



## Author Guidance

### Use of Bold, Italics and Inverted Commas & Quotations

This guidance is for all authors who are using, or considering using, bold, italics and/or inverted commas throughout their resources. Additionally, the advice covers formatting quotations within resources.

### Use of bold, italics and inverted commas

The use of bold, italics and inverted commas is largely at the discretion of the author. However, to achieve consistency throughout each resource and to maintain the high standard of presentation of ZigZag resources, the following may be useful as a guide:

#### **Bold**

- Emphasis
- May be used for technical and specialist terms, or the names of important people and events, especially the first time they are mentioned
- For headings, both in tables and within the text

#### *Italics*

- Long quotations (a whole sentence or more). See quotations section for more information.
- Titles of poems published in their own single volume, (i.e. *Paradise Lost*)
- The titles of books, plays, newspapers and films
- For emphasis if it is a word/words that you would emphasise when you were speaking, e.g. there was *only* one

#### 'Single Inverted commas'

- Titles of speeches, short stories, essays and songs
- The names of famous events, e.g. 'Bloody Sunday', 'Winter of Discontent'
- Titles of poems, unless big enough to be published in their own single volume
- For shorter quotations, included in the main body of the text. Only use double quotation marks for quotations within quotations.
- To distance the author from a particular opinion, word or phrase
- To indicate colloquial terms and slang
- For technical terms or unfamiliar words, especially the first time they are introduced
- To indicate scepticism or distaste

### Quotations

- Long quotations, normally those which are longer than a whole sentence and do not fit into the body of the text, should be rendered as a block of text indented on both the left- and right-hand margins by 2 cm. Indented quotes should not have inverted commas.
- Quotations are normally preceded by a colon. However, no colon is necessary if the quotation runs grammatically from the text which immediately precedes it.
- Double inverted commas should be used only when a quotation contains speech or a further quotation