

How to lay out in an “effective” English book format

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1. Why it's important to "copy" the printed book when writing

Modern word processing programmes allow for the "simulation" of the printed book. The benefits to an author capable of using this are obvious:

- while writing, the clearer your vision of how the printed page will look, the better you can adapt it to suit your target readership and your ideal book form;
- you can use useful editing styles; you can use **bold** or *italics* to highlight words or key points; you can change the body size and font; you can illustrate plans and concepts etc.;
- above all, you can work directly on the file which will be used for printing and so you can make modifications right up to the last minute.

Here, we provide base instructions for those of you who have yet to write and format your work and for those who have already written it but still need to arrange and format it. If you have written your work, we advise you to copy and paste the entire text because Word often keeps many of its default formats which you might need to correct.

2. Volume size and page setup

The format of FrancoAngeli books and magazines, once set, is standard: height 23cm; width 15.5cm. (Some series use a 21x29.7cm format. This won't be covered here).

The page setup on the computer should be set to the following:

- *top margin* 5cm; *bottom* 6.2cm; *left* 4.6cm, *right* 4.6cm;
- *header* 0cm;
- *footer* 5.2cm;
- *gutter* 0cm.

It is, however, essential that the computer is programmed to print on **A4 paper** (21x29.7cm). To select A4 in Word, go to "File-Page Setup-Size".

Text set up in this way will be 11.8cm wide and 18.5cm high.

The page number will be placed 0.8cm from the foot of the last line. To insert the page number in Word go to "Insert-Page number". The page number should be set, as we'll explain later, as 10 point Times New Roman italic.

3. Characters, type size and line spacing

We suggest the following fonts and formats:

- **chapter heading:** 14 point Arial bold (B) – single line spacing – left justified – never precede it with the word “chapter”: it’s not necessary!
The distance between the heading, on a single line, and the text or paragraph title is 10 spaces in 12 point. If the heading takes up more than one line or if the name of the chapter author is included (see below) the number of spaces will be reduced accordingly. In so doing the text or paragraph title will fall to about 6cm from the top border of the text area (in this case it helps to use the ruler which appears on the left hand side of the screen);
- **authors of single chapters:** 12 point Arial italic – single line spacing – left justified. The name and surname should be positioned under the chapter heading, separated from the heading by a blank line and preceded by the word “by” in lower case (eg. “*by Giorgio Rossi*”);
- **paragraph headings:** 12 point Arial bold (B) – single line spacing – left justified.
Leave 2 blank lines before the paragraph heading and a blank line after it. If the heading comes at the end of a page, push it onto the next page by inserting more blank lines (usually one or two are sufficient). Alternatively (and this would be better), set the heading to stay with the successive paragraph (“Format-Paragraph-Keep with Next”);
- **subparagraph headings:** 12 point Arial bold italic (B and I) – single line spacing – left justified; for the formatting see above (“paragraph headings”);
- **sub-subparagraph headings:** 12 point Arial italic (I) – single line spacing – left justified; for the formatting see above (“paragraph headings”);
- **sub- sub-subparagraph headings:** 12 point Arial Roman – single line spacing – left justified; for the formatting see above (“paragraph headings”);
- **text:**
 - **up to 144-160 printed pages:** if the volume does not go beyond 144-

160 printed pages it can be formatted in 12 point Times New Roman with single line spacing;

- **from 144-160 printed pages:** 11 point Times New Roman with 13 point line spacing. If necessary, it is possible to format with single line spacing to recuperate pages.

Only in exceptional cases should you use 10 point Times New Roman for volumes that exceed 400-500 pages (with 12 point line spacing).

Attention: the text should be justified and the first line of every paragraph indented 5mm (to set the indent in Word, click “Format-Paragraph-Special-First Line-Indent”);

- **quotations:** if you are formatting as a block separate from the main text, use 10 point Times New Roman with 12 point line spacing, leaving one blank line before the beginning of the quote and one blank line after it, without opening and closing quotation marks. If you are inserting in the text, leave the quotation in 11 point and place it between angle quotes (eg. «...»») (you’ll find angle quotes in “Insert Symbol”).
Attention: if the quotation begins with a capital letter it should be justified and the first line of the paragraph indented 5mm; if it begins with a lower case letter it should be justified but the first line remains flush left;
- **footnotes:** 9 point Times New Roman, single line spacing. *Attention:* the notes should be justified and the first line of every paragraph should be indented 5mm;
- **tables, text in images:** as a rule, 9 point Arial, single line spacing. In graphics, larger or smaller type sizes can be used to highlight single words or when it’s necessary to stay within the width of the page. Leave a blank line both before and after the table or image;
- **image or table captions:** in 9 point Arial italic, single line spacing, justified. *Attention:* an image caption goes under the image, while a table caption goes above the table;
- **highlighted sentences** (boxed or not): these can be formatted in the same type size and line spacing as the main text, in italics or bold, according to the highlight that you want to give them. They can also be boxed with a light grey background. *Attention:* even highlighted sentences need to be justified and the first line of every paragraph indented 5mm;
- **appendices, glossary, bibliography:** as a rule, 10 point Times New Roman

with 12 point line spacing. In general, 9 point type size is not recommended, unless one is dealing with text for simple consultation and one wants to limit the number of pages. It should, however, be used for the bibliography.

The appendices and glossary should be justified and the first line of every paragraph indented 5mm.

The bibliography should be justified but the first line should be flush left and successive lines indented 5mm;

- **page numbers:** centred at the bottom of the page in 10 point italic.

A page in Times New Roman contains:

- in 11 point with single line spacing: c.2730 characters (including spaces);
- in 11 point with 13 point line spacing: c.2650 characters (including spaces);
- in 12 point with single line spacing: c.2325 characters (including spaces).

4. Page numbering

The first four pages of the book will be handled by the editorial staff; page 1 usually has a presentation of the series, page 2 is generally blank, page 3 is usually the title page, and on page 4 there's the copyright.

Therefore, the first page you have to number is page 5. Pages follow according to the following criteria:

- index: on page 5 and following pages;
- presentation, premise, introduction: these should appear on odd-numbered pages (leave a blank page if necessary);
- section headings: these should appear on odd-numbered pages;
- first chapter (or first chapter within a section): this should appear on an odd-numbered page;
- subsequent chapters: as they fall, either on even- or odd-numbered pages;
- conclusions: these should appear on an odd-numbered page;
- bibliography: this should appear on an odd-numbered page.

5. How to format the index

If you are used to working with Word styles, you can use these to format the index quicker. Otherwise, we suggest that you format the index using a table template (see the index facsimile on the following page - the bold entries should be deleted!).

Index

Premise , by <i>Giorgio Rossi</i>	pag.	9
Part I – The origins		
1. In America. Origins and development of a doctrine	»	13
1. The problem of social control of the economy	»	13
2. Power and responsibility: loss and reconstruction of a field of meaning	»	30
3. Form and Content: definitions of corporate social responsibility	»	61
2. Scientific structure. CSR as an analytical paradigm	»	71
1. Binary visions: first reading <i>Business & Society</i>	»	71
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3. Critical visions: sociological literature	»	98
Part II – The debate		
1. Italian note. Diary of an implicit debate	»	109
1. Introduction	»	109
2. Economic perspective	»	111
3. Sociological perspective	»	133
4. Note on an inter-disciplinary synthesis and a research plan	»	162
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6. Hyphenation

Always use **automatic hyphenation** of the text (in Word, “Tools-Language-Hyphenation-Automatically Hyphenate Document”).

Attention for the **foreign words**: the hyphenation might be wrong.

7. Automatic spell check

We recommend **deactivating** the automatic spell check. The risk is that surnames are corrected without you even noticing. If you can, however, run a complete spell check at the end.

8. Blank lines and spaces

Blank lines between periods: never leave a blank line between paragraphs unless you want to separate a part of the text from the text which precedes it.

Widow lines and orphan lines: these refer to the first or last line of a paragraph when (in the former’s case) a single line remains at the bottom of a page, or (in the latter’s case) a single line sits at the top of a new page.

Programmes generally correct these anomalies automatically. However, we recommend that you deactivate the automatic setting (in Word “Format-Paragraph-Line and Page Breaks-Widow/Orphan Control”: click off the “tick”) and **intervene manually** by pressing the return key when necessary (usually once) to elongate the text by a line or by deleting a return to reduce it by a line. Only in this way will you avoid leaving blank lines at the end of the page.

Blank spaces at the beginning of the page: always eliminate them.

Spaces between words: always leave just 1 blank space between words. For safety’s sake, we recommend that you do an automatic search (look for “two blank spaces” and replace them with “one blank space”) as often as is necessary to obtain a research result “0”.

Spaces before and after punctuation marks: always leave a blank space after (and not before) a punctuation mark (for example, always leave a space after a comma or full stop, and never before one). Never leave a space after an apostrophe.

9. Notes

As a rule, notes go at the bottom of the page. *Attention:* don't insert the notes manually, but insert them with the programme you are using (in Word: "Insert-Reference-Footer") in such a way that the programme automatically numbers them.

The numbering of the notes will recommence from 1 in each new chapter. To get the numbering to recommence, give the instruction to break the section before each chapter and format the notes in such a way that the numbering begins from 1 in each section throughout the document.

The **note's reference number** goes in the text in 8 point superscript, without brackets, and before the punctuation mark.

The **note's text** appears in 9 point with single line spacing.

The reference number that appears at the bottom of the page should automatically appear in 8 point superscript. The note's text will follow on.

Attention: delete the line that separates the text from the notes.

Attention: never leave a blank line between notes. Deactivate the widow/orphan control in the notes as well.

Attention: there are two types of notes: bibliographical notes and those that expand on a subject. Bibliographical notes contain the bibliographical details of the author quoted. If you decide to use this type of note, don't give the bibliographical information in the text (see par.17) as well, just give it in the note. And viceversa.

10. Use of capital letters and capitals of formal address

Don't write chapter or paragraph **headings** in capital letters.

Only use capital letters for **words in the text** in exceptional cases: except for isolated cases where you have a particular reason for highlighting something in capitals, it's preferable to highlight with bold or italics.

Avoid as much as possible the use of capital letters of formal address.

The use of an initial capital can lead to mistakes (the same term can be written with an initial capital or in lowercase and the inconsistency is often difficult to spot).

Therefore, it's always preferable to type **common words** (eg. human resources, management, company) in lowercase, and use capital letters only for "Country", "Republic" (when referring to the Italian Republic), "State", for the names of specific offices and departments (eg. Administrative Management, Shipping Office, Personnel Management etc.), and for common terms used as

part of proper names (eg Bank of Naples). Preferably limit your use of capital letters to when you want to highlight a term in a particular and justifiable way (eg. the Truth).

- **Qualifications/titles:** always in lowercase (eg. doctor, president and not Doctor, President).
- **Subject names:** always in lowercase (eg. philosophy and not Philosophy).
- **Company or State initials:** always without full stops when the acronym is formed by single letters followed by full stops (eg. not U.S.A. but USA). Leave the full stop when it is followed by more than one letter (eg. Co.Re.Co).
- **Programme initials:** use capital letters or small capitals: eg. IHIRMS o IHIRMS.
- **Psychology initials:** generally leave them in capital letters (eg. DSM);
In any case, it is essential that a **uniform criterion is applied throughout the text.**

11. Foreign words

These should be typed in italics only if they have an exact equivalent in Italian. In this case the grammar rules of the original language should be respected.

The “technical” terms in current usage among the target readership (or those who are set to become target readers) should, however, appear in Roman type and remain unchanged in the plural.

12. En dash *versus* hyphen

En dash (–): if you want to insert a parenthesis into a sentence, remember that you must use a medium-length dash (–) to open and close the parenthesis (you’ll find them in “Insert-Symbol”).

Hyphen (-): a short dash (-) is only used to join two words.

13. Itemised lists

Lists can be organised by numbers, letters or graphic symbols (•, ◆, ❖, etc.).

The first line of every list item should be set flush left, while successive

lines should be inset 0.5 or 1cm, in such a way as to ensure that the first letter of each line is aligned.

Attention: if the list is preceded by a sentence that finishes with a colon, use lowercase for the first word of each list item (as long as it's not a proper name) and a semi-colon at the end of the item. If, however, the sentence preceding the list finishes with a full stop, use a capital letter for the first word and a full stop after the last word.

14. Apostrophes and quotation marks

Always use an apostrophe with a serif (') and not a sans-serif straight apostrophe ('). Similarly, always use curly quotation marks with serifs (“ ”) and not straight sans-serif quotation marks ("").

Use **curly quotes** (“ ”) if you want to “highlight” a word; however, use **«angle quotes»** (« ») to open and close the quotation in the text. If a second quote is included within a quote already marked by angle quotes, it should be indicated with curly quotes.

15. Decimals: comma or point?

It would be more elegant to use a point for decimals, as per the rules of English grammar. However, if your work has been formatted with commas, you should at least check that they have been used consistently.

16. Bibliographical references

Bibliographical references inserted directly **in the text** should include the surname of the author followed by a space and then the year of publication of the work in its original language in round brackets – “Freud (1899) said that...”. Alternatively, the author's surname should go in brackets followed by a comma, space and year of publication – (Freud, 1899).

If you want to cite the page number, this should be indicated in brackets in the text, preceded by a “p.” after the year and comma, and not in the bibliography at the end of the article. If the page number refers to the original edition and not to the Italian translation listed in the final bibliography, you'll need to add “orig. ed.” (Loewald, 1980, p. 56 orig. ed.); if the final bibliography con-

tains references to further translations, you must specify the year of the translation to which you are referring (Loewald, 1960, p. 97 it. trans. 1994).

If there are various publications by the same author in the same year, these should be indicated by placing after the year lowercase letters in alphabetical order. If there are various references to the same author with page numbers in the brackets, commas should be used to separate them and not to separate the year from the respective page; it's preferable to use a semi-colon to separate different authors within the same brackets.

If there are two authors, their names should both be written and connected by "and", which can also be used to connect the last two of a list of three authors. If there are more than three authors, you should write the surname of the first author followed by *et al.* (italics, from the Latin *et alii*). The following are possible examples:

- Freud (1899) said that...
- According to dream theory (Freud, 1899)...
- The principles of cognitive therapy (Beck *et al.*, 1979) establish that...
- Quoting Kernberg (1981, p. 35), he says that...
- Eissler (1953) writes that «every parametric introduction introduces the risk that resistance is temporarily eliminated before it has been adequately analysed» (p. 65).

Bibliographical references at the **end of the text** should be listed without numbering, in alphabetic order according to the authors' surnames, and, for each author, the works listed should be in chronological order according to the date of publication (works by the same author published in the same year are indicated by a, b, c next to the year of publication).

In the case of analogous surnames (for example Melanie Klein and George S. Klein), you should order them according to the initial letter of the first name; if the surname and first letter of the first name are the same, the first names should be written out in full (and if possible include the *middle initial* for further clarity – even more importantly, this rule should be applied in the text, above all if there are authors who share the same first name initial, for example Daniel N. Stern and Donnel B. Stern).

The year goes in brackets straight after the surname and the initial of the first name followed by a full stop, thus: "Freud S. (1910)". If the author has two Christian names (that is if there is also a *middle initial*), as is common in Anglo-Saxon countries, you should write the two initials without a space between them (for example: Bianchi G.A., Rossi P.F., Kernberg O.F., etc.).

In the case of works written by several authors, you should include the surnames of all the authors. In the case of a work edited by an author or

authors, all names should be listed followed by the expression “edited by” for editions in Italian, and “eds.” or “ed.” for editions in a foreign language.

If the year of publication is different from that of the original, it should go after the name of the publisher and be preceded by a comma, otherwise it is sufficient to put the year in brackets at the beginning of the bibliographical item after the name of the author.

Bibliographical references should therefore be set out according to the rules deducible from the following examples:

Volume:

Beck A.T., Rush A.J., Shaw B.F. and Emery G. (1979), *Cognitive Therapy of Depression*, Guilford Press, New York (it. trans: *Terapia cognitiva della depressione*, Boringhieri, Torino, 1987).

Edited, one author:

Merini A., edited by (1977), *Psichiatria nel territorio*, Feltrinelli, Milano.

Edited, several authors:

Boltanski L., Claverie E., Offenstadt N. and Van Damme S., eds. (2007), *Affaires, scandales et grandes causes. De Socrate à Pinochet*, Stock, Paris.

Essay taken from an edited work:

Liotti G. (1985), *Un modello cognitivo-comportamentale dell'agorafobia*, in Guidano V.F. e Reda M.A., edited by, *Cognitivismo e psicoterapia*, FrancoAngeli, Milano.

Beebe B. (1983), *Mother-infant mutual influence and precursors of self and object representation*, in Masling J., ed., *Empirical Studies of Psychoanalytic Theories. Vol. 2*, Analytic Press, Hillsdale, NJ.

Magazine article:

Minguzzi G.F. (1986), “È possibile valutare i risultati della psicoterapia?”, *Giornale Italiano di Psicologia*, 13, 1: 7-13.

Unpublished text:

Benedetti G. (1988), “Contribution to the debate on a speech by John Gunderson at the International Conference *New Trends in Schizophrenia*”, Bologna, 14-17 April (tape recording).

Volume or article from an Internet website:

The same rules apply as for printed volumes and articles, with the addition of text available at the website: <http://www...> and the date of consultation.

In all these cases pay attention, if possible, to the rules concerning the use of capital letters in the titles of works in English. For example, titles in Eng-

lish use capital letters in all words except for **a**, **an**, **the**, and conjugations and prepositions up to four letters.

17. Figures, graphs, drawings and photographs

All figures should be numbered, progressively starting from 1 in each chapter.

Both in the text and captions it's standard to use the abbreviation "fig.". (Example caption: *Fig. 1 - Figure caption*). Remember that a figure caption goes beneath the figure.

All figures are printed in black and white (unless you have made a prior arrangement with the editorial staff). Don't therefore use colours to create new figures. If you have to use colour images save them with the grey scale.

If you use figures (drawings, renderings, etc.) that you have acquired with a scanner or created digitally as a JPG or TIF, check that they have a resolution of 300 dpi before inserting them in the Word document.

Attention: the reproduction of images must be authorised by whoever holds the rights (photographer, museum, archive, etc.). Images downloaded from the internet should not be considered free of copyright. And in any case remember that the resolution with which they are saved does not allow for their reproduction.

Attention: the image must not exceed a height of 18.5cm and a width of 11.8cm (unless you have made a prior arrangement with the editorial staff). If the image doesn't fill the entire width of the page, centralise it.

17.1. Graphs

To create a new graph: "Insert-Picture-Chart".

To modify an existing graph in Word: to modify the dimensions, position and layout of the text in respect to the graph, click on the graph with right key of the mouse and select the option that you need.

17.2. Drawings

To insert a new drawing, select "Object" from the "Insert" menu and then click on "Create New". In the list of "Object Type", double click on "Microsoft Word Picture".

Using the menu bar “Drawing” (“View-Toolbars-Drawing”), it’s possible to insert, draw and format any type of object.

- To add text to a drawing, it’s best to use a “Text Box”, which allows you to add text to any part of the page.
- Under “AutoShapes” there are several different categories of geometric shapes (lines, arrows, stars, flowcharts, banners and callouts).
- When a picture is made up of several objects, shapes and text boxes, it’s worth grouping them together: from the “Drawing” menu select “**Group**”: in this way the picture will be treated as a single unit. When it becomes necessary to work on a single element within the picture you can click on the opposite command “Ungroup”.
- It is also possible to draw freehand, using the option “Freeform” for objects with line segments or curves. If you want your drawing to look like a pen drawing, it’s advisable to use the “Freeform” option. If, however, you want a more sophisticated and complex shape, it’s advisable to use the “Freehand” option. If you want to draw a curve more precisely and accurately, use the “Curves” option. To modify the shape of a curve or a freehand drawing by moving, deleting or adding vertices, select “Edit Points”. It is possible to perfect the aspect of freehand drawings and curves as for other shapes. It is, for example, possible to add colour and images, to modify the line style, and invert or rotate the drawings and curves. It is not, however, possible to add text or convert a freehand drawing or curve into another shape.
- It is possible to add a fill effect (it’s best if this is light grey). However, always use black for the lines.

At the end click on “Close Picture” on the “Edit Picture” toolbar.

18. Tables

Tables must be numbered progressively in each chapter, starting from number 1.

In both the text and caption, the abbreviation “tab.” is used. (Example caption: *Tab. 1 - Table caption*). Remember that the table caption goes above the table.

Tables should respect the justification of the text area and so should have a maximum width of 11.8cm. To layout the table automatically in Word, select “Insert Table” from the Table menu and specify the number of rows and columns, keeping “auto” for the column width. To adapt an existing table to the page, use the Word command “AutoFit to Window”.

- **Text character:** use 8-9 point Arial or Helvetica.
- **Borders:** from the “Format” menu select “Borders and Shading”. It’s sufficient to leave borders above and below the heading and the border at the bottom of the table.
- **Shading:** it’s best to avoid shading of any colour inside a table or in any part of it, as it noticeably worsens legibility. If necessary, use only shades of light grey.
- **Remove borders and shading:** once you’ve selected the part of the table from which you want to remove the borders and/or shading, select “Borders and Shading” from the “Format” menu and then “Borders: None”, “Shading: None”.
- **Heading:** it’s best to format the font in italics. Remember to leave a border above and below it.
- Numbers in columns should be aligned.

Tab. 1 - The population of Vietnam: total and divided by sex (in millions)

<i>Year</i>	<i>Population</i>	<i>Male</i>	<i>Female</i>
1975	48,0		
1976		23,6	25,6
1980	53,6	26,0	27,6
1985	59,8	29,3	30,6
1990	65,8	32,1	33,7
1995	71,4	34,8	36,6
1999	76,3	37,5	38,8

Source: General Statistical Office, *Statistical Yearbook*, New York, 2000, p. 347.

19. Mathematical formulae

To create or modify equations, it’s necessary to have the Equation Editor programme.

And at the end ... an extra check

Once you've finished typing your work and before starting on the layout, we recommend that you do a spell check and carry out these automatic searches.

replace	specific	Replace with
double space		single space
'		'
”		“
space,		, (no space)
space.		. (no space)
space;		; (no space)
space:		: (no space)
space!		! (no space)
space?		? (no space)
space)) (no space)
(space		((no space)
space-space		space–space
ecc.		etc.
space...		... (no space)