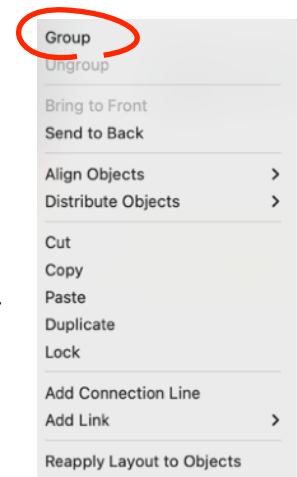



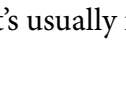


they have spaces on either side, sometimes not. Using spaces is the safest option because it allows editors to find and replace dashes to keep a uniform style. The hyphen - should NEVER EVER be used as a dash. It should be used only for hyphenated words, where there is a dependency between the parts, as in bi-valent, as opposed to either-or, where the parts are stand-alone words.

7. **Always use curly quotes and apostrophes.** It is difficult to correct these *en masse*, although Google sources say you can do this (you can't, at least not on my laptop). If you get the convention wrong, at least be consistent. In the US it's usually double quotes for top-level quotes, single quotes for secondary or internal quotes. "It's not what you say it's 'the way' that you say it." In the UK and Europe, it's the reverse, with changes in how the quotes relate to punctuation: 'For a number of years, we have "forgotten" the rules of punctuation.' (Full stop is outside the quote mark.)
8. **Conventions are about consistency.** There is no one right way to style a text, but using different rules inside any one text is definitely wrong, in that it makes you look careless or stupid. If you dislike the editor and wish to do something your own way, go ahead, but do it the same way at all times. Otherwise you look careless and stupid. The relevant source advice here is: "When you die, you don't suffer, it's other people who must suffer. Being stupid is the same." Of course, really stupid people also don't care, but editors could and should make you suffer. A good editor knows if he/she sends a document back, saying "fix the problems" a stupid person will not do this, so a wise editor will make the corrections and send you a bill.
9. **Spell-checking.** If the editor sees a text in a different color it means that the spell-checker has flagged it. The writer has also seen this but done nothing about it. See Item 8 for this. If you wish to leave a flagged item flagged, it will waste the editor's time. Choose to "Ignore."
10. **When inserting graphics, insert captions.** You can insert graphics in a variety of ways. The best is to use a low-res version of something you've saved as a .TIFF file, using the INSERT option. You can also copy/paste, or use a screen capture (shift-command-4 on the Macintosh, then use Control-click to get the menu, and either select "copy" or "open in Preview" to create a graphic file, which you can save in a variety of formats). Again, if you don't understand these instructions, Google. After you have sized and placed the graphic, insert a text box and place it beneath, or to the side of, the graphic. Format the text, usually a smaller font size, inside the text box. Adjust (square) the caption and then select both the text box and graphic and GROUP the two items using Control-click to get the menu.



The average typist knows nothing about text boxes, but they can be very helpful. Just make sure to stabilize them by grouping them with the graphic. You can resize by double clicking.

11. **When you place graphics, make sure to select the right options to allow text to flow around, or above and below, the graphic.** You should also check to adjust, if needed, the amount of space around the graphic.
12. **Do not add spaces after full-stops.** One space is correct but if the editor needs to change it, this can be mass-selected by searching for full-stop/space. You can check over your document at the end of writing by doing a search for [space-space]; all of the double spaces will be shown and you can replace them all at once by entering a space into the “replace” option. 
13. **Block quotes** are made by indenting separate paragraphs with the indent button:  You might have to look around to find this on your particular brand of computer. It's usually in a menu or menu “strip” at the top of the screen.
14. **To make sure formulas stay together,** and don't get split up if they fall at the end of a line, use the “equation” option, using a pull-down menu.  $S/S' \cdot S'/x$  can be made to stay together this way.
15. **Use the special character form for ellipses.** This means ..., produced by the Option-; key, not separate . . . or . . . . Remember that an extra full stop should be added if you are skipping text *after* a full sentence, such as this. ... OR, if the sentence is not complete, as in ....
16. **Remember to select the right size of paper,** because different countries use different sizes and the formatting will change, with unpredictable results. US standard “letter” paper is 8.5x11 inches, 21.6 x 27.9 cm; the closest UK/European size is A4.
17. **We will use PDF corrections** to avoid having all of the multiple stacks of comments, changes, accepts, rejects, etc. that come with MS-Word's editing features. You will receive a PDF document, which you can review in either Adobe Acrobat or Preview. You can mark up the text in a limited way: (1) highlight the text of concern, then (2) add a comment in the margin about what needs to be done. This allows the editors to do what must be done, consistently, following the rules required for the finished document, rather than allowing you, the author, to guess at what should be done, which will most probably have to be corrected. If you highlight something, you must ALWAYS indicate WHY it is highlighted rather than making the editor guess. Editors will probably send you a PDF of something and ask for your approval or for a marked-up version. 

Always say why you highlighted something
18. **When the editor says “Chicago,” or “APA,” or “Harvard,” or “MLA,”** they expect you to look these up and follow the rules. They are not negotiable but there are lots of variations. In complex cases, such as how to cite Lacan's seminars, an example will be given.

Jacques Lacan, Seminar IX (1961–1962), *Identification*, trans. Cormac Gallagher, *Lacan in Ireland*, [http://www.lacaninireland.com/web/wp-content/uploads/2010/06/Seminar-IX-Amended-Iby-MCL-7.NOV\\_.20111.pdf](http://www.lacaninireland.com/web/wp-content/uploads/2010/06/Seminar-IX-Amended-Iby-MCL-7.NOV_.20111.pdf), 67–69 is one way of handling this.

Jacques Lacan, Seminar VII (1959–1960), *The Ethics of Psychoanalysis*, trans. Dennis Porter, ed. Jacques-Alain Miller (New York and London: W. W. Norton & Co., 1997), 14–17. is another (note the N-dashes?). Editors should offer templates for this complicated repeated situations.

19. **In-line citations suck, but ....** You have the reader have to refer to a list at the end of your article and the punctuation rules vary wildly. We will have rules for how to cite things in footnotes and how to list them in bibliographies, which will different. It is OK to cite things in-line but not exclusively, so we *MAY* offer that option, as in the example (Lacan 1997, 72). We await the instructions of the publisher, who will undoubtedly have an opinion about this.
20. **Use æ rather than ae**, œ instead of oe, ö instead of oe; use ø instead of “phi,” and ž instead of z if you are citing Žižek or Župančič, for example. Hold down a letter key to see the options (on a Mac; Google to see how to do this on a PC).
21. **Do not have hyperlinks.** Remove these using the option-key pull down list.
22. **For now we are mixing in American with British spelling.** This may change. But, where even British spelling is switching to American style, you should be aware of this and not hang onto anything archaic unless it means something important to you. Now it’s **apologize or apologise, organize or organise, recognize or recognise**, even in the UK.
23. **Words and phrases in a foreign language should be italicized**, unless they have been so fully integrated into English (Psyche is one example) that they are for all practical purposes English words. *Psyche ist ausgedehnt, weiß nichts davon; extimité; mi-dire; l’Étourdit*. Remember that German nouns are capitalized: *Vorstellungsrepräsentanz*.
24. **The rule is:** yes, the editors can change things you should have done yourself, but why should they? It’s *your* writing, and if you can’t do it on your own you should hire someone in India who knows English better than all of us and needs the money. We can provide you with contact data. The editors are not your typists. You can find almost anything you need to know about how to use a keyboard using Google, or even ChatGPT. Do not be crazy. Do not be wild. Do not be artistic. Texts are for readers who are already in the dark about what you mean to say, and as Lacan always says, “you can’t say it all, so be consistent.”
25. OH, YES ... email messages get lost when they are at the bottom of a long chain of replies and replies to replies. **BEGIN EVERY EMAIL INQUIRY WITH A NEW SUBJECT HEADER** that clearly states what is the issue. Do not simply *reply* to anything that will be different from the message originally sent. Do not question this. Do not do otherwise. This is not a request.