

## FILM QUARTERLY QUORUM STYLE GUIDE

### Purpose

The [QUORUM](#) section of *Film Quarterly*'s revamped website is intended to generate discussion and debate on television, films, installations, games, Virtual Reality, projects, people, movements, and emerging issues or ideas in contemporary screen cultures.

To meet these goals of speed and relevance, *FQ* has designated QUORUM as a site for short-form writing of 1,000 words or less that raises issues, provokes debate, shares insights, and responds to developing moments in film culture. For *FQ*, the preference is for short-form, web-friendly writing in the style of literary journalism, but with a more analytic edge.

Note that the style of the QUORUM section, due to its online-native status, differs from usual *FQ* scholarly writing. The point of QUORUM is to get pieces out there to circulate in social media, on listservs, through forwarding of links to contacts, and potentially for insertion into syllabi. QUORUM writing will circulate informally, so keep this in mind as you work. Accessibility is key. QUORUM offers a way for *FQ* to increase its footprint and readership for the journal through links, social media, and readership beyond the academic paywall. It offers a way for a quarterly to be more flexible and adept in responding to the moments between issues in a vernacular appropriate to such interventions.

Please review this QUORUM Style Guide thoroughly, and format your submission accordingly. All QUORUM pieces should be submitted via *FQ*'s [online submission page](#). Please include "QUORUM" in the heading of your submission. These pieces will be read promptly and posted on a rolling basis. Authors will be notified of their article's acceptance by *FQ*'s editorial team via e-mail, and receive a modest payment of \$50USD once the post is published.

### Style Guide

It is important that QUORUM writing fit the web interface format – to distinguish it from the print *FQ* and to facilitate users/readers' needs for links to circulate.

Writing needs to be to the point to be effective: pithy writing with something to say, an interesting viewpoint, information that is unknown, a unique analysis, even a provocation. Aim for accessibility, absolute clarity, and punch.

Employ a literary journalism style rather than a more traditional scholarly style.

Avoid weighing down the writing with qualifications. State your case and then prove it with concrete examples and evidence. Think of these as an Op-Ed for screen culture.

Pieces should present ONE argument, not many. If you have more arguments, think of those as constituting new pieces. Think in terms of sequence rather than simultaneity of argument. Condense to one key argument and demonstrate it with examples (and, again, links).

Work on a snappy lead that draws the reader in. A running start, an observation, a debate, an incident, a scene, a rupture in film culture. Yes, this is old-school journalism. But in the blog universe, everything old is new again.

Pieces should range from 500-1,000 words (absolute maximum).

Web writing needs shorter paragraphs than print. Some blog editors even go so far as to suggest no more than three sentences per paragraph on the web. FQ won't be that strict, but keep brevity of paragraphs in mind as a goal. White space helps the reader.

Subheadings increase readability and guide a reader.

Always employ specific, detailed content. Online writing is most effective—and most widely read—when it provides content, ideas, debates, engagement, specificity. Always include concrete details.

Include four links. At minimum. Think of links as a form of endnotes/footnotes. They increase traffic to your posting. That said, too many links look amateur, while smartly placed links are more appropriate and professional.

Provide a list of four *tags* for your piece. At minimum. Tagging is a skill: tag people, places, concepts that you think would be searched. Tagging increases attention for your writing and ideas by making your piece eminently searchable. (NB: Tags may be added by FQ editorial staff as needed, when posts are uploaded to QUORUM)

### **Mechanics**

Submit your QUORUM pieces in Times New Roman, 12-point type. Your name should be included under your title.

Provide a ONE SENTENCE bio at the end of your piece, with your name in CAPS. EXAMPLE: B. RUBY RICH is the editor of *Film Quarterly* and the author of *Chick Flicks*.

Provide a ONE to TWO SENTENCE abstract at the end of your piece. EXAMPLE: Michael Boyce Gillespie interviews Barry Jenkins on his Oscar winning film *Moonlight* and what it means to be a black American filmmaker today.

Provide THREE keywords for your article. Your article will be tagged with these keywords to increase discoverability.

Titles should NOT use colons or semi-colons. Titles need to be short and to the point, to increase web traffic and get your work read.

Never use “scare” quotes. Just state the concept. If you can't state it, then explain it.

As a general rule, italicize all titles of films, TV shows, books, and all foreign language words. Titles of articles should be in quotation marks. And always use the Oxford comma.

FQ uses Chicago Manual of Style, 16<sup>th</sup> edition, soon to change to 17<sup>th</sup> edition in the fall of 2017. Consult it for questions on punctuation, capitalization, and italics.

*FQ* uses *Merriam-Webster's Collegiate Dictionary*, 11th edition (MW-11) for spelling.

### **Images and Illustrations**

Please supply ONE IMAGE to accompany your piece.

As per the SCMS guidelines, screen grabs do not require permission. However, other images, such as website screen grabs, photographs, etc. require permission. NB: It is your responsibility as the author to secure permission to use an image if you are pulling it from another web source.

Supply a short caption identifying your image and providing recognition, such as: Opening scene of *Looking for Langston* (1989). Photo courtesy of Isaac Julien.

### **Endnotes**

*FQ* doesn't use bibliographies, therefore endnotes must include full bibliographic information for a book, article, website, etc. on first citation within a text.

NEVER BREAK A LINE WITH A CITATION. Citations should only come at the end of a sentence, after the full stop. Superscript numbers occur at end of sentence only.

Please check all hyperlinks that you supply to ensure that they are working properly. It is the author's responsibility to provide accurate and active links.

### **Endnote Examples**

DO NOT INCLUDE DATE ACCESSED INFORMATION.

1. Chris Michaud, "FBI searching for armed anti-Muslim protester after Facebook threat to Muslim community in New York," *Raw Story*, November 29, 2015, [www.rawstory.com/2015/11/fbi-searching-for-armed-anti-muslim-activist-after-facebook-threat-to-muslim-community-in-new-york](http://www.rawstory.com/2015/11/fbi-searching-for-armed-anti-muslim-activist-after-facebook-threat-to-muslim-community-in-new-york).
2. Daniel Costa-Roberts, "Texas approves open carry law for handguns," *PBS Newshour*, May 30, 2015, [www.pbs.org/newshour/rundown/texas-verge-passing-open-carry-law](http://www.pbs.org/newshour/rundown/texas-verge-passing-open-carry-law).
3. Wesley Lowery, Jerry Markon, and Danielle Paquette, "'No more baby parts,' suspect in attack at Colo. Planned Parenthood clinic told official," *The Washington Post*, November 28, 2015, [www.washingtonpost.com/politics/no-more-baby-parts-suspect-in-attack-at-colo-planned-parenthood-clinic-told-official/2015/11/28/e842b2cc-961e-11e5-8aa0-5d0946560a97\\_story.html](http://www.washingtonpost.com/politics/no-more-baby-parts-suspect-in-attack-at-colo-planned-parenthood-clinic-told-official/2015/11/28/e842b2cc-961e-11e5-8aa0-5d0946560a97_story.html).