**STYLE (ENGLISH LANGUAGE VERSION)**

The author must submit a brief biographical statement (100-120 words), an abstract (150 words) and a list of between 6-10 keywords, all in English.

For *Digital Icons* editorial purposes please adhere to these style guidelines when referencing the following:

**Spelling and transliteration (also see section on in-text references)**

Use British spelling i.e., colour and not color.
However, articles from USA-based authors adhering to the American standard will be accepted as long as they are consistent throughout.

For transliteration from Russian, use the Library of Congress transliteration from Cyrillic, e.g. Rodziakhovskii for Родзиаховский; Мол’ for Моль; Iaponets for Японец; etc., with the exception of those names that have an established form in English, for example Dostoevsky and Yeltsyn and not Dostoevskii and El’tsin.

For other languages that use Cyrillic, you are free to use the transliteration system of your choice as long as it is consistent throughout the text.

For the Reference section you need to provide the title of a publication in the original, in the transliterated form, followed by the title in the English translation / (e.g., *Brat’ia Karamazovy / The Brothers Karamazovs*).

All non-English language quotations should be translated into English. If you believe the reader will benefit from seeing the quotation in the original language please provide it in the transliterated form—where applicable—in the footnote.

When using a term that is in a different language provide the term in italics (in the transliterated form) followed by a translation into English in [ ]. For example, Ledeneva examines *blat* [a system of informal networks] in the Soviet Union.

**Punctuation**

Do not use a comma before ‘and’ in a series of three or more (e.g., There were dogs, cats and mice.).
Place the following punctuation symbols after quotation marks: . , ! ? (e.g. ‘Facebook rebellions’, ‘the Internet revolution’, etc.)

**Acronyms and abbreviations:**

Explain each and every acronym and abbreviation at first occurrence. For example, write World Intellectual Property Organization (WIPO) and WIPO thereafter. Avoid the use of full stops in acronyms/abbreviations with the exception of U.S. (United
States). Do not use the abbreviation WWII; use World War I or World War II.

**Terms and Conventions**

Use the lower-case for ‘internet’.

Use ‘e-mail’ and never E-mail, email or Email.

Use ‘website’ and not ‘web site’.

**Numbers and Dates**

The numbers zero through twenty should be spelled out except when referring to data or measurements, such as ‘3 pixels’, ‘8 percent’, ‘3.3 pages per second’, or ‘3.5 million’.

All whole numbers above twenty should appear as Arabic numerals, such as 21, 311, 512, etc. All ordinal numbers should be spelled out, as in twentieth (including centuries, e.g., nineteenth century). A number at the start of a sentence should be spelled out, as in ‘Twenty four search engines were examined’.

Dates should be rendered as 5 March 1953, except cases where the date has particular significance (e.g., September 11).

**Percentages**

Spell out the word ‘percent’ in the body of the text; however, the % symbol should be used with figures displayed in tables or within citations, e.g., ‘Tatars account for 10 percent of the region’s population’ and ‘Active bloggers formed a majority (53%) of the community’.

**Quotations**

Quotations of 50 words or less should be inserted in the regular text, marked by single quotation marks and with the source reference supplied after the quote or at the end of the sentence. Quotations in excess of 50 words should be indented and set off from the regular text, with the source of quotation added at the end. These quotations require no quotation marks.

If there is a quotation within a quotation, it needs to be marked by double quotation marks.

**In-text references**

All in-text references should be provided in ( ). Please do not use footnotes to provide references. The following format of references should be used:

**Publications**

For publications that have an author: (Ivanov 2007: 15), where 15 refers to the page from which the citation is taken. If the page number is unavailable or irrelevant please use this format: (Ivanov 2007).
For a reference to a series of publications by the same author, use this format: (Ivanov 2007, 2009, 2010)

For references to texts produced by the same author in the same year, use this format: (Ivanov 2007a, 2007b)

For references to a few publications by different authors: (Ivanov 2007: 12; Petrov 2005: 13; Sidorov 2001: 29)

If a publication has multiple authors: (Sidorov et al. 2010: 46)

If a reference is made to a publication that does not have an author use the first three words of the title of the publication given in single quotation marks: (‘O chem govoriat’, 2010)

**Book titles/film titles/characters in film and television**

When giving the title of a book, use italics; also provide the date of publication at the first mention (e.g. ‘In his Hypnosis and Culture (1997), Adamovich defines cultural discourse as…’).

When using book titles that are not in English, the book title within the text should be given in English (italicized), followed by the non-italicized, original title and the year of publication in brackets [ ]: e.g., *Hammer and Sickle* [Serp i molot, 1936]. Provide this information at first mention and use the English title thereafter.

When using the title of a film, provide the title of the film (in English and the original title in transliteration, where applicable) followed by the date of release and the name of the director(s) in ( ): *Battleship Potemkin / Bronenosets Potemkin* (1925, dir. Sergei Eisenstein). Or you can incorporate this information into a sentence: ‘In his *Battleship Potemkin / Bronenosets Potemkin* (1925), Sergei Eisenstein depicts the events of the past’. Provide this information at first mention and use the English title thereafter.

When using the name of a character, provide the full name of the actor / actress in ( ) at first mention: ‘Ivanko (Dmitrii Budko) is a student in a provincial university’.

**Forums and blogs**

When referring to forum or blog posts, insert the username of author followed by the date of the post, using the following structure: day.month.year (e.g., apelsiny 20.10.2007). In instances when the author’s privacy is protected, use the initial letter (e.g., a. 20.10.2007).
References at the end of your submission should take the following formats:

**Books**

*Single Author*


*Multiple Authors*


*Chapters in Edited Volumes*


*Academic Journals (Print and Online)*


*Papers Presented at Conferences*

Newspapers and Newswires

MacLeod, Calum (2006, 4 March). ‘Web Users Walk Great Firewall of China’, USA TODAY.


Interviews


If an interview is conducted via Skype, Google chat or other such web forums, use the same format as above, but replace ‘telephone’ with the appropriate medium. If the interview was conducted by the author(s), please provide the author’s name in the reference.

Films and Television Programmes


Internet resources

Entries made under nicknames or pseudonyms are cited as such. Please indicate the name of the ‘real author’ wherever possible (for example: Mr. Parker [Maksim Kononenko]. If you have to protect the identity of the individual/s, use the first initial of the username. Specific norms of internet writing, such as the purposeful use of lower case lettering should also be preserved.

When providing references to websites using URLs, please do not use ( ), or < > to indicate such references. Also please make sure these references do not appear as hyperlinks by deactivating them.

Websites

No Author=Institutional Author


No Author

Single Author


Multiple Authors


Entries in Blogs and Online Forums


Online videos


Use of images, tables and figures

*Digital Icons* encourages the authors to use images, screengrabs, figures, tables and other forms of data visualisation (DV) for the benefit of our readers. If using images and DV produced by other people, correct permission need to be obtained and supplied along with the submission. It is the responsibility of the author to obtain the correct permission for use of such images and DV for publication in *Digital Icons*. *Digital Icons* holds no responsibility for inappropriate use of copyrighted material by authors. Screengrabs and filmstills, or any other material available in the public domain for free circulation, do not require permission; however they need to be presented and referenced accordingly—please, see the sections below.

All images and DV should be presented in the submission using the **caption** section and the **source** section. The latter indicates the authorship of the reproduced image or DV and uses the following format:
a) Source: Ivan Ivanov. – This means the image was produced by the author of the article, Ivan Ivanov.

b) Source: Andrei Tarkovskii Ivan’s Childhood (1962). – This means the filmstill was obtained from a film by Tarkovskii.

c) Source: https://twitter.com (accessed 15 September 2012). – This means the screengrab was taken from the Twitter homepage.

The caption section gives the author an opportunity to provide commentary, explanation, or any other relevant information to be used along with the image or DV. In the caption section the author must identify the type of information used—image, table, etc.—and should number each type individually (Image 1, Image 2; etc. Table 1, Table 2; etc. and not this way: Image 1, Table 2, Image 3, Image 4, Table 5). For example: **Image 1.** A screenshot of the ‘Russia Trends’ on Twitter as of 15 September 2012 at 6:30 p.m. of Moscow time.

**Examples:**

**Table 1.** Data obtained on 15 September 2012.

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</table>

**Source:** Galina Nikiporets-Takigawa.

**Image 1.** Historical re-enactments in *Russian Ark.*

**Source:** Aleksandr Sokurov’s *Russian Ark* (2002).
Use of screengrabs

When using screengrabs the author must ensure they adhere to the following format.

1) The screengrab should not show the user interface. The example below shows incorrect use of screengrabs:

This is correct use of the same screengrab:

2) The screengrab should not focus on just one element, for example, a photograph, but rather show the whole environment in which a desired element appears. The example below shows incorrect use of screengrabs:
This is correct use of the same screengrab: