



# The “Porta Polonica” Style Guide

for completing texts and translations in the English language

(Last updated: 14 June 2022)

As the Documentation Centre for the Culture and History of Poles in Germany (Porta Polonica), we look forward to collaborating with renowned experts from all sectors, and experienced and dedicated authors and translators both at home and abroad. The aim of this Style Guide is to maintain, as far as possible, formal procedures for the structural and orthographic consistency of text contributions on the portal [www.porta-polonica.de](http://www.porta-polonica.de), to respond to linguistic developments and standards in a timely manner and, as a result, to provide assistance to our authors, translators and editorial staff in creating a text contribution in the English language for Porta Polonica. The Style Guide is not exhaustive; it will, instead, be continually expanded. Therefore, if you still have questions that have not been answered when you are writing your text or preparing a translation, please contact us directly by phone or by email.

We wish you every enjoyment and success with your article or translation!

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## **1. General information**

### **1.1. Text structure and formatting**

Please divide your article into heading, teaser or info text and main text. Structure the main text using subheadings, simple paragraphs, italics and (consecutive) footnotes and links. There is no need to use separate fonts, indents, page numbers etc. A table of contents is not required. There is no need to insert images into a text document.

If you make reference within your text to an image from the media library, please indicate this clearly by stating the number of the image. *Example: (Fig. 10).*

### **1.2. Tables and lists**

With complex subject matters, it may seem pertinent to create simple tables to provide an overview – timelines are a good example of this. However, we rarely use tables on our portal. This is because they do not render well on narrow smartphone screens. Even tables with minimal content over two or three columns are not rendered optimally on small screens. For this reason, please try to use a list (with simple bullets, for example) instead of a table. Lists can usually be displayed on all devices without problem.

### **1.3. Highlighted quotations**

Any quotations from resources, documents, interviews or succinct quotes that you would like to emphasise in your text, can be emphasised in your text in italics and indented. On the [www.porta-polonica.de](http://www.porta-polonica.de) portal, we use our own style sheet, which is applied to highlighted quotations: The quotation is indented on the portal and is offset from the running text using italics and colour.

## **2. Gender-neutral language**

There are currently no editorial recommendations for gender-neutral language in English-language texts.

## **3. Headings and sub-headings**

A study into reading behaviour on websites shows that 79 % of all users only engage with online texts in a cursory manner: They read the structural headings, look for lists and emphases and jump briefly into the media library. Only 16 % of users read a text completely to the end. For this reason, when writing your article you should make sure that your headings are succinct and that sub-headings are well structured and placed appropriately. The sub-headings do not need to be numbered. Due to the design and layout used on [www.porta-polonica.de](http://www.porta-polonica.de), headings and sub-headings should not be more than 110 characters in length, including spaces. The editorial team reserves the right, in consultation with the author, to shorten longer headings for the sake of editorial consistency and better readability.

#### 4. Teasers and info texts

Regardless of whether the article is an entry in the Atlas of Places of Remembrance or in the encyclopaedia, online exhibition or digital collection, the following applies: For all articles on [www.porta-polonica.de](http://www.porta-polonica.de), the so-called info text is used as a quick introduction and as a “door opener” to the subject matter. This text touches on the subject matter in question, provides the key points of the content and briefly categorises the meaning of the subject within the overall context of the culture and history of Poles in Germany. This is designed to make the reader curious about the text that follows.

The optimum text length for the teaser is between 500 and 1,000 characters, including spaces.

#### 5. Main text: Limits on the number of characters and text length

The advantage of online publications over a publication in a printed medium is, of course, the fact that there is no need to strictly limit the number of characters because of a lack of space. On the other hand, we know that online platforms and social media have changed our reading habits: “Too long to read” is the cry – the key is, therefore, in the brevity (and structure of the text)!

The length of the texts on [www.porta-polonica.de](http://www.porta-polonica.de) varies depending on the type of article (and on the subject matter dealt with). Below is a list of the various optimal text lengths according to the type of article, with a standard page comprising 1,800 characters, including spaces.

**Digital collection:** 1,800 to 3,600 characters, including spaces

**Encyclopaedia:** 1,800 to 3,600 characters, including spaces

**Polish graves in Germany:** 1,800 to 9,000 characters, including spaces

**Atlas of Places of Remembrance:** 5,400 to 20,000 characters, including spaces

**Online exhibition:** 9,000 to 36,000 characters, including spaces

#### 6. Footnotes

You are welcome to use consecutively numbered footnotes in your text. On the [www.porta-polonica.de](http://www.porta-polonica.de) portal, footnotes are displayed at the end of the respective page. The following general citation suggestions are intended as an aid and are based on recommendations from the field of history. The two basic principles, which should always be observed, are consistency and completeness. Only short titles are used in footnotes. Please use the following format:

- **Monographs and books**

Surname, First name: Title. Sub-title, Page(s) from–to.

- **Article in a magazine or anthology**

Surname, First name: Title of the essay. Subtitle of the essay, in: Publisher's Surname, First name / Second publisher's Surname, First name (Publ.), Title of the anthology. Subtitle of the anthology (Series title, Volume number), Place of publication, Year of publication, Page(s) from–to.

- When the same work is referred to in the following footnote, the following abbreviated information should be included: Surname, First name: Title, Page(s) from–to.

- **Internet article (also online publications and editions)**

Surname, First name: Title. Subtitle, in: Name of website, publication date/period (where apparent), URL: full link (last accessed on DD/MM/YYYY).

## **7. Cross-references and links (internal and external)**

On the [www.porta-polonica.de](http://www.porta-polonica.de) portal, both internal and external links and cross-references can be placed within your text, footnotes etc., for example, to refer to articles on the portal that deal with similar subject matters if you have quoted from another article on the portal or if you wish to refer to an artist's website. In this case, please place the link as a hyperlink within your text. The editorial team will check the links and adopt them accordingly when they set the article.

## **8. Editorial information**

### **8.1. (Foreign) proper names**

Proper names of institutions, organisations, universities, towns and cities etc. should be in italics. To aid the understanding of the reader, foreign names should be translated into the target language and the foreign name set in round brackets thereafter.

*Example:*

Academy of Fine Arts in Kraków (*Szkoła Sztuk Pięknych w Krakowie*)

The Academy of Fine Arts in Munich (*Akademie der Bildenden Künste München*)

### **8.2. Book and magazine titles**

The titles of books and magazines mentioned in the text should be set in quotation marks. Please also observe the spelling used by the relevant publishing house.

*Examples:* "DER SPIEGEL", "Die Zeit", "DIALOG".

### 8.3. Numbers, figures and number separations

The question of whether numbers should be written as words or as figures (numerals) is not covered by any rules per se, and (grapho)stylistic decisions may need to be made on a case-by-case basis. To ensure consistency, the following rules apply to [www.porta-polonica.de](http://www.porta-polonica.de) :

- The numbers from one to ten are written as words. From 11 onwards, the numbers are written as figures. *Examples:* three hours later, 20 years earlier.
- If the number contains a decimal separator, it is written as a number. A full stop is used as the decimal separator. *Examples:* 3.5 hours later, 29.5 cm, € 12.45
- Numbers are always written as figures in front of or after abbreviated measurement units and percentages etc. or after currencies. *Examples:* 2 cm, DM 500 etc.
- If the number is an indefinite number, the number can be written as a word in this case as well. *Examples:* ... several thousand participants, he was mid-forties.
- Commas are used to separate numbers to indicate thousands. *Examples:* 5,000 exhibits, 30,000 people. Please ensure consistency throughout the text. Exceptions to these rules include specific numbers, such as years and postcodes.

### 8.4. (Year) dates

Different variants have been established worldwide which are sometimes incompatible and can therefore lead to misunderstandings, for example when the same information written differently can represent a different date. In order to avoid misunderstandings and to ensure consistency, the following rules apply to [www.porta-polonica.de](http://www.porta-polonica.de) :

- In fully worded running text, the variant of the name of the month is written out, whilst the day and year should be reproduced as numbers. In this case, a zero should not be placed before a single-digit number in the date. *Example:* 2 May 1987.
- When written out in short form, the date should be reproduced using a forward slash between the day and month and the month and year. A leading zero should not be placed before a single-digit number. *Example:* 2/5/1987. As this date variant cannot be seamlessly inserted into written texts, it should really only be used as an exception, for example in footnotes and in the bibliography.
- There is no apostrophe in decades, such as 1980s. Please check for consistency throughout your text. By contrast, when the variant of the decade is written out, for instance the eighties, it is hard to read and should therefore only be used in exceptional cases as a stylistic element.

## 8.5. Abbreviations

The following applies: Any abbreviations should be checked to ensure that they can be understood by visitors to the portal. The texts on [www.porta-polonica.de](http://www.porta-polonica.de) are not primarily intended for a specialist audience, and should instead be understood by all users. For this reason, please keep the use of abbreviations to a minimum – it also ensures better readability. If abbreviations are used, the whole name should be written out the first time it is mentioned and the appropriate abbreviation should be added in brackets. *Example:* Federal Republic of Germany (FRG). Below is a list of abbreviations to give an example of how to write them:

- If an abbreviation is spoken as individual letters, it is usually written without full stops and always without spaces. *Examples:* BBC, PLC, USSR, FRG, GDR.
- Abbreviations of units of measurements do not use a full stop either, even when they are spoken as a word. *Examples:* 3 cm, 10 kg.
- If the last letter of an abbreviated word or contraction is the same as the last letter of the whole word, it does not require a full stop. In all other cases, a full stop is required. *Examples:* Dr, Mr, Ave, Rd, Prof., Gen., cont. assoc.
- If the abbreviation consists of a number of parts, there are no spaces between the individual parts. *Examples:* e.g., i.e., p.t.o. Not all multi-part abbreviations include full stops, for example, pp. and ff.
- The last full stop of an abbreviation is merged with the full stop at the end of a sentence so that the sentence ends with only one full stop. However, the last full stop of an abbreviation does not merge with any punctuation marks other than the full stop.

## 9. Notes on punctuation

### 9.1. Ellipsis

Ellipses are a separate punctuation mark. They replace part of a word, an entire word or even several words. Please follow the following rules when using ellipses:

- If the ellipsis is supposed to replace part of a word, the so-called three dots follow the last letter of the word and there should be a space before and after the ellipsis.  
*Example:* The police were unable to reveal the full name of Mr A...
- However, if part of the sentence is replaced by an ellipsis, a space must be added before the ellipsis and after the ellipsis. When an ellipsis is next to a quotation mark, there should be no space.  
*Example:* The police were unable to reveal the full name of Mr ...
- If the three dots are used at the end of a sentence, the final full stop at the end of the sentence is omitted.  
*Example:* I warned you ...
- All omissions in a cited text should be indicated by ellipses in square brackets. *Example:* [...]

## 9.2. Dashes

The en dash is used as a dash, for example for theoretical insertions and to indicate periods in overviews: – . This should not be confused with the long em dash: — or the shorter dash called the hyphen: -

## 9.3. Quotation marks

Direct speech, direct quotations etc. are indicated by quotation marks. In English, they are placed directly in front of and behind the text that they are to enclose. In English, the opening quotations marks are Left Double Quotation Mark (“66) set flush left at the top : “. The closing quotation marks are Right Double Quotation Mark (99”) set flush right at the top: ”. There is a space before the opening quotation mark and after the closing quotation mark unless it follows or is followed by a punctuation mark. Single quotation marks are used inside quotation marks, for example for quotes within quotes. In English, the quotation marks are set at the top.

*Examples:*

“Today we are going to make history”, he said.

“Have you read the book ‘The Hobbit’?”, she asked.

## 10. Signature

On [www.porta-polonica.de](http://www.porta-polonica.de), the writer of the article is identified below the articles, along with the month and the year. In contrast to the running text, this signature line is in *italics*. *Example: (if desired: Academic qualification) First name Surname, Month Year*

## 11. Bibliography

You are also welcome to provide a bibliography containing the literature used, sources and further reading. The general design suggestions below are intended as an aid and are based on recommendations from the field of history. The two fundamental principles that should be observed at all times are consistency and completeness. Sort the bibliography alphabetically. If necessary, the bibliography can be divided according to genre – for example, (secondary) literature, sources, Internet articles etc. Please use the following template to help structure the bibliography:

- **Monographs and book articles**

Surname, First name: Title. Sub-title, where applicable Volume/Edition, Place of Publication Year of Publication.



- **Article in a magazine or anthology**

Surname, First Name: Title of the essay. Sub-title of the essay, in: Surname, First Name of Publisher / Surname, First Name of Second Publisher (Publ.), Title of the Anthology. Sub-title of the Anthology (Series Title, Volume Number), Place of Publication Year of Publication, Page(s) from–to.

- **Internet article (also online publications and editions)**

Surname, First name: Title. Sub-title, in: Name of Internet Page, Date or Period of Publication (if evident), URL: complete link (last accessed on DD/MM/YYYY).

## 12. Images, captions, image rights and copyright

At least one cover image is needed to illustrate your article, for example for the “Atlas of Places of Remembrance”, along with any further images, videos, audio or PDF documents. At least 25 accompanying media are required for online exhibitions. Where media are to be published in the archives, please clarify (where possible) any rights, ask the person being portrayed for relevant photos or use images in the public domain. For the requisite documentation of the image rights, please also inform the editorial team at Porta Polonica of any licence agreements or arrangements with the photographer or the person being portrayed. Please provide a title, a teaser text, an extensive caption and a copyright notice for the media accompanying your article. To do this, you can create a separate media list containing the relevant text information. This list is used for internal purposes within the editorial team. Please provide the information using the following template:

- **Title:** consisting, where possible, of editorial numbering, image title and year created. Please do not use a full stop at the end of the sentence.

*Example:* Fig. 1: Female football players, 1932

- **Teaser Text:** In the media library, this text is displayed below the image and the caption and provides a brief summary of the artist, image title and image content, type of exhibit and year created. Please do not use a full stop at the end of the sentence.

*Example:* Kasimir Zgorecki: Female football players, photograph, 1932

- **Image description:** In the media library, this text is displayed below the image when the full-screen mode is opened. As well as the full title of the image (original title and translation, if applicable), the text ideally also provides information about the background to its creation and the date, the technology, material and dimensions of the exhibit and about the ownership status or any source information. This text is usually also read out by the screen reader as “alternative text” for people with a visual impairment. A full stop should be placed at the end of the sentence.

*Example:* Kasimir Zgorecki: Footballleuses 1932 (Female football players 1932), black and white photograph, 1932, privately owned by the family.

- **Copyright:** Information about copyrights; publication licences and source, a link can be used, if applicable. Please do not use a full stop at the end of the sentence.

*Example:* Photo: Frédéric Lefever © adagp / Frédéric Lefever

### **13. Coordinates or location in the Atlas of Places of Remembrance**

If your article is defined as a “place of remembrance” and can be located on a map, please provide the editorial team with clear information about the relevant geo-coordinates, the relevant (postal) address or similar. You can simply add an additional line as an editorial note beneath your text. *Example:* Location in the atlas: Am Rübenkamp 4, 44793 Bochum. Only one location can be given; it is not possible, therefore, to provide several coordinates. Based on this information, the editorial team will enter your article in the Atlas of Places of Remembrance on [www.porta-polonica.de](http://www.porta-polonica.de).

### **14. Sending articles to the editorial team and permitted file formats**

Please send your text as an open text file (.docx format) by email to both Mr Barski ([jacek.barski@porta-polonica.de](mailto:jacek.barski@porta-polonica.de)) and Ms Katarzyna Salski ([katarzyna.salski@porta-polonica.de](mailto:katarzyna.salski@porta-polonica.de)). Please do not convert the text to a PDF file before sending as this can cause formatting issues when uploading to the portal. Please state the selected media clearly in the file name according to the media list so that the media can be properly allocated. Please send the media by digital data transfer, if possible. For larger file sizes, please contact the editorial team.

#### *Permitted file types:*

Text: docx, odt

Images (3.91 GB limit): png, gif, jpg, jpeg.

Videos (3.91 GB limit): mp4, ogg, avi, mov, wmv, flv, ogv, webm.

Audio (3.91 GB limit): mp3, ogg, mp4.

PDF (3.91 GB limit): pdf.

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*Porta Polonica, June 2022*

*(Authored by Katarzyna Salski)*