

Jindal School of Banking and Finance

STYLE GUIDELINES

Style Guide

1. *Use of language*

(i) All documents must be in English, following British or American spellings, punctuation and grammar.

(ii) Authors are requested to avoid using neologisms, “SMS language”, and uncommon abbreviations and alternate spellings, unless specifically required.

For example, use of words like ‘txt’ for ‘text’, ‘IMO’ for ‘in my opinion’ are not recommended.

(iii) The language used in any document, whether for internal circulation or publication elsewhere, must meet acceptable norms of decency, courtesy, and sensitivity to not just the persons who are likely to read it, but people at large.

2. *Referencing*

(i) For the entirety of the piece, authors are encouraged to either use footnotes or endnotes, but not both.

(ii) Wherever possible, open access links to books, articles, websites, and any other reference material relied upon must be provided.

(iii) Authors must ensure that the footnoting styles are consistent throughout the document.

(v) For references to images and graphics, the source must be quoted in italics.

3. *Sentence construction and use of words*

(i) Authors are encouraged to follow the word limit mentioned above. (500 words)

(ii) Authors are requested to use simple, grammatically correct sentences, and avoid using superfluous language and long sentences.

For example,

As far as I'm concerned, there is no need for further protection of woodlands.
Suggested use: ~~As far as I'm concerned, there~~ Further protection of woodlands is not needed.

(iii) Authors are also requested to avoid using wordy phrases, and are encouraged to use strong verbs and adjectives.

For example, instead of using ‘for compliance with’, authors are encouraged to use simple verbs like ‘to comply with’; or instead of ‘for promotion, monitoring and management of’, use of phrases like ‘to promote, monitor, and manage’.

(iv) Writing in active voice over passive voice is preferred.

For example,

Passive: The blog post was written by Shruti.

Active: Shruti wrote the blog post.

(v) Technical or industry specific terms must be explained, or suitably referenced in the text, unless replacing them with simplified words would take away from their meaning.

For example,

FSB has issued guidelines for financial stability.

Suggested use: The Financial Stability Board (FSB) has issued guidelines for financial stability.

(vi) Jargon must be strictly avoided.

4. *Grammar*

All general rules of grammar must be followed. The use of the capitalisation, correct gender pronouns, gender neutral nouns (where not possible, adhering to the pronoun ‘she’/ ‘her’), the judicious use of the comma, and the Oxford comma are encouraged. Abbreviations must be used when the noun is first mentioned in the text.

For example,

The Chairman should exercise his absolute discretion in the election and nomination of members to the BOD.

Suggested use: The Chairperson should exercise absolute discretion in the election, and nomination of members to the Board of Directors (BoD).

5. *Font size and report format*

No specific format is prescribed, since the format of the post will depend on the nature of the research and the readers it wishes to engage with. However, authors are encouraged to use uniform, readable, and professional fonts and colours.

6. *Copyright*

Any copyrighted material used must be duly acknowledged, even if it is a Creative Commons License.