

THE IIMI STYLE MANUAL

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INTERNATIONAL IRRIGATION MANAGEMENT INSTITUTE

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Summary: The IIMI Style Manual addresses the special needs of technical writing on irrigation management at the International Irrigation Management Institute (IIMI). It is organized alphabetically **by** subject; examples are given to clarify the style rules. Appendices contain a sample format, conversion and currency tables, a list of preferred usage for a variety of irrigation-related **words**, and **some** suggestions for improving writing. Subjects are cross-referenced and indexed.

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INTRODUCTION: HOW TO USE THIS STYLE MANUAL

Style manuals help authors express their ideas in writing and on the printed page. This is done by eliminating choice: by deciding to select, a few reasonable patterns from among *many* equally acceptable alternatives, by removing ambiguities through standardized practices, by meeting the arbitrary elements of **language** with **firm** decisions. Once an author becomes familiar with the style rules, choice is simplified and arbitrariness ceases to be a problem. Energies *can* be directed toward improving the substance of a **manu-**script and much of the presentation will take care of itself.

The IIMI Style Manual addresses the special needs of technical writing on irrigation management at the International Irrigation Management Institute (IIMI). For the most part, IIMI uses American English. The style rules were chosen from this perspective **and** from among those already precedent at IIMI. The rules also attempt to reflect practices common among the interational agricultural research centers.

IIMI's standard reference sources for language and style are the Random House Dictionary of the English Language (2nd edition) and The Chicago Manual of Style (13th edition). IIMI authors should refer to these references only if a style question is not addressed in The IIMI Style Manual. And, in cases of conflicting answers, defer to The IIMI Style Manual.

The IIMI Style Manual is organized alphabetically by subject. You should take a few minutes to familiarize yourself with the range of subjects addressed by scanning the index. Where advisable, examples are given to clarify the rules. Many subjects are cross-referenced. At the back are appendices which contain a sample format, conversion and currency tables, a list of preferred usage for a variety of irrigation-related words, a list of common abbreviations and acronyms, and some suggestions for improving writing.

No style manual is complete. Problems and suggestions should be brought to the attention of the editorial staff so revisions and additions can be made.

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17 May 1988

STYLE RULES

Abbreviations

1. Write out an abbreviation the first time used (even **standard** ones if you suspect they might confuse second language readers), put the abbreviation in parentheses, and use the abbreviation by itself thereafter. If there have been long gaps between references to the term, spell it out to reduce confusion and to support reader comprehension. See The Chicago Manual of Style, pp **384-388**, for a list of common abbreviations, and pp **375-435** for a complete treatment of abbreviations.
2. Avoid nonstandard or excessive use of abbreviations. If numerous nonstandard abbreviations are necessary, include a list of abbreviations after the table of contents or on the left hand page facing the first text page.
3. Do not abbreviate the names of days or months in the text (see Tables).
4. Do not abbreviate the names of people (e.g., Chas. for Charles) or geographical names (e.g., Phil. for the Philippines; however, St. Louis) in text. Minimize abbreviations in addresses. For US states, use the two-letter postal code without periods (see The Chicago Manual of Style, p 380).
5. Do not use periods with an abbreviation, including monetary units (e.g., Rs 100), unless it will be confused with another word (e.g., no. for number; not **no**, negative). Exceptions include: Dr., Mr., Mrs., Ms., et al., ibid., i.e., etc., e.g., Ltd., Inc., Ph.D., M.Sc., Jr. (not Jrn.), A.D., Co. (see Periods).
6. Always write out versus (16%versus 20%), liter, and meter (see Measurements).

Abstract

It is always useful to prepare a short (200 words or less) summary that describes the problem, method, and results. This can be used in the publication itself, or in The IIMI Review or our publication lists to advertise your work. If you have difficulty with a preface or introduction, the abstract *can* help the editors prepare these for you. In a **paper**, the abstract, should be placed between the author's name and the beginning text with **ABSTRACT** treated as a main head. In a book-length publication, the abstract goes on a separate page. Also called Executive Summary, Summary, and Overview.

Acknowledgements

Acknowledge financial, organizational, and professional support. Avoid acknowledging typists, relatives, and IIMI staff unless they had a direct substantive part in the work. See Appendix 1.

Acronyms

Do not use periods with acronyms. Appendix 5 contains a list of acronyms for many organizations which are frequently referred to by IIMI authors. The IIMI Library has a reference book of acronyms.

Affiliation

The complete name, and current mailing address (including telex), official title, and affiliation of the author and those of all co-authors at the time of writing must be included with the manuscript (*see* Names). Spell out, organizational affiliations, do not use acronyms alone (*see* Appendix 5).

Among - Between

Use among when more than two things or persons are involved (e.g., Irrigated land was divided into equal shares among the tenants, owners, and members); use between for two things (e.g., Researchers have become sensitive to the interplay between institutional **rules** and organizational arrangements).

Ampersand (&)

Use only in defined abbreviations (e.g., O&M), and never use to replace and in a sentence.

And/or

Avoid. The International Rice Research Institute (IRRI) uses the construction "pesticides or herbicides or both."

Antecedants

Be sure that pronouns refer to a clear noun antecedant (e.g., In "The farmers and the researchers asked questions. They demanded specific answers," the pronoun they could refer to farmers, researchers, or both).

Apostrophe (')

1. Use to denote the omission of letters in a contraction (e.g., they're for they are).
2. Use for possessive case of singular nouns (e.g., farmer's crop; women's role, where several women share the same role).
3. Use for possessive case of plural nouns (e.g., farmers' crop; womens' role, where several groups of women share the same role).
4. Use in tables to indicate units in thousands. For example, ('000 ha).
5. Do not use in acronyms (e.g., IARCs not IARC's) or for years (e.g., 1980s not 1980's) unless a possessive is involved (e.g., the IARC's budget).

Appendices

1. Appendices are supplementary material that is necessary for completeness, but that, if inserted into the main body of the **paper**, would detract from the logical presentation.
2. Publication appendices (that is, they apply to an entire document composed of chapters or multiple **papers**) are treated like chapters (*see* Chapters). Appendices are placed after the references chapter, are included in the manuscript **page** numbering system, and are listed in the table of contents.
3. In **papers**, the appendix is treated as a main head and follows the references section (*see* Headings) but before an index.

4. Participant lists are treated like appendices.

5. Do not include cited tables and figures as appendices; put them in the body of the text near their referent. Very long tables (2 or more pages), uncited tables, and data lists should be included as appendices.

Author

See Affiliation and Names.

Bibliography

A bibliography is a reading list of materials that may or may not be cited in the text (also called a Suggested Reading List). If **used**, it replaces the references section (see References) but must follow the citation format (see Citations) and all cited works must be included. Frequently a bibliography is organized by topics.

Both

Avoid constructions such as "...both to analyze and document."

Bullets

Bullets are used in a series separated from the text when it is important to imply that the elements are not in a priority system. Use asterisks (they will be replaced by a large dot during typesetting) and indent the text. For example: Problems noted by farmers included:

- * Damage to the bund had not been repaired prior to the planting season.
- * Upstream farmers had blocked the main channel with brush and debris to raise water levels.

Capitalization

1. Capitalize the first letter of the first word of a sentence. If this is a number, write it out (e.g., Sixty percent completed the survey) but try to avoid beginning sentences with numbers. See Quotation **marks**.

2. Capitalize the first letter of proper nouns (e.g., Australia, P.S. Rao, Christmas) and the names of races, languages, and tribal peoples (e.g., Sinhalese, English, Kalinga).

3. Capitalize specific geographical areas (most are listed in the dictionary) but use lower case for general areas (e.g., South India but southern India), and capitalize recognized geographical names (e.g., Mahaweli River, Tarai).

4. Capitalize divisions, departments, and offices in the government when referring to a specific body (e.g., the Government of Sri Lanka) but use lower case for general use (e.g., A government officer attended the meetings). Capitalize named districts and other political divisions.

5. Capitalize titles, appointments, positions when they are specific (e.g., Minister of Agriculture, Director General Lenton or IIMI's Director General) but use lower case for general reference (e.g., The deputy director said that four irrigation managers contributed to the work).

6. Do not capitalize the names of crop seasons (see Crop Seasons).

7. Capitalize the nouns and verbs in main and sub-heads (see Headings), and the names of publications mentioned in text but use lower case in the references (*see* References).

Chapters

Each chapter (also appendix) begins on its own right hand page; is consecutively numbered with the title (e.g., CHAPTER 1) on line 1 above any other title, centered, and in bold caps; included in the manuscript page numbering system (but the first page of a chapter is not usually numbered); and listed in the table of contents (see Appendices and References).

Citations

Citations help readers locate cited material; therefore, citations should be accurate and complete. There are *many* citation styles **and** each discipline has a favorite style. For the benefit of diverse international audiences, I urge **IIII** authors to use the style described in this manual for Institute publications. Refer to Appendix 1 for examples of the most common forms. For articles prepared for professional journals, authors must use the style favored by the particular journal.

Citations in **IIII** publications must contain: a) names of authors, b) publication date, c) article title, d) source title, and e) publisher. There are *many* idiosyncrasies in the form of citations regardless of the style used. The Chicago Manual of Style, pp 437-483, covers most of these but, in many cases, their suggestions must be adapted to the citation style presented in this manual.

1. The major author is listed with the alphabetizing part of the name first. (usually the surname) followed by a comma, the remainder of the *name* or initials, **and** a period. All authors should be listed; avoid using et al.

2. Publication date is followed by a period. If more than one article by the same author and with the same date is cited, use "a," "b" (e.g., 1983a.).

3. The first letter of the first word of the article title is capitalized and the rest are lower case, except proper nouns are capitalized.. Do not place in quotation marks. **End** the article title with a period.

4. The nouns and verbs in the source title are capitalized. Do not underline. Include volume, issue, and page numbers as appropriate (*see* Appendix 1 and Colons for examples). **End** the source title with a period.

5. Give the city and country location of the publisher followed by a colon and the publisher's name (e.g., New York, USA: Longman's pub.).

colons (:)

1. Use to introduce a long list in text, or direct quotation that *stands* alone.

2. Use with ratios (e.g., **3:5**) and clock time (e.g., **3:30 pm**).

3. Use to separate year or issue number and page in a citation. For example, Panabokke **1973:16**; Irrigation Abstracts **12(4):55-60**.

4. Use **as** a substitute for that is, for example, and namely after an initial clause that will be further explained. Some writers use a dash for this purpose rather than a colon (e.g., The canal system **was** a mess: flow was irregular, gates were missing or broken, and farmers refused to cooperate).

5. Do not double-space after a colon.

Commas (,)

1. Use before **or** and **and** in a series (e.g., weirs of rocks, logs, or brush; planning, building, repairing and maintaining, and evaluating canals).

2. Use to set off an introductory clause that begins with a subordinating conjunction such as: if, although, since, when, where, while, because (e.g., When the rains ended, farmers found that floods had overtopped and destroyed several bunch).

3. Use to separate independent clauses joined by a coordinating conjunction such as: and, but, yet, for, or, nor, although (e.g., Farmers preferred the suggested rotation, but the agency was unable to supply the required water).

4. Use to separate a nonrestrictive (nondefining) clause or phrase from the rest of the sentence (e.g., The tank, **used** by the village for centuries, needed rehabilitation). Do not use commas to separate restrictive (defining) clauses (e.g., The tank located near the village went dry each year).

5. Use in numbers of four or more digits in the text (e.g., 4,312; 45,459 ha) but don't use commas in numbers in tables and figures (e.g., 4312; 45459).

6. No comma is placed between the day or month and the year (e.g., 30 January 1951; January 1983). See Dates.

Computer

1. Editing at, IIMI is done by the editorial staff in the Communication and Publication Office (C&P). All editing is done interactively on IBM computers or IBM clones using the latest version of WordPerfect.

2. Manuscripts to be edited should be turned over to the C&P secretary on disk and accompanied by a hard copy with all figures and photos attached (see Photographs, Figures). A C&P Job Request form should be submitted describing the work to be done. The submitted disk files will be duplicated by C&P and the original disks returned. It is helpful if secretaries will use the C&P labelling system described in the following section.

3. The editors use the following filing system: year and publication number, **paper** number (if there are more than one), file number (if there are more than one), month (as a letter A to L) and day. For example, <86-21T2.D4> means the 2nd file of the 20th paper ("T" in the alphabet) in the 21st publication of 1986, which was copied on 4 April -- Korten's paper in the Kathmandu Proceedings. This file numbering system is integrated into the

publication and accounting process, and enables the editors to keep track of progress without mixing papers up or losing them.

4. However, if they wish, authors may label computer files with any distinctive file **name** and date (e.g., <STYLE.D20>) but try to group files on a disk that will appear sequentially in the publication. Files should be no larger than 30,000 bytes; files larger than this cannot be transferred to the typesetter. If the text requires more file space, use multiple files and number them (e.g., <STYLE-2.D20>).

5. Unusual hidden **commands** delay editing and require reformatting. Therefore, secretaries **are** urged to use only the **standard** WordPerfect default **commands**. Do not employ hidden commands such as those involving: font changes, column definition, automatic hyphenation, footnotes, justification, top margin settings, align character, etc. Do not use the underline code for drawing lines; use multiple dashes for solid and multiple hyphens for dashed lines. Do not use tabs in tables or other hidden codes that tend to impair editing; use spaces to align columns.

Crop seasons

Local growing seasons such as aus, boro, aman, maha, and yala should be defined at first usage; they are not capitalized. Dates for crop seasons should be written with a slash if they include parts of two consecutive years (e.g., 1984/85 maha).

Dashes (--)

1. Use to indicate an abrupt change in thought (e.g., They suggested three **ways** to solve the problem -- but the farmers rejected them all).

2. Use to emphasize parenthetical material or an appositive phrase where commas might result in confusion (e.g., The agent's promises -- reallocation of land, equitable water distribution, and lower fees -- never materialized).

3. In WordPerfect, make a dash with two hyphens separated from text by spaces otherwise the Spellcheck will reject, it and the text will not transfer correctly to the Varsityper.

4. Do not use dashes or greater than signs as bullets (see Bullets).

5. Use multiple dashes for a solid line (see Lines).

Data - Datum

Data is plural; datum is singular (e.g., the **data** are..., but the **datum** is). Modern usage is beginning to recognize data as both singular and plural.

Dates

1. Use the **European** system for writing dates to reduce the number of commas (e.g., Monday, 18 April 1988 not Monday, April 18, 1988; also April 1988 not April, 1988).

2. Use slash marks for numerical **dates** in tables with day listed first, month second, and year last (e.g., 18/12/87 for 18 **December** 1987). See Slash.

3. Write out the months and days of the week in text but abbreviate in tables and figures. Use three letter abbreviations without periods (e.g., Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec; Sun, Mon, Tue, Wed, Thu, Fri, Sat).

e.g. (exempligratia)

Use in place of "for example" and place the phrase in parentheses (e.g., there are plenty of examples elsewhere in this text).

Ellipses (...)

1. Use to omit words, phrases, sentences, and paragraphs from direct quotations. Be certain that what remains outside an ellipsis makes sense both substantively and grammatically. Extra words can be added for this purpose and placed in parentheses.

2. Within a sentence, use three periods for an ellipsis: if it is needed at the end of a sentence or between sentences, use four periods. Other punctuation may precede or follow an ellipsis.

Endnotes

Use endnotes rather than footnotes in manuscripts that will be typeset on the Varityper or if the publication style requires them (see Footnotes). Cite endnotes in the text using consecutive superscript numbers placed outside punctuation; it is usually best to place the number at the end of a relevant sentence unless it refers to a specific word or date in the sentence. Place the text of endnotes in the notes section in consecutively numbered paragraphs, not indented, but separated by a blank line. Keep notes short. Do not use the WordPerfect Endnote routine.

Exclamation marks (!)

Avoid exclamation marks in technical writing. Frequently the copy-editors will use exclamation marks to enclose text that they have questions about.

Factor

Most style manuals feel this word is overused. Because it is a mathematical and statistical term, *care* should be taken when using it. Frequently, it can be replaced by a more direct expression (e.g., "Water is an important factor in rice cultivation" can become "Water is important in cultivating rice").

Figures

1. Write out figure references in the text (e.g., Figure 3 not Fig. 3) and in the figure caption (e.g., Figure 3. Sketch map showing sites in Mahaweli System H). Place each figure in the text as near its referent as possible rather than at the end of the manuscript.

2. If a figure is to be redrawn by IIMI's artist or cartographer, provide a neat, accurate draft with full details regarding figure size, symbols used, labels, etc. A photocopy of map sections is exceptionally helpful. Define abbreviations, symbols, or other keys used in each figure. The accuracy of the final product will depend on the quality of the draft and the opportunity for the artist to discuss details with the author.

3. For figures representing statistical data, avoid including more than four lines or curves **per** figure and using both the left and right ordinate axes. If necessary, simplify by using two or more figures. Consider that figures are occasionally reproduced for overhead transparencies and keep them simple.

Files

See Computer.

First person (I and We)

To avoid excessive use of the passive voice, it is acceptable to use the first person and active voice in modern technical writing (e.g., In 1986, we continued studies on fee patterns among South Asian irrigation systems).

Firstly, secondly, ...

These are considered presumptuous and old fashioned in modern English. Use Second, third; sub-heads; or a numbering system (see Outline).

Font

Also typeface or typestyle. IIMI has a variety of typestyles available and the Varityper *can* vary these almost infinitely. Generally, IIMI's typesetter is the source of information about availability and choice of fonts for published materials. Unfortunately, we do not have fonts with accent marks and these must be drawn by hand. Foreign language words requiring accent marks should be clearly identified **by** the author in the submitted manuscript.

Footnotes

1. Use endnotes (see Endnotes) instead of footnotes if the manuscript is to be typeset, except to identify author's affiliation on the first text page (see Affiliation). Write this affiliation footnote as part of text.

2. If a computer printer will be used to produce camera-ready copy or if the manuscript will not be mass-produced, the WordPerfect Footnote option may be used. Footnotes must be consecutively numbered in the text in superscript placed outside punctuation, appear at the bottom of the page on which they are cited, and be separated from the text by a solid line **30** characters long (see Appendix 1).

3. Use footnotes sparingly in tables and figures. If footnotes are used in tables and figures, use asterisks (i.e., *For footnote 1; **for footnote 2; ***for footnote 3) if there are less than four footnotes and statistical notation of significance (*see* Significance) is not used in the paper; and use lower case superscript letters (i.e., ^aFor footnote 1; ^bfor footnote 2; etc.) if there are more than three. Do not use numbers in footnotes for tables and figures.

Format

Format refers to the appearance and placement of the various component parts of a publication. See Appendix 1 for sample of standard format for IIMI manuscripts.

N 1 stops (.)

See Periods.

Headings

Keep headings to six words or less, if possible (see Appendix 1 for examples). Four levels of headings (see Outline) may be used below the paper and chapter titles in the following style:

Paper title in capitals centered on page.

Chapter title in capitals, bold, centered on page.

A-level or main head - left justified, bold, all caps.

B-level or sub-head - left justified, bold, caps and lower case.

C-level or sub-sub-head - indent, underline, lower case, run-on.

D-level - indent text, enumerate. Minimize the use of a d-level head.

Hyphens (-)

1. Use in certain compound adjectives. For example, small-scale (compound adjective) systems are systems that are small (adjective) scale (noun). But adjectival use must be clear (e.g., "man eating shark" and "man-eating shark" are not the same). **Many** compound words are listed in the dictionary. See Appendix 4 for a list of commonly used hyphenated words.

2. Use for compound numbers (e.g., two-thirds).

3. Use to break words at the end of a line. The WordPerfect hyphenation routine is not always accurate. Do not use it; refer to a dictionary instead.

4. Use multiple hyphens to make a dashed line (see Lines).

5. Use with all adjectival elements of a series (e.g., 6- , 8- , and 10-ha plots; small- and large-scale farms).

6. Use to indicate range (e.g., 10-13 ha) but do not use when referring to a change from one value or quantity to another (e.g., Cost increased from US\$7.50 to US\$11.00/ha).

7. Eliminate the hyphen to make one word when using prefixes such as non-, agro-, un-, and pre- (e.g., nonirrigated, agroforestry, pretest) unless there might be confusion: un-ionized. Use a hyphen with ex- (e.g., ex-president).

8. The hyphen *can* also be used to distinguish meaning between similarly spelled words, such as: recover (get well) and re-cover (cover again).

i.e. (id est)

Use to mean "in other words" or "that is." It is preferable to place the phrase in parentheses (i.e., do not set the phrase off with commas alone).

Importantly

Avoid. Let the reader decide what is important (see Interestingly).

Indenting

Indent the first line of each paragraph five spaces using <tab>." Indent d-level paragraphs, long quotations, and bulletized lists (but not the bullet) five spaces using <indent>." Do not use <left-right indent>.

Interestingly

Considered pompous; avoid by rephrasing (see Importantly).

ISBN

1. The International Standard Book Number (ISBN) is an international code assigned to IIMI publications such as proceedings, annual reports, and textbooks. ISBN numbers are not given to research reports, case studies, and newsletters (i.e., 955-579-003-5; the first three digits are Sri Lanka's code, the next three are IIMI's, the next **three** are the publication number, and the last is a control code).

2. ISBN should be obtained through the IIMI Documentalist well in advance of publication. However, this cannot be done until the document size (number of pages), citation, and number of copies to be printed are known.

3. The ISBN must appear in 12 point type on the citation page and one inch from lower right corner of the **back** cover.

Lines

1. Do not use the WordPerfect underline code to make lines.

2. Use multiple dashes for a solid line and multiple hyphens for a dashed line. Do not use dotted lines.

Margins

Default margin settings for WordPerfect documents are left = 10, right = 86. These should be maintained wherever possible. If wide margins are needed for a table, note this on the hard copy of the manuscript *so* that oversize paper *can* be used when printing otherwise the print head will run over onto the rubber roller and eventually *damage* it.

Measurements

1. Use only the metric system. Avoid national units such as cavan, rai, etc. Use centigrade (Celsius) for measuring temperature.

2. Use the US dollar (US\$) as the monetary unit (*see* Monetary units).

3. When they follow a number, write out units of measure the first time used and give the standard abbreviation in parentheses. For example, 100 hectares (ha). Use the abbreviation thereafter. Except write out liter and meter to avoid confusion with "l" and "m" for million (e.g., 1 liter, not l l).

4. Express all yield measurements in metric tons per hectare (t/ha) or kilograms per hectare (kg/ha). In tables and figures, use the same units throughout, if possible.

5. With repetitive measurements, it is not necessary to repeat the unit of measure unless, by not doing *so*, the meaning could be confusing (e.g., the fields were 5, 15, and 25 ha, respectively). See Respectively.

6. See Appendix 2 for standard conversion charts.

Method - methodology

Method is a systematic procedure, technique, or way of doing something; methodology is a set or system of methods, principles, or rules for regulating a given discipline. Don't use the latter when you mean the former.

Monetary units

1. Use the US dollar (US\$) as the monetary unit without a space after the \$ sign (e.g., US\$1,500). If the text meaning requires the use of local currency units, give the US dollar equivalent for the respective date in parentheses. If this is cumbersome **because** local currency is frequently referred to in the **paper**, an endnote giving the exchange rate *can* be used. In tables and figures, local currency may be used but give the appropriate US dollar exchange rate in a footnote. See Numerals.

2. See Appendix 3 for monetary conversion rates for 1984-87.

Names

Generally, the owner's preference dictates the way his name should appear in text. However, do not use nicknames or abbreviations. If initials are used, follow each with a full stop and do not put a space between initials (e.g., C.R. Panabokke not Chris Panabokke). Note that Chinese names (as well as those of several other countries) are reversed in normal usage.

Non-English words

Avoid using non-English words unless absolutely necessary for clarity. If they must be **used**, underline them and place an English definition nearby in parentheses. If a great number of such words are **used**, prepare a glossary.

Notes

The notes section contains information (see Endnotes) that expands ideas discussed in the manuscript but would be distracting if included in the main body.¹ They are also used for sources of further information.² For example,

1. Information placed in notes should be concise. Frequently notes are used for the author to give a subjective opinion directly to the reader.

2. See Merrey and Wolf (1986:37) for an extensive discussion of izzat.

Numerals

1. Write out all numbers used to start sentences but try to avoid such usage. Write out numbers below 10 except in a series containing some numbers 10 or higher and some numbers lower **than** 10 (e.g., Six pumps, seven wells, and four tanks. There were 4 plots in India, 8 in Nepal, and 12 in Indonesia). For large numbers, use numbers and words (e.g., 3.2 million, 20 billion).

2. Whenever whole numbers and decimals are mixed, use zeros and align decimal points. When decimals below one are used, include an initial zero (e.g., 0.5 cusecs). In text, write out fractions (e.g., one-third not 1/31. Use decimals in tables and figures.

3. Express time, money, and measurement in numbers when the amount is more than one (e.g., one week, 8 yrs, 3 kg/ha at 2-wk intervals, 1830 h, US\$1.50).

Outline

An outline system may help clarify a report. Two systems are available-- number-letter and decimal. The first is used for technical writing (see Appendix 1) and the second is appropriate for manuals, funding proposals, and legal documents where individual paragraphs are numbered for easy reference. At IIMI, the number-letter system is preferred.

Number-letter System

Decimal System

I		1.	
A		1.1	
1.		1.2	
a)		1.21	
1)		1.22	
2)			1.221
b)			1.222
2.		1.3	
B		2.	
II		2.1	

For technical papers, the standard outline contains the following sections:

Introduction. Orients the reader and describes the problem and the objectives of the **paper**. Also called Background and History.

Method. Describes the procedure that **was** used to gather **data**.

Results. Reports the findings of the **study** in text, tables, and figures.

Analysis. Relates the results to the objectives of the study. Also called Discussion.

Conclusions and recommendations. States what has been learned from the study and what the next research step should be. Also called Summary.

References. See References.

Paddy - rice

IRRI uses paddy (not paddy field) or rice field to refer to the field where rice is grown; rough rice for unhusked rice; unmilled rice or milled rice for rice in those conditions; and rice when referring generally to the grain.

Pagination

Place page numbers at the bottom center of every page in a manuscript except the title page (which is assumed to be page i). The text body of the paper begins on **page 1**. Use Roman numerals for everything occurring before this first page of text and Arabic numbers for the first page and everything afterwards. Continue numbering until the end of the manuscript (do not use a separate numbering system for appendices, etc.). The WordPerfect automatic pagination routine may be used. Note that, if the manuscript is split **among** two or more files, a new page number must be inserted in the second file.

Parentheses ()

1. Use to enclose material that is not part of the sentence but is too relevant to **omit** or place in a note. For example: The map (Figure 4) shows the location of Dry Zone **tanks**.
2. Use for part of a sentence that would be confusing if enclosed in **commas**.
3. Use to enclose an item of clarifying or explanatory information, such as Rs 120 (US\$4.00) or **subak** (wateruser organization in Bali).
4. If a complete sentence is enclosed in parentheses, the period is placed inside the parenthesis. If a parenthetical phrase is placed at the close of a sentence, the punctuation follows the parenthesis.
5. Use parentheses within brackets. For example: $(a + b) / c$.
6. Use a close parenthesis to enclose numbers or letters in a sub-sub-head series. For example: 1) canals, 2) weirs, and 3) **tanks**.

Participant list

1. Names should be alphabetized under country headings by surname; countries should be alphabetized. Addresses should be complete and appear in a form that could be used to post a letter. Minimize punctuation and abbreviation.
2. The accuracy of names and addresses in the participant list is the responsibility of the author or conference coordinator. The editors will ensure consistent formatting and usage. Addresses should be current as of publication date -- not conference date. See Appendices.

Periods (.)

1. Use to end a declarative or imperative sentence, or indirect question. Skip two spaces before beginning the next sentence.
2. Use after numbers in a sub-head series separated from text (see Series).
3. Do not use with capital letter country abbreviations or acronyms (e.g., not I.I.M.I; similarly ULJ, UNDP).
4. Do not use after abbreviations. For exceptions, see Abbreviations.

Photographs

1. Photographs (including 35mm slides) must be unblemished, uncropped, and have good contrast or color. Do not attach photographs to the manuscript with staples, tape, or paper clips; put each in a separate envelope.
2. Identify photos by marking your name, manuscript number, figure number, and caption on the envelope. If necessary, indicate in a rough drawing the section of the photo that should be used, and the desired size of the reproduction in the publication.
3. If color photographs will be used in a publication, they must go through a separation process which requires advance notice to C&P.

Punctuation

Punctuation helps achieve coherence and clarity. Wrong punctuation *can* change the meaning of a sentence. Avoid excessive punctuation, but not at the expense of clarity. Refer to the names of specific punctuation marks.

Question marks (?)

1. Use at the end of a sentence that asks a question.
2. Use to indicate uncertainty regarding a fact in text. For example, Yield was 9(?) t/ha.

Quotation marks ("")

1. Use to set off spoken words in a direct quotation **from** other text if the quotation is no more than three lines. Longer quotations should be set apart from text and indented; quotation marks are not needed in such cases. Do not edit direct quotations. If an error exists in a direct quotation, use (sic) to indicate that it is not your error.
2. In direct quotations, the first word inside the marks is capitalized and marks follow punctuation (e.g., "Irrigation flows are unreliable because of too much water stealing," he replied). In other cases, place **marks** before colons, semicolons, question and exclamation marks, and close parenthesis (e.g., Did the agents bother to ask "What was the cause of water stealing"?). Use single quotation **marks** for quotations within quotations (e.g., He said, "Farmers told me 'flows are unreliable' and blamed it on water stealing."),
3. Use to identify a word used in an unusual (ironic) but understandable way (e.g., The agents felt "uncomfortable" during the interview) or to indicate a word that will be defined in context (e.g., The word "fee" meant different things to different farmers).
4. Use for **direct** quotation from sources which are cited, such as "About 1,200–1,500 **man-days** of labor are mobilized annually... (Yoder 1987:18).
5. Publication titles, non-English words, or words that need emphasis in the text are typeset in italics (underlined in manuscripts). These are not placed in quotation **marks**.

References

1. In **papers**, the References section comes at the end of the manuscript, after notes and acknowledgements and before appendices. Do not include any publications not actually cited in the text (see Bibliography) and be sure that all cited references are represented by correct and complete citations (see Citations).
2. In publications containing chapters, the References section is treated like a chapter (see Chapter).

Respectively

Try to confine your use of respectively to data (e.g., The command areas for tanks A and D were 8,000 and 12,000 hectares, respectively). Most style manuals feel the word can be easily omitted by rephrasing.

Second person (he/she, his/her)

Use he and his for the singular third person pronoun; never use one, he/she, or his/her. If you want to avoid using the second person masculine pronoun because of its sexist connotation, recast the sentences into the third person plural (e.g., "A dry zone farmer barely grows enough rice to feed his family" may be recast as "Dry zone farmers barely grow enough rice to feed their families").

semicolons (;)

1. Use to separate coordinate clauses joined by a conjunctive adverb, such as hence, however, therefore, and thus (e.g., Irrigation is the most important factor; however, soil quality **and** tillage method *can* also be important).

2. Use to separate elements of a complex series when commas are found within the elements (e.g., Work started in zone 1; the nonirrigated areas of zones 3, 4, and 5; and the fields below the tank in zone 6).

3. Use to separate closely related elements that cannot be joined unambiguously with a comma (e.g., Sites upstream were blocked; downstream, clear).

Series and Lists

1. When reporting a series, run the elements together in a paragraph if each is short. If the elements are long or consist of full sentences, list each separately. Readability improves when elements in series are separated and listed. Punctuate a series as if you were writing the materials in solid text. Use "bullets" (see Bullets) if it is important not to imply priority, otherwise use numbers or letters. Avoid excessive listing.

2. Use numbers or letters only if the series includes three or more elements or if elements will be referred to by number later in the text. Use numbers or letters (depending on whether the text is under a main head or a subhead) followed by periods (i.e., 1., 2., 3.) when numbering a series separated from the text. Use numbers or letters followed by a close parenthesis (i.e., 1), 2), 3); if numbering is needed for a series kept within the text.

Significance

Statistical significance is indicated in tables by asterisks placed after the number (e.g., * = probability **less** than 5% or $p < 0.05$; ** = $p < 0.01$; *** = $p < 0.001$).

Significant - important

Significant is a statistical term; use important to avoid confusion.

Since - because

Use since to refer to time (e.g., Farmers had used that method successfully since 1986); use because for logical constructions (e.g., Because farmers used the recommended method, crop survival was high in 1986).

Signs and symbols

1. The Chicago Manual of Style, pp 370-371, has an extensive list of signs and symbols. Be sure that their use will not confuse second language readers.

2. Write out percent in the text but use % in tables, figures, notes, and with extra information placed between parentheses in text.

3. Use: °C (degrees Celsius), m³ (meter cubed or cubic meters). Use # (number) only to refer to a series element in a note or parentheses. Also see Monetary units, Numerals, and Appendix 3.

Slash (/)

1. Use in place of "per" in measurements (e.g., 100 kg/ha).

2. Use in designating crop years (e.g., 1984/85 maha).

3. Do not use with monetary units (e.g., Rs 100 not Rs 100/) or fractions in text.

4. Use for indicating division in equations.

Spacing

Single space text, table and figure captions, column headings, footnotes, endnotes, notes, acknowledgements, and references; double space before A-level heads; triple space equations and center on page.

Spelling

IIMI style uses American spelling, not British (e.g., program, realization, labor; not **programme**, realisation, labour). Use the Random House Dictionary of the English Language. There are exceptions:

1. For publications produced exclusively for an audience accustomed to British spellings, the choice of spelling is left to the author but must be consistently applied.

2. Organizational names using British spelling must be retained (e.g., United Nations Development Programme; International Development Research Centre).

3. If the dictionary lists both spellings as acceptable, use the primary (first listed) spelling even if it is a British spelling. If both American and British spellings are primary, refer to Appendix 4. If the preferred word is not listed, the choice is left to the author. However, consistent use is required in all cases. The editors *can* be consulted regarding spelling variations.

Split infinitives

Avoid splitting infinitives (i.e., the "to" form of a verb). However, style manuals point out that infinitives can be split by an adverb if the author wishes to give the adverb unusual stress (e.g. "to diligently inquire" as opposed to "to inquire diligently").

Tables

1. Try to keep tables simple and to the point. Avoid repeating in the text data expressed in a table.

2. Avoid using decimal numbers, **such** as Table 3.5 (Table 5 in chapter 3).

3. Write captions (also referred to as legends and titles) for tables so that they describe content but not its implications. Use lower case in the caption and write complete phrases or sentences (e.g., Table 6. Changes in population density in the Punjab, 1976-86). Try to include the location and date. Place each table in the text as near its referent as possible. Try not to divide tables over page breaks or to put more than two tables together in one spot in the text.
4. Do not set columns with tabs in tables; separate columns with spaces.
5. Use upper and lower-case letters in main column heads; lower case in sub-heads. When possible, arrange columnar data in **some** ascending or descending order. Heads should be underlined so that the underlining covers any subordinate heads (see example below).
6. Write numbers without commas. Try to use numbers at no more than two decimal places. Round off, if possible. If the sum of the percentages is more or less than 100 percent, include an explanatory footnote.
7. Define abbreviations, symbols, and other keys used in a table for **each** table where used. Define symbols in the order they would be seen if the table were read top to bottom and each entire line were read from left to right. Put references to sources in a footnote.
8. Try to model tables on the following example:

Table 10. Frequencies of water distribution methods for communal systems participating and not participating in water users' associations.

Water distribution method	<u>Participatory</u>		<u>Non-participatory</u>	
	Number	Percent	Number	Percent
<u>Wet season</u>				
Continuous irrigation	18	75	18	82
Rotational distribution	6	25	4	18
<u>Dry season</u>				
Continuous irrigation	9	39	13	62
Rotational distribution	14	61	8	38

Source: National Irrigation Administration 1982.

That
See Which.

The fact is...
Avoid. Just state the fact itself.

Time
Use international time (e.g., 0735 h).

Underlining

1. Underline words that will be typeset in italics, including words that the author wishes to emphasize.
2. Underline book and article titles in text; do not use quotation **marks**.
3. Underline non-English words the first time used; use without underlining thereafter (see Non-English words).
4. Underline sub-sub heads (see Headings).

Utilize - use

These are near synonyms. Use is preferable.

Viz. - vis-a-vis

Rephrase the sentence to avoid these expressions.

Which - that

That is the relative pronoun that defines or restricts the noun or pronoun it modifies; which is used as the nondefining or nondescriptive pronoun to represent a specified antecedent which is inanimate (e.g., IIMI, which was established in **1983**, was the first international institute that dealt with irrigation management). There is some overlap in usage of these two words and the dictionary indicates that experienced writers choose which word to employ as much by its sound in the sentence as by grammatical **usage**.

Wordiness

1. Avoid redundant phrases. In the following examples, eliminate the underlined words: very few, first of all, green in color, rectangular in shape, in order to, the canals and ditches were both in a damaged condition, an area of 20 ha, it is interesting to note that, the results reported here were found to be significant.
2. Simple words can often replace long expressions. In the following examples, use the words in parentheses: in order to (to), due to the fact that (because), at the present time (now), a limited number of (few). by means of (by), utilize (use), prior to (before), initiated (began), approximately (about), commence (start or begin).

CENTER BOLD CAPS FOR PAPER TITLE: SINGLE SPACE

Center caps/lower case for authors' names*
date in European style

INTRODUCTION: LEFT JUSTIFIED BOLD CAPS

All IIMI papers should be written and typed using the standard format guidelines demonstrated below and detailed in the IIMI Style Manual.

Prepare all text in WordPerfect and submit both disk and hard copy for editing. Place file name on the first line of the manuscript. Label the disk and date the file (see Computer).

Authors are responsible for the accuracy of content, including correctly spelling names, places, and foreign words; providing complete citations; and insuring that units of measure are correct. Always do a WordPerfect Spell-check and proofread the manuscript before submitting it.

The main head ("A" head) should stand on its own line with no terminal punctuation. Skip one line, <tab> (5 spaces), and begin text. Single space lines and skip one line between paragraphs. Do not number sections or paragraphs. Skip two lines between the last line and a new main head.

MAIN HEAD

First Sub-head: Left Justified Bold Upper and Lower Case

Put a sub-head ("B" head) on its own line with no terminal punctuation. Skip a line, <tab>, and begin text. Always skip two spaces after a full stop. If you enumerate a list (whether it consists of single words or *short* phrases -- but not sentences) in the text belonging to a sub-head, use numbers with half-parentheses: 1) item; 2) item, item, and item; and 3) item that is a phrase. Or indent and list them separately if they are long:

1. Logically, item listed this way under a sub-head replace sub-sub-heads and the second line should extend to the left and right margins.

2. Frequently short items are listed this way *for* emphasis.

Sub-sub-heads are underlined lower case. Sub-sub-heads ("C" head) are indented, begin with a capital letter, are underlined, and end with non-underlined punctuation and run-on text. If you enumerate a list in the text of a sub-sub-head, use lower case letters: a) item, b) item, and c) item.

*Authors' designations and other particulars relating to the title and/or authors may be indicated this way. Do not use WordPerfect footnotes.

Second sub-sub-head. Text should not be divided by headings unless there are two or more logical divisions. Series placed under a sub-sub-head are logically treated as sub-sub-sub heads ("D" head):

- a) If you need the series to stand alone, use letters, close parenthesis, and <indent>the text. Skip one line between items.
- b) Label. If **you** need to attach a label, limit it to one or two words, don't underline it; just follow it with a full stop and run-on text.
- c) It is best to not divide your text further than this or else it will become too fragmented and uninteresting to a reader. Although, you *can* divide into ("E" heads) using lower case Roman numerals; i) item, ii) item, and iii) item), I discourage this.

Second Sub-head

If it is important that a list not be associated with a priority system, then "bullets" may be used (see Bullets):

- * First item is a sentence or short paragraph that contains punctuation. It should be indented.
- * Label. Second item in this list has a label that should be limited to one or two **words** and underlined.

SECOND MAIN HEAD

Tables

Place the table in the text as close to its referent as possible (see Tables). Leave two lines between the text and a table. Do NOT <tab>columns in a table; use spaces and end a line with a <hard return>. This will allow the editor to easily modify the table, if necessary.

Table 1. List of default format parameters on WordPerfect at. LIM1, 1987.

Item	Parameter
Margins	Left, 10; right, 86.
Lines/page	66
Tabs	5, 50

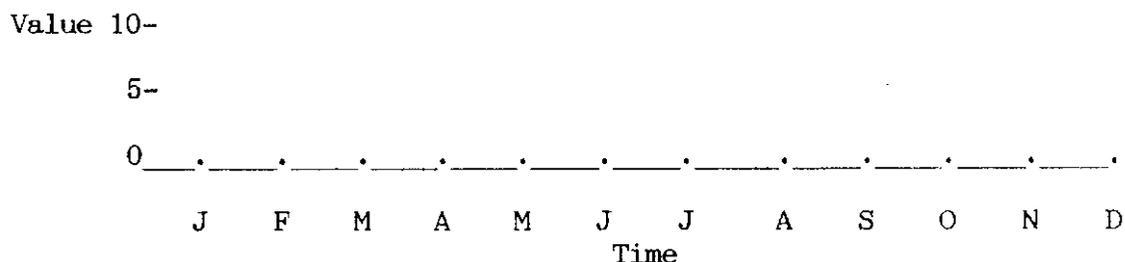
Notes or source: Try to design tables to fit vertically on one page.

Figures

Skip enough lines to leave a "window" in your text to accommodate the figure. Because there are 52 usable lines on a page, the half-page division

is at line 26 (see Figures). If the figure needs a full page, put the caption at the top of a blank page (so the page will be numbered), and attach the original figure. A large map may **need** to be reduced.

Figure 1. Showing the relationship between value and time, 1988.



CONCLUSION

No style manual is complete. Hopefully, what is included here will cover most situations and establish most **standards**. If there are questions about format **and** usage in IIMI publications, please ask your editors. Your suggestions for additions (and changes) to this manual are requested.

NOTES

1. Use only endnotes. Put the number as a superscript' in the text. Skip a line between notes.
2. If you can reasonably put the information contained in an endnote in the text, put it there.

ACKNOWLEDGEMENT

Acknowledge financial, organizational, and professional support. See Acknowledgements.

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APPENDIX 1

See Appendices.

APPENDIX 2

APPENDIX 2

CONVERSION FORMULAS

To Convert	Multiply by
<u>Length</u>	
Inches to centimeters	2.540
Centimeters to inches	0.3937
Feet to meters	0.3048
Meters to feet	3.281
Yards to meters	0.9144
Meters to yards	1.094
Miles to kilometers	1.609
Kilometers to miles	0.6214
 <u>Area</u>	
Square inches to sq centimeters	6.452
Square centimeters to sq inches	0.1550
Square meters to sq feet	10.76
Square feet to sq meters	0.0929
Square yards to sq meters	0.8361
Square meters to sq yards	1.196
Square miles to sq kilometers	2.59
Square kilometers to sq miles	0.3861
Acres to hectares	0.4047
Hectares to acres	2.471
 <u>Volume (a)</u>	
Cubic inches to cubic centimeters	16.39
Cubic centimeters to cubic inches	0.06102
Cubic feet to cubic meters	0.02832
Cubic meters to cubic feet	35.31
Cubic yards to cubic meters	0.7646
Cubic meters to cubic yards	1.308
 <u>Volume (b)</u>	
Cubic inches to liters	0.01639
Liters to cubic inches	61.025
Gallons to liters	4.546
Liters to gallons	0.22
 <u>Volume (c)</u>	
Acre-feet to hectare-meters	0.1234
Hectare-meters to acre-feet	8.1037
Acre-feet to cubic meters	1233.48
Cubic meters to acre-feet	0.0008107
 <u>Weight</u>	
Pounds to kilograms	0.4536
Kilograms to pounds	2.205
Long tons to kilograms	1016.00

Kilograms to long tons	0.0009842
Bushel (unmilled rice) to kilograms	20.87 (approx.)
Bushel (milled rice) to kilograms	29.00 (approx.)

Volume/unit of time

Cubic meters per second (m³/sec) to cusecs	35.31
Cubic feet/second (cusecs) to m³/second	0.0283
Cusecs to liters per second	28.32
Liters/second to cusecs	0.03532
Liters/second to gallons/minute	15.85
Liters/second to mm/day/ha	8.64
Liters/second/ha to ac/cfs	69.9

Note: 10,000m ²	=	1 ha
100 ha	=	1 sq km
1 cusec	=	1 cubic foot/second (ft ³ /sec)

The following local measures should be considered unofficial approximations and should not be **used** in calculations. They are given here as a reading reference only.

6.25 rai (Thailand)	=	1.0 ha
1 borong (Indonesia)	□	0.029 ha
1 cavan (Philippines)	□	50.0 kg

APPENDIX 3

MONETARY CONVERSION RATES

The chart gives the equivalent in local currency for one US dollar on Jan of the given year.

Country	Currency	Symbol	Year				
			1984*	1985	1986	1987	1988
Bangladesh	taka	Tk	26.00	27.11	30.50	31.15	31.20
India	rupee	Re, Rs	12.45	12.27	13.00	12.70	7.66
Indonesia	rupiah	Rp	1074.00	1114.00	1635.00	1653.00	1661.00
Korea	won	W	827.40	889.40	890.60	865.00	743.20
Malaysia	dollar	M\$	2.425	2.448	2.60	2.496	2.567
Nepal	rupee	NRe, NRs	18.00	19.21	19.50	19.50	21.50
Pakistan	rupee	PRs, PRs	15.36	16.15	17.15	17.48	17.43
Philippines	peso	₱	19.76	18.615	20.475	20.80	21.02
Sri Lanka	rupee	Re, Rs	26.28	27.44	28.20	29.93	30.00
Thailand	baht	Bt	27.15	26.275	26.07	25.065	25.12

Source: *ADB Key Indicators of Developing Member Countries, 1985 (April); Far Eastern Economic Review.

APPENDIX 4

WORD PREFERENCES

A useful reference for word preferences is the Irrigation Management Information Network (IMIN) Keyword Thesaurus, which lists the common irrigation-related words used by IIMI's librarian and documentalist in cataloging library accessions. The list below conforms with this thesaurus.

agroecological	lowland	water master
agroforestry	man-hour	water table
arid lands	network	water users'
catchment area	non-rice	association
cooperative	off-farm (adj)	watercourse
co-exist	policy maker	waterlog
cost benefit	postharvest	watershed
cost effective	pre-project	waterspread
cost recovery	rainfall	well-known
data gathering	rain-fed	widespread
database	rice field	
day-to-day	run-of-the-river	
decision maker	runoff	
distributary	salt water	
downstream (adj.)	Seedbed	
dry land	seepage	
dry zone	self help	
farmer-managed (adj)	semiarid	
farmgate (adj)	socioeconomic	
farmers' association	small-scale (adj)	
flood plain	stream flow	
focussing	subdistrict	
full-time	sub-divide (verb)	
grass-roots (adj)	subsurface	
gravity flow	surplussing	
groundwater	tail ender	
head end	textbook	
head-end (adj)	time-table	
household	transplant	
hydro-electrical	tube well	
hydrometeorological	turn over (verb)	
intake	turnout	
in-depth	turnover (noun)	
intercropping	upland	
landholding (noun)	upstream (adj)	
landlord	user perspective	
landless	walk through (verb)	
land use	walk-through (noun)	
large-scale	waste water	
long-term (adj)	water flow	
low lift	water guide	

APPENDIX 5

ACRONYM LIST

ADB	Asian Development Bank
ACIAR	Australian Center for International Agricultural Research
ADAB	Australian Development Assistance Bureau
AICRPDA	All-India Coordinated Research Programme for Dry-land Agriculture
BMZ	Ministry for Economic Cooperation, Germany
CATIE	Centro Agronomico Tropical Investigacion Ensenanza
CEFIGRE	Centre Formation Internationale Gestion Resources Eau
CGIAR	Consultative Group on International Agricultural Research
CIAT	Centro Internacional de Agricultura Tropical
CIDA	Canadian International Development Agency
CIMMYT	Centro Internacional de Mejoramiento de Maiz y Trigo
CIP	Centro Internacional de la Papa
DANIDA	Danish International Development Agency
FAO	Food and Agriculture Organization (of the United Nations)
GTZ	German Agency for Technical Cooperation
IARC	international agricultural research center
IBPGR	International Board for Plant Genetic Resources
IBSRAM	International Board for Soil Research and Management
ICAR	Indian Council for Agricultural Research
ICARDA	International Center for Agricultural Research in the Dry Areas
ICID	International Commission on Irrigation and Drainage
ICIPE	International Center for Insect Physiology and Ecology
ICLARM	International Center for Living Aquatic Resources Management,
ICRAF	International Council for Research in Agroforestry
ICRISAT	International Crops Research Institute for the Semi-arid Tropics
IDRC	International Development Research Centre (of Canada)
IFAD	International Fund for Agricultural Development
IFDC	International Fertilizer Development Center
IFPRI	International Food Policy Research Institute
IICA	Instituto Interamericana de Cooperacion para a Agricultura
IIMI	International Irrigation Management Institute
IITA	International Institute of Tropical Agriculture
ILCA	International Livestock Center for Africa
ILRAD	International Laboratory for Research on Animal Diseases
IRRI	International Rice Research Institute
ISNAR	International Service for National Agricultural Research
NARC	national agricultural research center
ODI	Overseas Development Institute
ORSTOM	Office de la Recherche Scientifique Outre-Mer
PARC	Pakistan Agricultural Research Council
SAREC	Swedish Agency for Research Cooperation with Developing Countries
SIDA	Swedish International Development Agency
TAC	Technical Advisory Committee
UNDP	United Nations Development Programme
UNEP	United Nations Environmental Programme
UNESCO	United Nations Educational Scientific Cultural Organization
USAID	United States Agency for International Development
WARDA	West Africa Rice Development Association

APPENDIX 6

SUGGESTIONS FOR GOOD WRITING

1. Be consistent in the use of an organizational design (format).
2. Put only one main idea in each paragraph.
3. Use the active voice.
4. Put statements in a positive (rather than negative) form.
5. Use definite, concrete, and specific expressions. **Be** clear.
6. Omit needless **words**. Be concise.
7. Avoid repeating table and figure material in text.
8. Avoid including facts **and** data that are unrelated to the main argument.
9. Use parallel structure in comparisons.
10. Keep related **words** together in the sentence.
11. Put the subject at the beginning of the sentence whenever possible.
12. Place an emphatic **word** at the end of a sentence.
13. Use verb tense consistently.
14. Use strong verbs.
15. Avoid qualifiers, ornate expressions, jargon, and fancy or "big" words.
16. Consider your audience.

(Source: Strunk, William Jr, and E.B. White. 1979. "The elements of style, 3rd edition. New York, USA: MacMillan pub.)

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