

Tokyo Review Style Guide v.0.1

Revised 17th June 2019

Basics

- We advise authors to keep their pieces to around 1000 words (consider 1200 a general maximum).
- The style of the site is somewhere between a generalist magazine and an academic publication - assume that your readers have a strong interest in Japan, but likely won't be familiar with jargon or terminology specific to your field. Either avoid field-specific jargon entirely, or explain it when you first introduce it.
- Tokyo Review uses American spellings and, in general, American grammar conventions.
- Oxford commas are acceptable and indeed encouraged.

Citations

- Provide a link (either in the form of a URL link or a footnote for physical sources) to materials or assertions that readers are unlikely to be familiar with.
- Try to ensure that any resource you link to is going to be available long-term - for example, many Japanese news websites remove their articles from public view after a few weeks, so the links in your piece may break quickly. In this case consider providing a footnote-style citation instead.

Countries and Territories

- The United States is abbreviated as U.S. (note the punctuation).
- Other countries and international organisations are abbreviated without punctuation (e.g. UK, EU, UN, DPRK, ASEAN etc.).
- Countries are referred to in neutral gender ("it", not "she") and as singular entities ("it", not "they").

- Where a territory is disputed, give the names used by both sides in the dispute, with the current de facto owner of the territory named first - i.e. “Senkaku / Diaoyu Islands”, “Dokdo / Takeshima”.
- Where the *name* of a territory (but not its ownership) is disputed, use the generally accepted name - i.e. “Sea of Japan”, not “East Sea”.

Numbers

- Numbers up to ten are written out long-form; numbers above ten are written in numerals.
- “Percent”, not “per cent”. “%” is also acceptable.
- All units should be in metric standards (kilometers, not miles; grams, not ounces).
- Times should be in the 12-hour format with a.m. or p.m. specified.
- Dates should be formatted with the month written out - “25 October 2018” if the year is included, or “October 25th” if the year is not specified.

Names (People)

- Refer to people by their full name on the first mention, then by their surname. In general, do not use honorifics (i.e. say “Trump”, not “Mr. Trump”; “Abe”, not “Abe-san”) and do not use titles after the first mention (i.e. “Yamaguchi”, not “Professor Yamaguchi”).
- Japanese names are written in Japanese name-order - i.e. “Abe Shinzō”, not “Shinzō Abe”. (*This policy was updated and changed in November 2019, so some older articles may still use Western name-order.*)
- Names of people from other countries should be written in the form most readers will find most recognisable. In some cases this will be a surname-first order, e.g. “Xi Jinping”, “Kim Jong Un”.

Using Japanese Text

- Japanese terms other than proper names and common loanwords (tsunami, sushi etc.) should be written in *romaji* and italicized.

- When writing a piece that refers to a term in Japanese, the first usage of the phrase should include a parenthesis with the term in its original Japanese form and a direct English translation - e.g. “*karōshi* (過労死, ‘death by overwork’)”.
- In general, long vowels in romanised Japanese should be indicated by a macron diacritic (āīūēō) rather than by vowel repetition or hyphenation.