Perth USAsia Centre
2018 Blog Style Guide

Overview:

We warmly welcome original submissions for our blog.

We encourage debate and discussion and welcome original submissions that have not been published in other media and not defamatory. Your submission must range between 600-800 words, should focus on of strategic analysis and must be related to the international relations in the Indo-Pacific region. Submissions that support our think-tank programs will have preference.

We have the right to reject any material that has been published elsewhere, is defamatory, is in poor taste, or for any other reason that is deemed by authors to be inappropriate for publishing.

To submit your blog submission, please submit it to:

Perth USAsia Centre

perthusasiacentre@uwa.edu.au

Key points:

- Blog articles should be between 800-1200 words;
- Content must be original, not published elsewhere, and not defamatory;
- Preference is given to content that supports our Indo-Pacific Strategy and our Australia-Asia-US Strategic Triangle program;
- Your writing should reflect your thoughts and analysis, with relevant sources hyperlinked;
- Draft your article in a Microsoft Word document (.docx) to allow for review tracking during the editing stage;
- Ensure your work is thoroughly proof-read.

General guidelines	
	• When writing a blog post, consider what question your article poses, and what your argument is in response; • An engaging article provokes by asking an interesting question and giving an interesting answer; • Aim to pose the question within the first 100 words, and follow immediately after with a sentence-length treatment of the argument; • You may consider incorporating a question into the title of your article, though this isn't mandatory.

Journalistic style	• Paragraphs should average approx. 75 words, with none exceeding 100 words; • Single sentence paragraphs are acceptable if used sparingly and for emphasis; • The topic sentence is critical: this first sentence identifies the main idea in your paragraph.
The lede	• The lede is your opening paragraph and is crucial for catching the reader's attention; • Open your article with a provocative question or an engaging detail on your topic.
Weblinks	• Wherever possible, prioritise links back to the PUSAC blog; • Embed the links in the text like this: do not use footnotes, endnotes, academic referencing or links in parentheses.
Jargon and complexity	• Avoid using technical terms or acronyms that may not be widely familiar to readers outside of a particular industry (academic, diplomatic, security etc.); Keep it simple: don't use long or complicated words when you can convey meaning with shorter or simpler words; • If you must use technical language, make sure to define your terms. Keep definitions to a minimum;
Language and voice	• Avoid long sentences, or where this is not possible, intersperse them with short sentences; • Use an active voice, not passive. In a sentence written in an active voice, the *subject* performs the *action*; • Be as clear and concise as possible.
Personal pronouns	• Do not use "we" or "us" to refer to a specific country or government. Instead, for example, use "the Australian government."
Plagiarism	• Plagiarism is presenting someone else's work as your own; • If you use someone else's ideas, be sure to reference them with an embedded hyperlink to the source material, or cite the original author in your text.
Bio	• Include a short bio (no more than 50 words) at the end of your article. It should include your educational background and current affiliated organisation. *Example: Mary is an intern at the Perth USAsia Centre. She is currently studying a Masters degree in International Relations at the University of Western Australia.*