

Language and Style Guide for Contributions

Topic and Content

- Different kinds of formats possible: reports, background analyses, data analyses, portraits, interviews, photo essays and reviews of films/books/music
- Choose a topic according to one section:
Politics, Society, Arts&Culture, Economics. Only the 5 Board Members will write for the News Section for the time being.
- Make sure your “research puzzle” and main messages come through
- Re-Use of LU papers: professors should be asked for permission

Length and sections

- Length: approximately 750-1250 words
- Subheading: DISCRETIONARY (it’s the author’s choice to decide whether to have it or not).
- Abstract: MANDATORY maximum 70 words (2-4 sentences). The catchier the abstract, the higher the likelihood that the article will be read .
- Highlight key words, by putting them in **bold**.
- The remaining words are for main body and conclusion
- Try to keep the sentences short, simple, and phrase them as appealing as possible.
It should not be written in an academic style
- The writer is in charge of deciding the number of paragraphs, but the article must include introduction, main body, and conclusion. Try to make the transition from one paragraph to another as logical and smooth as possible

Tonality and Language

- The author must be neutral and objective. One can state their point but it is recommended to avoid using the first-person, and any other explicit structures suggesting personal views, for example “I think/believe that...”
- Engaging, lively but professional (newspaper style)

- All varieties of English are allowed, but the chosen style has to be maintained throughout the article

Citing and Referencing

- Please use in-text citation in the form of hyperlinks (hypercitation):
 - Refer to your sources by formatting hyperlinks directly into the text. We suggest you to hyperlink just one- or a few- words, it's easier for the reader to understand
 - No bibliography, footnotes, dates, page numbers etc. are needed
- As long as the nature of the sources is reliable (Wikipedia does not count, but Wikipedia's sources could count), they can be used if clearly referenced
- However, make sure to use a *variety* of reliable sources, such as academic journals, established magazines/newspapers, statistics etc.
- All sources will be double-checked by the editors before the publication

Pictures

- All pictures published on The Lunar Times must be used in accordance with the copyright laws. All images are copyright protected by default. e. g. make use of [Google's Creative Commons Search](#) for free-to-use images. Sites such as pexels.com might also be used.
- Pictures are extremely important to appeal to the reader and raise the interest in the topic.
- The absence of pictures would make the article look tedious, but at the same time too many pictures distract the reader from the content. We suggest using 1-3 pictures. Make sure you write a concise caption for every picture, just a few words.

Deadline

- The deadline is unavoidable and, once fixed, cannot be postponed - except for special reasons (to be communicated as soon as possible to the head of sections and editor)
- We like to think that as soon as you are given an article to submit, you have a deadline. We will assure that there will be plenty of time between submitting your work and its publication online, so try to meet the deadlines, because there are other people involved in the process whose work is equally important
- According to the moment we get in touch for the first time, we will agree on a deadline together. Do not hesitate to ask any question, if needed

Writer's Presentation

- Once your article is published, we will include a short information at the bottom.
Please provide us with the following information:
 - A short autobiography within a word range of 35 words. Include your current studies, your general academic background and your main topical / research interests.
 - If you desire, you can submit a picture of you as well, but it is not mandatory.

Contact

The editor will have the final decision regarding any structure-related point: paragraphs, referencing, accuracy of the information, word choice, and any other issue related to the article.

- Politics Section: politics@thelunartimes.net
- Economics Section: economics@thelunartimes.net
- Society Section: society@thelunartimes.net
- Culture & Arts Section: cultureandarts@thelunartimes.net
- News Section: news@thelunartimes.net