

## Style Guide for The World Aquaculture Society, Inc. Website

By Rebecca McKee  
Updated: March 21, 2018

The World Aquaculture Society, Inc. (WAS) is a global, non-profit organization based in Sorrento, Louisiana. With a membership of over 3000 people in about 100 countries, the organization exists to promote the educational, scientific, and technological development and advancement of aquaculture throughout the world. In addition to the WAS annual meeting, the society organizes or sponsors a range of other meetings for the presentation, exchange, and discussion of information, findings, and experiences on all subjects and techniques related to aquaculture. The WAS has chapters in the United States, Korea, Latin American and Caribbean region and the Asian-Pacific region. The WAS is associated with other aquaculture associations such as the Aquaculture Association of Canada, Aquaculture Association of South Africa, Aquaculture without Frontiers, Asian Fisheries Society, and the Brazilian Society of Aquaculture and Aquatic Biology. Through its diverse membership and international networks, the WAS provides leadership for enhanced international communications, collaboration, and information exchange in all disciplines of aquaculture. Due to the international reach of the society, speakers of many different languages access the website.

This in-house style guide exclusively serves the website (<https://www.was.org>); it does not apply to *The Journal of the World Aquaculture Society*, nor to *World Aquaculture Magazine*. The purpose of this style guide is to improve the clarity and consistency of The World Aquaculture Society's online publication, thereby improving communication with the organization's global audience. While the WAS website does not currently follow any style manual, the webmaster and content contributors will comply the standards asserted in the *Chicago Manual of Style* (seventeenth edition). This in-house style guide, while not comprehensive, will serve to increase efficiency, consistency and clarity in website publications. Where WAS.org departs from *The Chicago Manual of Style*, to better serve its global audience, the decisions are noted in this guide. This document addresses situations not covered in *Chicago* and clarifies standards for WAS.org. Where *Chicago* presents alternatives, this in-house guide specifies which practice the website will follow. In some cases, this guide calls attention to issues that are addressed in *Chicago*, but which are repeatedly violated in the current website text.

This style guide also integrates principles of global English, which is essential for accurate communication with the society's world-wide audience. Decisions regarding global English employ guidelines in John R. Kohl's *The Global English Style Guide: Writing Clear, Translatable Documentation for a Global Market*. (2008, Cary, NC: SAS Institute, Inc. ISBN 978-1-59994-657-3).

Table of Contents

- 4 Rights, Permissions, and Copyright Administration..... 1
  - 4.2 Permission for use of Excerpts from Copyrighted Text..... 1
- 5 Grammar and Usage ..... 1
  - 5.1 Precise use of Language ..... 1
  - 5.2 Conform to Dictionary Meaning ..... 1
  - 5.3 Idioms ..... 2
  - 5.4 Idiomatic Phrasal Verbs ..... 2
  - 5.5 Passive Voice ..... 2
  - 5.6 Pronoun Agreement in Number ..... 3
  - 5.7 Parallel Construction ..... 3
  - 5.8 Ambiguous Pronouns ..... 4
  - 5.9 Use Possessives Differently from Contractions ..... 4
- 6 Punctuation ..... 4
  - 6.1 Use Commas to Prevent Misreading..... 4
  - 6.2 Use the Serial Comma..... 5
  - 6.3 Commas with Locations..... 5
  - 6.4 Sentence Spacing..... 5
- 7 Spelling and Distinctive Treatment of Words ..... 6
  - 7.1 Eliminate Non-Standard Spellings ..... 6
  - 7.2 Spellings from Other Varieties of English ..... 6
  - 7.3 Diacritical Marks..... 6
  - 7.4 Hyphenate Noun Phrases ..... 7
- 8 Names and Terms ..... 7
  - 8.1 Treatment of Book and Periodical Titles ..... 7
  - 8.2 Use Italics for Latin Terms..... 7
- 9 Numbers ..... 8
  - 9.1 Expressions of Time..... 8
    - 9.1.1 The United States and English-speaking Canada ..... 8
    - 9.1.2 Asia and South America ..... 8

9.1.3 Europe.....	9
9.2 Recent and last year.....	9
9.3 Small Numbers.....	9
9.4 Style for Dates.....	9
9.5 Money.....	10
10 Abbreviations.....	10
10.1 Name Consistency.....	10
10.2 Latin abbreviations.....	11
10.3 Non-technical abbreviations.....	11
10.4 Clipped Terms.....	11

## 4 Rights, Permissions, and Copyright Administration

### 4.1 Permission for use of Copyrighted Images

Obtain proper permissions from the copyright holder for the use of any element such as a photograph, article, table, chart, map, illustration or other image. (See *Chicago* 4.94.)

### 4.2 Permission for use of Excerpts from Copyrighted Text

Brief excerpts of written works published since 1923 may be quoted under the legal doctrine of fair use. Credit excerpts properly. (See *Chicago* 4.77-87.) If using an excerpt of more than 200 words in any one article, (or multiple excerpts from the same source which together total more than 200 words) then permission from the copyright holder is required before publication on WAS.org.

## 5 Grammar and Usage

### 5.1 Precise use of Language

“Be logical, literal, and precise in your use of language.” (See *Kohl* 2.1.) Illogical or imprecisely written sentences may confuse non-native speakers of English. Carefully choose words and sentence structure for clarity and efficiency.

**Raising prawns is more profitable than raising catfish.**

NOT

**Prawns earn more than catfish.  
(This is illogical, because neither prawns nor catfish earn anything.)**

### 5.2 Conform to Dictionary Meaning

Use words as they are classified in standard dictionaries. Use nouns as nouns and use verbs as verbs. For example, the dictionary lists *partner* as a noun, therefore do not use it in the place of a verb. Such constructions are unclear and confusing to non-native English speakers and to translators. (See *Kohl* 2.2.)

**The Asia Pacific Aquaculture Society will cooperate with the European Aquaculture Society to host the reception.**

NOT

**The Asia Pacific Aquaculture Society will partner with the European Aquaculture Society to host the reception.**

### 5.3 Idioms

Do not confuse non-native speakers of English by using idiomatic expressions. Idioms are phrases with meanings that are not the same as the literal definitions of the words used. For clarity, and to meet the needs of our global audience. WAS.org should avoid idioms. (See *Kohl* 9.18 and *Chicago* 5.194.)

**Aquaculture, simply stated, is the science of farming aquatic plants and animals for food.**

NOT

**Aquaculture, in a nutshell, is the science of farming aquatic plants and animals for food.**

### 5.4 Idiomatic Phrasal Verbs

Idiomatic phrasal verbs may confuse non-native English Speakers. Improve efficiency and clarity by eliminating idiomatic phrasal verbs. (See *Kohl* 9.19.)

**The Farmer determines number of shrimp harvested each year.**

NOT

**The number of shrimp harvested each year is left up to the farmer.**

### 5.5 Passive Voice

Passive voice poses some problems for a global audience. Where possible minimize use of passive voice in favor of active voice. (See *Kohl* 3.6.) Passive voice constructions are often confusing for non-native speakers of English and may lack clarity. Sentences in the passive voice are often wordy. (See *Chicago* 5.1.)

**An aquaculture facility produced these prawns.**

NOT

**These prawns were produced by an aquaculture facility.**

#### 5.6 Pronoun Agreement in Number

The antecedent and the pronoun must agree in number. Avoid using the plural pronoun *their* to stand in for a singular antecedent. Such constructions may confuse non-native English speakers. (See *Kohl* 5.1.5 and *Chicago* 5.32.)

**Employees of the World Aquaculture Society expressed their concern.**

NOT

**Each employee of the World Aquaculture Society expressed their concern.**

#### 5.7 Parallel Construction

Parallel sentence structure is helpful for non-native speakers of English, by increasing clarity. Parallelism also increases translation accuracy. Using parallel sentence structure where possible increases efficiency and clarity for the global audience of WAS.org. (See *Kohl* 6.5 and *Chicago* 5.242.)

**Different systems create a healthy environment for flatfish juveniles, such as recirculating aquaculture systems in California flounder, semi-recirculation in the Brazilian flounder, and open flow in Senegalese sole.**

NOT

**Different systems create a healthy environment for flatfish juveniles, such as recirculating aquaculture systems in California flounder, semi-recirculation in the Brazilian flounder and open flow.**

## 5.8 Ambiguous Pronouns

Do not use *this*, *that*, *these* and *those* as pronouns. For clarity, use these words only as adjectives with a noun, leaving no question about their referents. (See *Kohl* 5.2)

**These tilapias consumed pelleted diets.**

NOT

**These consumed pelleted diets.**

## 5.9 Use Possessives Differently from Contractions

The word *it's* is a contraction which means *it is*. The word *its* is the possessive form of the word *it*. Use *it's* to mean *it is*. Use *its* to express the possessive of *it*. (See *Chicago* 5.220.)

**It's time to register for the Aquaculture America trade show.  
Aquaculture and its effects are far reaching.**

NOT

**Its time to register for the Aquaculture America trade show.  
Aquaculture and it's effects are far reaching.**

## 6 Punctuation

### 6.1 Use Commas to Prevent Misreading

Use a comma to aid understanding or to make the sentence structure clearer. (See *Kohl* 8.3.1.)

**To develop, shrimp need supplemental feed.**

NOT

**To develop shrimp need supplemental feed.**

## 6.2 Use the Serial Comma

The serial comma, also called the Oxford comma, maintains clarity in the sentence. Items in a series or list are separated by commas, and the last item is preceded by a conjunction (such as *and*). The serial comma directly precedes the conjunction. (See *Chicago* 6.19.)

**Aquaculture produces many species of fish, such as tilapia, red snapper, flounder, and catfish.**

NOT

**Aquaculture produces many species of fish, such as tilapia, red snapper, flounder and catfish.**

## 6.3 Commas with Locations

A comma will follow the name of a city, state or province, and nation. (See *Chicago* 6.17)

**The Aquaculture America Conference will take place in Las Vegas, Nevada, US, at Caesar's Palace.**

NOT

**The Aquaculture America Conference will take place in Las Vegas Nevada US at Caesar's Palace.**

## 6.4 Sentence Spacing

Use one space between two sentences. Consistent formatting creates a cohesive appearance in text. (See *Chicago* 6.7)

**Octopus culture is an excellent option in Brazil. Native species are particularly robust.**

NOT

**Octopus culture is an excellent option in Brazil. Native species are particularly robust.**

## 7 Spelling and Distinctive Treatment of Words

### 7.1 Eliminate Non-Standard Spellings

Non-standard spellings of English words are confusing to non-native English speakers. They are unnecessary and inefficient. Use standard US spellings.

**Salmon fingerlings inhabited high capacity tanks and low-density pens.**

NOT

**Salmon fingerlings inhabited hi capacity tanks and lo-density pens.**

### 7.2 Spellings from Other Varieties of English

For consistency, standard American spelling will be maintained on the WAS.org website. (See *Chicago* 7.3 and *Kohl* 9.7.2.)

**This variety of rainbow trout has a distinctive color pattern.**

NOT

**This variety of rainbow trout has a distinctive colour pattern.**

### 7.3 Diacritical Marks

Diacritical markings, (special characters used in languages other than English) will not appear on the WAS website. Use the Latin alphabet. Many contributors to the WAS website delete diacritic marks. For consistency and clarity, follow customary WAS practice, eliminating diacritical marks. (See *Kohl* 9.8.5.) This practice deviates from the *Chicago Manual of Style* to better serve the global audience of the WAS website.

**Allegre's aquaculture facility is located in Angouleme, France.**

NOT

**Allègre's aquaculture facility is located in Angoulême, France.**

#### 7.4 Hyphenate Noun Phrases

Hyphenating noun phrases can make interpretation easier for readers, and hyphens aid the translator. (See *Kohl* 8.7.1 and *Chicago* 7.84.)

**Fish-habitats benefit from science-based feeding practices.**

NOT

**Fish habitats benefit from science based feeding practices.**

## 8 Names and Terms

### 8.1 Treatment of Book and Periodical Titles

Italicize book titles, magazine titles, and journal titles, and capitalize in headline style. (See *Chicago* 8.159 and 14.86)

**The *Journal of the World Aquaculture Society* is available for purchase.**

NOT

**The Journal of the world aquaculture society is available for purchase.**

### 8.2 Use Italics for Latin Terms

Italicize the Latin names for genus and species, whether in lists or in running text. (See *Chicago* 8.120)

**The present research evaluates the growth of *P. adspersus* juveniles in different culture systems.**

NOT

**The present research evaluates the growth of *P. adspersus* juveniles in different culture systems.**

## 9 Numbers

### 9.1 Expressions of Time

WAS.org conducts conferences and trade shows in locations across the world. The expression of time is based on the local usage of the city in which the conference takes place. WAS.org expresses time in three ways.

#### 9.1.1 The United States and English-speaking Canada

In areas that use the twelve-hour system, morning is designated by “a.m.” after the digits, and afternoon is designated by “p.m.” after the digits. (See *Chicago* 9.37.) For example: In the United States, English-speaking Canada, and other regions that use the twelve-hour system, the correct expression is:

**The plenary session begins at 8:00 a.m. and the closing session begins at 4:30 p.m.**

NOT

**The plenary session begins at 8:00 and the closing session begins at 4:30.**

#### 9.1.2 Asia and South America

In Asia and South America, local usage dictates the twenty-four-hour system expression of time, using four digits separated by a colon. (See *Chicago* 9.39.)

**The plenary session begins promptly at 16:30.**

NOT

**The plenary session begins promptly at 4:30 p.m.**

### 9.1.3 Europe

In Europe the twenty-four-hour system expresses time, using four digits separated by a period. (See *Chicago* 9.40.)

**The plenary session begins promptly at 16.30.**

NOT

**The plenary session begins promptly at 16:30 p.m.**

### 9.2 Recent and last year

Use the specific year or years when referring to recent past events.

**In 2016 the growth of aquaculture increased by 20 percent.**

NOT

**In recent years, the growth of aquaculture increased by 20 percent.**

### 9.3 Small Numbers

Spell out single digit numbers and use numerals for numbers over 10. (See *Chicago* 9.3.)

**Aquaculture 2018 will involve five chapters of the organization.  
Members from 27 universities will present scholarly papers.**

NOT

**Aquaculture 2018 will involve 5 chapters of the organization.  
Members from twenty-seven universities will present scholarly  
papers.**

### 9.4 Style for Dates

The International Organization for Standardization specifies an all-numeral style with the year-month-day, hyphenated. The year is given in four digits, and the month or day, if only one digit, is preceded by a zero. (See *Chicago* 9.36.)

The board of directors approved the WAS bylaws on 2010-07-14.

NOT

The board of directors approved the WAS bylaws on July 14<sup>th</sup>, 2010.

## 9.5 Money

Use the International Organization for Standardization's three letter currency codes to designate all currencies. For instance, use USD for United States dollars, CAD for Canadian dollars, and MXN for Mexican pesos. For a complete list of world currency codes consult ISO 4217, available from [www.iso.org](http://www.iso.org). (See *Chicago* 9.21)

Registration for the 3-day conference is USD 200 or MXN 450.

NOT

Registration for the 3-day conference is \$200 US or \$450 MXN.

## 10 Abbreviations

### 10.1 Name Consistency

Do not italicize the name of the organization, *The World Aquaculture Society* or the abbreviations *WAS* and *WAS.org*. (See *Chicago* 10.2.)

The World Aquaculture Society is a non-profit organization.  
WAS.org is the website owned by The World Aquaculture Society,  
which is also known as WAS.

NOT

*The World Aquaculture Society* is non-profit organization.  
*WAS.org* is the website owned by The World Aquaculture Society,  
which is also known as *WAS*.

## 10.2 Latin abbreviations

Eliminate Latin abbreviations, which are often unfamiliar to non-native English speakers. (See *Kohl* 9.11 and *Chicago* 10.7.)

**Popular species of fish, such as tilapia, are in high demand.**

NOT

**Popular species of fish, e.g. tilapia, are in high demand.**

## 10.3 Non-technical abbreviations

Non-native English speakers may be unfamiliar with non-technical abbreviations in current English usage. While the meaning may seem obvious to native English speakers, clarity will increase with the elimination of unnecessary abbreviations. (See *Kohl* 9.12.)

**The Aquaculture America Association will host the reception.  
The international delegates will arrive today.**

NOT

**The Aquaculture America Assoc. will host the reception.  
The int'l delegates will arrive today.**

## 10.4 Clipped Terms

Clipped terms cause unnecessary variation and ambiguity, leading to confusion among non-native English speakers. To maintain consistency and clarity, do not use clipped terms. (See *Kohl* 9.13)

**Alarming statistics demonstrate the need for immediate intervention  
in Malawi Lake.**

NOT

**Alarming stats demonstrate the need for immediate intervention in Malawi Lake.**