presentation folders 4 weeks
- Programs 1 week
- Signage when needed

From Print to Web
Often the content of a printed piece may also need to be used on a Web site. To facilitate the process of putting publications on the Web, design application files such as those created in QuarkXPress, Adobe Illustrator, or Photoshop can be exported in HTML format or as PDF files. A PDF (portable document format) file can be viewed using Adobe Acrobat Reader, a free application that can be downloaded. The Office of Publications sometimes uses this format for sending design proofs to clients. If you will need your project prepared for the Web, please indicate this in the appropriate area of the publications requisition form.

Visit Our Web Site
The Office of Publications Web site (www.nova.edu/cwis/bsi/publications) contains helpful current information on the staff, the NSU Style Manual, the NSU Graphic Identity Standards Manual, the NSU Editorial Board, the digital photographic library, and other subjects.
Glossary of Publication and Printing Terms

**Art.** All designed elements, such as illustrations, photos, type.

**Author's alterations.** Changes the client makes to the copy, after typesetting, that are not corrections of mistakes made by the editor or associate editor.

**Binding.** Finishing work done to a publication after printing, such as folding, collating, taping, stitching, or trimming.

**Blueline.** Final proof shown exactly how the printed piece will look. Alterations at this point can be prohibitively expensive.

**Boldface (bf).** A heavier, darker version of any typeface.

**Brochure.** A publication made from one piece of paper, folded to create a number of panels.

**Camera-ready.** Type or art that is ready, without further typesetting or refining, to be photographed for printing.

**Caption.** Copy accompanying a photo or illustration, also called a cutline.

**Centered type.** Copy centered on the page.

**Chromalin.** Final proof before printing for full-color publications.

**Coated paper or stock.** Paper with a smooth finish (glossy or matte) preferred for sharpness in type and photos or heavy ink coverage. More expensive than uncoated papers.

**Color separation (sep.).** Process that breaks down a color photo into four primary colors for printing.

**Comp.** Short for comprehensive layout; designer's concept of a publication, showing placement of type, photos, illustrations, and colors.

**Copy.** Manuscript or words, written and usually supplied by client.

**Cover paper (stock).** Thicker, heavier paper that may be used for covers, cards, or posters; may be coated or uncoated.

**Crop.** To trim away unwanted portions of a photo.

**Design.** The process of putting together the elements of a publication to achieve the desired visual impact.

**Die-cutting.** The process used to cut special shapes in the paper used for a publication.

**Duotone.** A photo (halftone) printed with two colors, one dominant and the other as an accent.

**Editing.** Making changes to original copy to improve understanding and clarity.

**Flop.** To reverse a photo, creating a mirror image, to suit the design of the publication.

**Flush.** Lining up copy; flush left at the left margin, flush right at the right margin.

**Four-color process.** Printing process that produces full-color publications.

**Halftone.** A photo converted, for printing, into a pattern of dots.

**High contrast.** A quality in photos emphasizing light and dark areas, eliminating some or all of the in-between tones.

**Illustration.** A graphic, picture, or design created by hand or machine.

**Indicia.** Postal information, including permit number and class of mail, printed on a publication or envelope.

**Italic.** A typeface with letters slanted to the right.

**Justified type.** Left and right margins are even, resulting in proportional spacing between words.

**Layout.** Design sketch showing the relative positions of copy and artwork as they will appear in the finished publication.

**Line art.** Art created by solid lines rather than halftones.

**Logo.** Artistic rendering of a name. Its elements are never separated, and it may not be used without permission. Nova Southeastern University's logo is
**Masthead.** Also called nameplate. The title design of a particular publication, such as a magazine or newspaper.

**Mock-up.** A simulation of the final publication, indicating folds, pages, colors, and finished size.

**One-color.** The least expensive color process (black is a color).

**Paper.** Also called stock; basic to the publication’s overall look.

**Paste-up.** The precise arrangement of all the elements of a publication—type, artwork, etc.—on art boards, which are then photographed for printing.

**Perfect binding.** Binding that uses a flexible adhesive instead of staples (as in saddle stitch), resulting in a spine; larger catalogs and handbooks are usually perfect bound.

**Photocopy.** Inexpensive facsimile produced by a machine like Xerox. Normally black, the image can be done in color on some machines.

**Photostat.** Sharp black-and-white image produced for camera-ready art.

**Production.** Putting design and type elements together, creating a final proof.

**Proofs.** Photocopies of typeset text and layout for proofreading.

**Proofreaders’ marks.** Standard marks used in proofing and editing to indicate corrections. A list of these marks can be found on page 41.

**Ragged.** Referring to an unjustified margin, whether left or right.

**Reprint.** Extra press run of a publication.

**Return card (business reply).** A card meeting postal regulations that is attached to a publication. Post office charges only for cards that are returned.

**Reverse (knocked-out).** Printing that outlines letters or artwork against a dark background.

**Rough layout (mock-up).** The first, often penciled sketches indicating the eventual publication design.

**Screens.** Used for converting photos to a dot pattern for printing or to create various tints or tones from solid colors.

**Self-mailer.** Publication meeting postal requirements that has a printed indicia for mailing without an envelope.

**Tabloid.** Half the size of a standard newspaper, folded magazine-style.

**Typesetting.** Turning typewritten copy into print.

**Type specs.** Specifications added to copy indicating type style, size, weight, spacing, etc.

**Varnish.** Clear finish—either dull or glossy—added to a printed piece to enhance its appearance.

**White space.** Area in a design not occupied by type or artwork.