AHetc Style Guide

TARGET AUDIENCE

1. Members of the general public with an interest in ancient history!

WRITING STYLE & TONE

1. Grab the reader's attention from the beginning: your first paragraph should give the reader the most important information while encouraging him/her to read further. Tell the reader why he or she should care about your topic. Be straightforward.
2. Articles on *Ancient History et cetera* should always link the past with the present in some way.
3. Make your text interesting, exciting and a pleasure to read. You can be funny too!
4. Avoid jargon and try not to sound overly academic; we are not lecturing.
5. Focus on being clear and easily understood.
6. Avoid long sentences.
7. Be as neutral as possible, including using gender-neutral language and treat every culture or belief system equally.
8. Do not treat religious or mythological sources as fact.
9. When appropriate, include a wrap-up at the end that discusses: legacy; influences on later events, people, or ties to the modern world (what the site is like today or a popular movie in which the person is portrayed, for example).

LANGUAGE

1. All content must be in English; non-English quotations must be translated.

2. Use either British or American English (whichever you're most comfortable with), but be consistent.

3. Avoid contractions, e.g., "don't" should be written "do not".

4. Non-English terms must be italicised.

5. When referring to places or people, always use their most commonly known English name:

    1. Examples:

        - "Babylon", not "Babili"

        - "Mark Antony", not "Marcus Antonius"

        - "Hammurabi", not "'Ammurapi"

    2. If possible, state the original names of places, as Wikipedia often does, such as: Hammurabi (Akkadian from Amorite 'Ammurapi, "the kinsman is a healer", from 'Ammu, "paternal kinsman", and Rapi, "healer").

    3. When in doubt, use the Latin or Greek name.

BIBLIOGRAPHY / SOURCES

1. We do not expect blog posts to have a bibliography but where possible hyperlink to where your information has come from within the text, eg: "A clearer understanding of *The Descent of Inanna* is available to any reader acquainted with the Sumerian work The *Epic of Gilgamesh* (c. 2150-1400 BCE)."

2. Make sure that your sources are reputable. Books or journals are generally considered reputable sources, as well as national or international magazines or newspapers, such as *New York Times* or *National Geographic*. When evaluating online sources follow this guide.

NUMBERS, DATES & MEASUREMENTS

1. Numbers up to twelve should generally be written as words; numbers from 13 upwards should be written with digits.

2. Use BCE / CE for dates instead of BC / AD.

3. Centuries are written as numbers, for example "8th century BCE", not as words.

4. Every single date in a text must have a BCE or CE following it, separated by a space, for example: "323 BCE".

5. Approximate dates are given with circa or c. in front of them. If a date range is approximate, add the c. in front of each date, separated by a space: c. 1000 BCE - c. 800 BCE.
6. All numbers must use (,) as thousand-separator and (.) as decimal separator, e.g. "1,324,000.07".
7. All measurements must be in metric units or have their approximate metric equivalent written next to them, in brackets. Example: 10 miles (16 km).
8. Units of measurement are written behind each number, separated by a space. Correct is "16 km" not "16km".

IMAGES

1. Images should always have a caption that includes a description of what is depicted, from when it dates and if it's not in its original location, include where it is now (e.g. which Museum) if possible.
2. Only add images that are your own or that have a copyright that allows you to use them (i.e. public domain or creative commons).
3. Include the photographer or custodian of the image.

WHEN IN DOUBT, ASK THE EDITOR.