

The Student Union of the University of Turku

Editorial Style Guide

to English-language web and other publications

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1. Introduction

The purpose of this guide is to assist those using English for the webpages and other official publications of the Student Union of the University of Turku (TYU). The objective is to help make these English-language publications more uniform and consistent in style.

In addition to the pages on the official TYU website, "other official publications" here refer to, for example, printed TYU guides and brochures, Turku Student Newspaper (*Turun ylioppilaslehti*), official TYU documents such as agendas, minutes and decisions of the Student Union Council and Executive Board and other official TYU documents and notices.

The style of English to be used, for the most part, shall be British-based, especially in vocabulary, spelling and dates. There may be some American style exceptions in e.g. abbreviations. The areas of style in this guide include, for example, numerals, dates, abbreviations, spelling, capitalisation, use of hyphens and common Student Union terminology in translation.

This guide was compiled and edited in January and February 2009 by Leonard Pearl (TYU Committee on International Affairs Information Officer, Translation Project Secretary and member of the TYU Language Strategy Committee) and TYU Secretary for International Affairs Heidi Tukia.

2. Time and dates

Dates should always be in the form of "number month year" with the month written out in letters. Ordinal numbers should never be used or abbreviated i.e. as 'first' or '1st':

example: 1 January 2009

A comma should be used after the weekday:

example: The TYU Office will reopen on Monday, 4 January 2009.
example: The ESN event will be organised on 4 February 2009.

Times should always be in the 24-hour system. Times should also always include the minutes even if it is on the hour.

example: open from 10.30 to 14.00

The entire day and month e.g. Monday, 4 January 2009 should be spelled out completely in full sentences. It is recommended to spell these out in other places, however, in cases where abbreviations are needed, use the following, following the same pattern:

Days: Mon, Tue, Wed, Thu, Fri, Sat, Sun
Months: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec

example: We will be open from Mon, 4 Jan until Thu, 8 Feb.

In full sentences, durational expressions, e.g. opening hours, should be fully written out as "from....to...." rather than using a hyphen:

example: The TYU Service Desk is open on Wednesdays from 10.00 to 11.00 where you can pick up your Lyyra card.

It is recommended that this be used in other places too, but it is not entirely necessary, for example opening hours without sentential context:

example: Opening Hours: Mon-Wed and Fri 10.00–11.00 and 12.00–14.00, Thu 12.00–15.00

3. Prices and numerals

Prices should always use the euro sign (€) before the amount without a space. Unlike in the Finnish monetary system, points should be used in place of commas in fractions. Single digit prices should include a point and two zeros if there are no cent fractions.

example: The Student Union 2009-2010 membership fee for Bachelor's and Master's degree students is €80.

example: The student-priced lunch at Assarin ulakko is €2.60.

example: The price for a single ticket for a Kinokopola film is €5.00.

Always use a comma for numbers over 999:

example: There are approximately 30,000 students in Turku

Numbers under 10, which are not prices, should be written out completely. There should not be a space between a number and percentage sign (%).

4. Names and titles

All place names, names of bodies within TYY and job titles should be capitalised with the exception of descriptors:

example: TYY Sauna, TYY Library, TYY Office, TYY Service Desk

example: Secretary for International Affairs, Editor-in-Chief

example: Executive Board, Student Union Council, TYY Committee on International Affairs

example: Turku-sali meeting room ('meeting room' is descriptive)

When referring to TYY bodies, including the Student Union itself, with partial parts of their names, these names should also be capitalised. This includes, for example, 'Committee' when it refers to a specific committee already previously mentioned.

In hyphenated words, both beginning letters should be capitalised.

Examples: TYY Committee on Sub-Organisations, Mid-Week Mail

Turku School of Economics (to be refereed to until 31 December 2009)

As the name of the school, Turku School of Economics does not have the definite article "the". The article only comes before the name if it is used possessively:

example: Turku School of Economics is located on Rehtorinpellonkatu.

example: The Turku School of Economics building (i.e. the building of Turku School of Economics) is located on Rehtorinpellonkatu.

5. Spelling and vocabulary

The British spelling system is preferred over the American system. Here a few common examples:

programme (N.B. computer program)

labour, honour, favour, colour, favourite, behaviour

organisation, capitalisation

centre, metre, theatre

counselling
enrolment
busses
adviser

British vocabulary is preferred over American vocabulary. Online dictionaries (e.g. MOT, see section 9 for sources) should have both the British and American variants of specific words. Here a few common examples:

Suomi	British English	American English
kelkka, pulkka	sledge	sled
pakollinen	compulsory	mandatory
tapaninpäivä	Boxing Day	the day after Christmas
loma	holiday	vacation
syksy	autumn	fall
jalkakäytävä	pavement	sidewalk

N.B. Be careful of lexical variants! Some words may have one meaning in British English and another entirely separate meaning in American English e.g. *housut* = trousers (Brit.)/pants (Am.) but *pants* (Brit.) = miesten alushousut.

6. Abbreviation and use of hyphens

See section 2 about specific month and year abbreviations. TYY is the official abbreviation for the Student Union of the University of Turku (*Turun yliopiston ylioppilaskunta*) and UTU is the official English abbreviation for the University of Turku (*Turun yliopisto*). TuKY is the official abbreviation for the Student Union of Turku School of Economics (*Turun kauppakorkeakoulun ylioppilaskunta*) and TSE is the official English abbreviation for Turku School of Economics (*Turun kauppakorkeakoulu*) until 31 December 2009. SYL is the official abbreviation for the National Union of University Students in Finland (*Suomen ylioppilaskuntien liitto*). The use of these aforementioned abbreviations is allowed, so long as their explanations in parenthesis is given at the beginning of the document, brochure etc. For example, the explanation on the TYY homepage is enough for the pages of the website, i.e. it is not necessary to have "The Student Union of the University of Turku (TYY)" at the beginning of every page. It is not necessary to give the Finnish name but if desired, it should be given in italics, but not the abbreviation:

example (always): The Student Union of the University of Turku (TYY)
example (optional): The Student Union of the University of Turku (TYY, *Turun yliopiston ylioppilaskunta*)

Hyphens are not used to connect nouns in a compound word or phrase. For example, 'ESN-jaos' in English is written 'the ESN division'. Hyphens are only used with words if a noun is used adjectively with another nominal (i.e. noun or adjective).

example: student-priced lunch, web-based document
example: cf. English-language instruction (instruction in English) and English language instruction (instruction on the English language, as subject).

7. Web-related style

compound words (i.e. no space or hyphen):

homepage
webpage
website

no http:// in a website starting with www: www.tyy.fi
 http:// if there is no www: http://org.utu.fi/tyyala/istu

8. Translation

8.1. Notes on a few words in translation

edunvalvonta

Outside of fixed phrases (e.g. *edunvalvontavalintokunta* = TYY Committee on Student Affairs), *edunvalvonta* can mean 'protection of interests', 'special interest', 'student special interest' or 'student interests' in a specific field or sector. For example:

example: Yksi kv-sihteerin työtehtävistä on *kansainvälinen edunvalvonta*

One of the jobs of the Secretary for International Affairs is the *looking after the interests of students* in her field of authority

example: Kv-sihtööri *tekee* opiskelijoiden *edunvalvontaa*

The Secretary for International affairs *handles the special interests* of international students (*looks after the special interests???*)

vastaava

vastaava refers to the person responsible for or in charge of a certain area or job. Whether or not *vastaava* is used titularly or predicatively depends on the context and if the person in question has an official, specific job title:

example: Ainejärjestöjen *opinto- ja kopo-vastaaville* kopo-sihteerillä on myös tarjottavana runsaasti apua ja hyödyllisiä vinkkejä evääksi laitoksilla tehtävään vaikuttamistyöhön.

The Secretary for Academic Affairs is also able to assist in student impact at the departments, having an abundance of useful tips for actors in the subject associations *who are responsible for study and academic affairs*.

example: Kansainvälisten asioiden valiokunnan *alayhdistysvastaava*

The TYY Committee on International Affairs *Sub-Organisation Liaison Officer*

example: Hallituksen *kv-vastaava*

Executive Board *member for international affairs*

TuKYn edustajisto (to be refereed to until 31 December 2009)

All student unions (*ylioppilaskunta*) in Finland share the same Finnish terminology when it comes to their internal structure. Unfortunately, there has been no plan to make the English terminology of student unions uniform and cohesive. Until the student unions and SYL decide to have standard counterparts for English terminology, we must use the terms that each individual student union has chosen for themselves. The Student Union of Turku School of Economics calls its highest decision-making body, its *edustajisto*, 'Student Parliament'. In texts that refer to these bodies at TYY and TuKY, we must use the term 'Student Union Council' for TYY and 'Student Parliament' for TuKY.

8.2. What should and should not be translated?

Specialised words specific to Finnish culture or Finnish university culture should normally never be translated. There can be explanations given with the word as necessary for clarification. Here are some examples:

- *vappu* should be called 'Vappu', but capitalised; it however can also sometimes be called First of May (but never 1st of May, see section 1) as an explanation.
- *Fastlaskiainen* should never be translated, however *laskiainen* can be called 'Shrove Tuesday'
- *pulla* should not be translated, but in some contexts can be clarified as a "cardamom-flavoured bun" in parenthesis
- *Turku-sali* as a place name should stay as it is but with 'meeting room' for clarification (see appendix 1)
- *TYYlikäs piknik* should be called 'TYYlikäs picnic'; *TYYlikäs* should never be translated or removed from the name

Established name equivalents such as *joulu*, *itsenäisyyspäivä* and *juhannus* can be translated as 'Christmas', 'Independence Day' and 'Midsummer'. The original Finnish names can accompany these in italics if desired (see next section).

8.3. Italicisation

If a word is given with its original Finnish equivalent, the Finnish word should be italicised. However, established Finnish abbreviations must not be italicised (see section X.X):

example: Student nations (*osakunta*) are special organisations particular to the Nordic countries.

example: The National Union of University Students in Finland (SYL, *Suomen ylioppilaskuntien liitto*)

example: The Social Insurance Institution of Finland (Kela, *Kansaneläkelaitos*)

9. Useful sources

Valter valtioneuvoston termipankki
<http://mot.kielikone.fi/mot/valter/netmot.exe>

Korkeakoulusanasto (Opetusministeriö)/Higher Education Glossary (Ministry of Education)
www.uku.fi/intl/koordinaattorit/liitteet/korkeakoulusanasto.pdf

Työmarkkinasanasto: Valtion työnantaja- ja henkilöstöpolitiikan keskeisiä käsitteitä (Valtiovarainministeriö)/Labour Market Glossary: Key concepts in government employer and human resources policy (Ministry of Finance)
www.vnk.fi/julkaisukansio/2005/k-tyomarkkinasanasto/pdf/fi.pdf

MOT Sanakirjasto
<http://mot.kielikone.fi/mot/turkuyo/netmot.exe>

dictionary.com
www.dictionary.com

Wikipedia
http://en.wikipedia.org/wiki/American_and_British_English_differences

Opetushallinnon sanasto (The Finnish National Board of Education)
www.oph.fi/info/sanasto

Appendix 1 List of common problematic words in translation

suomi	English
aktiivi	active TYY member

ansiomerkki	award pin of honour
ansionauha	ribbon of merit
edunvalvonta	special student interests, depending on the context (cf. edunvalvontavalintokunta = TYY Committee on Student Affairs)
edustajisto	Student Union Council (in TYY's standards)
edustajistoryhmä(t)	Student Union Council parties
elokuvatoimikunta	Film Board
esityslista	agenda
haalarit	coveralls
hallitus	Executive Board (in TYY's standards)
hallitusmerkki	Executive Board member pin
johto- ja toimikunnat	directorates
johto-, lauta- ja toimikunta	board, committee (cf. valiokunta = TYY Committee)
juhlakokous	anniversary ceremony
järjestäytymiskokous	organisational meeting
kannanotto	official statement
keskusvaalilautakunta	Central Election Committee
kokouksen avaaminen	call to order
kokouksen päättäminen	adjournment
kotikansainvälistyminen	local internationalisation
kunnianauha	ribbon of honour
kuntanauha	Student Union ribbon
laillisuus ja päätösvaltaisuus	quorum
laitosvaalilautakunta	Department Council Election Committee
lausunto	official comment
ohjausryhmä	steering committee
osakunta	student nation
perustutkinto(-opiskelija)	Bachelor's and Master's degree (student)
polittinen linjapaperi	political agenda
projektiavustus(hakemus)	project support (application)
pöytäkirja	minutes (of a meeting)
sihteeristö	Secretariat (in TYY's standards)
taloustoimikunta	Financial Board
tiedotus	PR/distribution of information
toiminta-avustus(hakemus)	activity support (application)
toimintakertomus	annual report
toimintasuunnitelma	plan of action
Turku-sali	(the) Turku-sali (meeting room)
Turun ylioppilaslehden johtokunta	Turku Student Newspaper Executive Committee
Turun ylioppilaslehti, Tykkäri	Turku Student Newspaper
TYYn kanslia	TYY Service Desk
TYYn sauna	TYY Sauna
TYYn toimisto	TYY Office
työjärjestys	rules of order
vaalilautakunta	Election Board
vaaliliito	electoral coalition
vaalirengas	electoral alliance
valiokunta	TYY Committee
vastaava (hallituksessa / valiokunnassa)	member for (i.e. kv-vastaava = Executive Board member for international affairs)
vastuualue	area of responsibility/job

vuosijuhla	annual ball
yhdistyminen	merger
yhdistymishanke	TYY-TuKY consortium project

* addition information given in parenthesis (smaller font)

** additional words which can be used (in same sized font)