

# Nine Dates with Content and Coffee

Information Services Office  
Chinese University Press  
Personnel Office



香港中文大學  
The Chinese University of Hong Kong

# Date 1, 15 May 2015

- Objectives
- Overview
- Laughs and Sweats



# Objectives

- To share good practice of writing and publishing
- To create awareness of the importance of styles
- To establish a nexus of editors-in-chief



# Date 2: Chinese Style(s)

## 數字之處理

- 相差十萬八千里
- 相差10萬8000里
- 二萬五千里長征
  
- 2萬5000里長征
- 25,000里長征
  
- 飛流直下三千尺，疑是銀河落九天。
- 飛流直下3000尺，疑是銀河落9天。



# 遣詞用字統一表

香煙	香菸
佔領	占領
橋樑	橋梁
根深柢固	根深蒂固
炮製	泡製
趨之若鶩	趨之若鶩



# Date 3: From Data to Content



DATA



INFO



CONTENT

DATA:

7.8



INFO:

Nepal's earthquake on 25 April 2015  
has a magnitude of 7.8.





## CONTENT:

Nepal's 7.8-magnitude earthquake on 25 April 2015 has caused thousands of lives, but most deaths resulted from collapsed buildings. According to one earth science professor, "Earthquakes don't kill people. Collapsed buildings do."



# Date 4: English Style

How do you express '4%' in words?

- 4 percent
- 4 per cent
- 4 per cents
- Four %
- Four percent
- Four per cent
- Four per cents



- 4 percent
- 4 per cent
- 4 per cents X
- Four % X
- Four percent
- Four per cent
- Four per cents X



## Possessive apostrophes:

- the rose's fragrance
- the roses' fragrance
- Moses's origin
- The Moseses' origin
- Icarus's rise
- the Ganges's source
- this species' name
- the species' survival



- Diction
- Spellings
- Punctuations
- Numbers
- Italics
- Typographical conventions



# Date 5

- Translating
- Interviewing



# Date 6

- Titles and headlines
- Photo captions
- Sub-editing
- Proofreading



# Date 7

- Photos
- Visual identity
- Cover designs





# Date 8

- Writing for the web
- Search Engine Optimization (SEO)
- e-newsletters



# Date 9

- Copyright
- Credits and acknowledgment
- Other pitfalls, legal or otherwise



# Laughs and Sweats

The King James Bible (1631)

Seventh Commandment:

“Thou Shalt Commit Adultery”



Memorable Quote from 《離騷》：

「路曼曼其脩遠兮，吾將上下而求其索。」



## Open Letters

- The more open a communication is, the more caution should be exercised
- Problem exacerbated by sensitivity and urgency



“The role of the professor now is part party host, part traffic cop, full-time enabler.”

Kenneth Goldsmith, *Uncreative Writing: Managing Language in the Digital Age* (2011)

