



De La Salle University  
D A S M A R I Ñ A S

# University Styleguide

Institutional Communication Office  
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# Contents

Introduction

Chapter I University Styleguide

Section A. Capitalization  
Section B. Names and Titles  
Section C. Abbreviations  
Section D. Numerals  
Section E. Punctuation  
Section F. Division of Words  
Section G. Spelling  
Section H. Politically Correct Language

Chapter II Use of University Symbols and Signatures

Chapter III An Explanation on Translations (Paliwanag sa Pagkakasalin)

# Introduction

To achieve a consistent standard for language usage in official communications and publications, this styleguide is recommended for the use of the university's offices and constituents. The materials contained here were compiled from local sources (see references) to be more practical and relevant to the needs of the university. Aside from the usual topics on style like capitalization and punctuation, important features such as the guidelines on the use of the university signatures and English and Filipino terminologies of university units were included.

Even with the advent of online dictionaries and high-tech writing aids, we are confident that this styleguide will serve as a useful tool in putting across clear, convincing and compelling messages. We believe this is crucial in a large, dynamic and fast-growing academic community like ours.

# CHAPTER I

## UNIVERSITY STYLEGUIDE

This section contains guide on the proper use of the English language. This best applies to official communications and to popular publications.

### SECTION A CAPITALIZATION

In general, proper nouns (e.g. Philippines, English, Juan de la Cruz) and proper adjectives (e.g. English Language) are capitalized. Common nouns are not, e.g., country, language, name. When in doubt, do not capitalize.

#### 1. University

a. The word university is capitalized only when used with a proper noun to form a school's name; De La Salle University-Dasmariñas (By action of the Board of Trustees, this is now the official name of the university.)

But it is not capitalized when used alone: The university has three objectives: instruction, research and social action.

#### 2. University divisions/departments/offices/activities

a. Capitalize all major university divisions, starting with departments: Languages Department, Cavite Studies Center, College of Engineering and Technology. But: the outreach unit of the College of Education.

b. Capitalize all official university-wide bodies, offices, and committees: Board of Trustees, University Student Council, Office of Student Affairs. But: research committee of the College of Science.

c. Capitalize all official or formal events on campus: Lasallian Week, Job Fair, Mutya ng La Salle, and Inter-collegiate Games.

#### 3. Organizations and Buildings

a. Capitalize all principal words in names of churches, organizations and buildings. Do not capitalize minor words such as articles and short (less than four letters) conjunctions and prepositions : Antonio and Victoria Cojuangco Memorial Chapel of Our Lady of the Holy Rosary, Gregoria Montoya Hall, Freudian Society.

#### 4. Courses and Classes

a. Do not capitalize the names of subjects except language subjects or when they refer to a specific subject or course code: He has a journalism class tomorrow. He is required to take LITT101. She has an Advanced English course this semester.

b. Do not capitalize freshman, sophomore, junior, senior, undergraduate, graduate unless they begin sentences.

#### 5. Titles

a. Capitalize a title or an identifying term when it is part of a name. If the same word is being used generically do not capitalize it. Titles following names are in the lower case in the text of communications: Dean Rosalinda Garibay; Professor Pil Garcia; the dean, the department chair; Dr. Mark Aspra, associate dean of the College of Liberal Arts

b. Descriptive words referring to occupation are not capitalized: lawyer Frank Santos, teacher Bernice Rocha. But: Atty. Frank Santos is my lawyer.

c. Title modifiers such as former, late, are not capitalized: The late Emilio Aguinaldo was former president of the country.

d. When the word president refers to the president of the Philippines, it is capitalized: President Gloria Macapagal-Arroyo, or the President said.  
When referring to the president of a university, it is also capitalized when used as part of a name: DLSU System President Br. Rolando Dizon, FSC; Br. Andrew Gonzalez, FSC, former president of the DLSU System. When it is used in a general sense, it is not capitalized: The president of the University Student Council presided over the meeting.

#### 6. Names of government offices

a. Capitalize the names of all major agencies and offices of the government: the Cabinet; the Commission on Higher Education; the Senate; the Supreme Court. Do not capitalize subordinate divisions of the government: homicide division of the Western Police District, anti-gambling unit of the Department of Interior and Local Government.

b. Capitalize names of military branches: the Armed Forces of the Philippines, Philippine Navy, Philippine Air Force. But: The Philippines needs a navy. In the previous sentence, navy refers to a unit not specific to the country.

#### 7. Geographical terms

a. Capitalize the principal words in geographical terms: the Bicol Region, Eastern Visayas, Region IV, Central Luzon, Southern Tagalog provinces.

b. Do not capitalize words indicating direction only: east of the canteen, west of the administration building.

#### 8. Nations and nationalities

a. Capitalize names of countries and nationalities: the Philippines, a Filipino.

b. Capitalize formal names of people, tribes, and races: Malay race, Ifugaos, African-American, Anglo-Saxon.

c. Ethnic regions should be capitalized: Visayan, Ilocano, Tagalog.

#### 9. Publications

a. Capitalize the main words of the titles of periodicals and books. Do not use quotation marks but type preferably in italics. If italics are not available, underlined words will be typeset in bold face.

The following are periodicals: *Sinag*, *Ayon*, *Heraldo Filipino*, *Kamalayan*.

The following books were written by Cavite Studies Center director Emmanuel Calairo: *Mga Tahanang Ancestral sa Kabite*, and *Cavite El Viejo*.

Prepositions and conjunctions composed of four or more letters are capitalized when part of a title: Torn Between Two Lovers.

b. Capitalize the opening words plus the main words and write with quotation marks, titles of articles, plays, motion pictures, poems, paintings, musical compositions and the like: "Hamlet," "All for the Love of Thee," "Spoliarium," "Gone with the Wind," "Tinimbang Ka Ngunit Kulang."

10. Religious terms

a. Capitalize all terms (nouns and pronouns) referring to God: the Holy Spirit, we must believe in Him.

b. Capitalize names of religious denominations and creeds and their adherents: Christian, Catholic, Protestant, Methodist, Jew, Muslim, Orthodox.

c. Capitalize the names of all religious events and observances: Ash Wednesday, Easter, Christmas, Lent, Ramadan.

d. Capitalize, but omit quotation marks around the names of sacred writings: Bible, Koran, Book of Matthew, Gospel of St. Luke, Veda, Torah.

11. Lasallian Terms

a. The standard names for La Salle Brothers: Br. Name, FSC. Subsequent sentences refer to him as Br. Name. Thus: Br. Andrew Gonzalez, FSC

b. When referring to our patron the following may be used: St. John Baptist De La Salle, De La Salle, Saint La Salle but not St. John or Saint De La Salle.

c. Lasallian, which refers to a member of the La Salle family is written as one word always.

12. Degrees

a. Capitalize degrees when abbreviated. AB (bachelor of arts); PhD (doctor of philosophy).

## SECTION B NAMES AND TITLES

Names should be written as their owners prefer. Titles preceding names are usually abbreviated.

1. Full names

a. Any name that appears the first time in a news story or article is normally given in full, or according to the preference of its owner: Jose Mari Velez, N.V.M. Gonzales, Leon Ma. Guerrero, Liza dlc. Masaquel.

b. In subsequent uses of a persons name in a news story/article, use the last name only. The last name may be preceded by titles: Prof. Garcia, Dr. Torres

c. Do not use first names or nicknames unless the persons referred to are children, or well-known by their

first names or nicknames. However, you may use them when they are appropriate to the nature and purpose of the story.

d. Do not separate Jr. or Sr. or numerals (e.g. III) from its accompanying name by a comma: Benigno Aquino Jr., Jose Laurel III.

e. In general do not use middle initials. Use them only for persons having the same names: Arnel C. Santos and Arnel B. Santos work for the same company.

## 2. Use of Mr.

a. Mr. is primarily a designation of respect. In a news story use Mr. in the initial mention of the name and not in subsequent uses: Mr. Venancio De Los Reyes, an assistant professor at the College of Business Administration...De Los Reyes said that...

b. It is correct, not mandatory, to use Mr. with the last name of a national president currently in office: Mr. Bush.

c. Mr. should be used in obituaries with the last name of the deceased: Mr. Santos, 60, died of cancer.

## 3. Women's names

a. Give the first names of both wife and husband who work in the same profession: Emmanuel and Lucila Calairo (not Mr. and Mrs. Emmanuel Calairo).

Spouses who are both professionals should both be accorded their title/s: Gen. Ed Reyes and Dr. Cheryl Reyes attended the function.

b. Women who are married generally use their first names and their husbands' surnames: Mrs. Marilyn Montemayor (not Mrs. Eric Montemayor).

Do not use "Mesdames" before a list of married women's names. Use Mrs. before each name.

c. Respect the name a female public personality wants to use after marriage; for instance, if she wants to use her unmarried name: Sharon Cuneta, Loren Legarda.

d. Use a social title (Ms., Miss, Mrs.) as a woman prefers. If you are unable to know the preference, use Ms. regardless of marital status. If several women who prefer Ms. must be listed in a series, repeat Ms. before each name.

Note: For the Newsette and other ICO publications the titles Mr./Ms./Mrs. may be omitted.

e. When the name does not indicate gender, use only the given name: Rez Gopez-Sindac, Joey Tabuena.

## 4. Clergy

a. When referring to Roman Catholic clergymen, you may use: The Rev. Fr. Deo Angcao (or Father Angcao), The Right Rev. Msgr. Teodoro Bacani (or Monsignor Bacani), The Most Reverend Pedro Bantigue (or Bishop Bantigue), Jaime Cardinal Sin (or Cardinal Sin). A nun is called by her church name: Sister Stella.  
Note: Be aware of church hierarchy.

b. When referring to Protestant clergymen, supply "the" before Rev. at all times: The Rev. Emilio Puerto, or Mr. Emilio Puerto. They may also be addressed as Pastor, Minister, Preacher, or even Mr. In subsequent references: the Rev. Puerto.

Protestant bishops are addressed as Bishop: Bishop Cirilo Rigos. Be consistent in the use of form for subsequent references in any one story.

5. Academic Rank

a. The title professor is the highest, most prestigious rank in the academe. It should be used only for full professors: Prof. Lakandupil Garcia; but Dr. Alexander Flor, assistant professor.

6. Title Styles

a. The title Dr. should always be used whether to refer to male or female subjects: Dr. Alfredo Castillo, Dr. Herminia Torres.

b. Don is sometimes used in the Philippines to refer to the prominent, like the late Don Andres Soriano. However, do not use Don in news stories. Plain Andres Soriano (for example) will do.

c. Short titles should ordinarily precede names, longer titles follow names: Secretary Mar Roxas; Dr. Myrna Ramos, vice president for academics.

## SECTION C ABBREVIATIONS

In general, abbreviations are used when they are familiar to the reader. They are not used when they might puzzle the reader. When in doubt, spell out.

1. Titles

a. Abbreviate and capitalize commonly used titles before full names or surnames: Prof., Dr., Rep., Maj., Gov., Gen.

b. Long titles that follow names should be spelled out in full and typed in lower case: Dr. Myrna Ramos, vice president for academics, said that..

c. Less common titles or those not readily abbreviated should be spelled out in full: Postmaster General Anna Madrigal, Solicitor General Francisco Chavez.

2. Geographical terms

a. Republic of the Philippines may be abbreviated in headlines: RP claims Spratlys

b. Names of cities and provinces are not abbreviated: Trece Martirez City, Cavite, not T.C., Cav.

3. Streets and addresses

a. Street, avenue, and boulevard are normally abbreviated and capitalized in addresses: Real St., 49 Lopez Ave., Roxas Blvd.

4. Names of organizations

a. Names of organizations are normally written in full at first mention. They should be followed by either the acronym or initials in capital letters, without periods and in parentheses: The University Student Council (USC), Philippine Long Distance Telephone (PLDT). In subsequent mentions, initials may be used: The USC held its election yesterday.

b. Names of widely known organizations, however, may be shortened even at first mention and written in all capital initials, without periods, at all times: UN, YMCA, ASEAN.

c. Some acronyms, however, are written either in capital and lower case letters or in all capital letters, depending on how each company generally uses them: Napocor, Meralco, Pagcor, PAGASA.

## 5. University

a. The word university must not be abbreviated in text. De La Salle University-Dasmariñas (but never De La Salle Univ.).

## 6. Degrees

a. Names of degrees may be abbreviated, in capitals and without periods: MA, PhD, BSA, MS, AB

## 7. Military and Police Terms

a. Military titles used before names should be abbreviated: Lt. (Lieutenant), Gen. (General), Col. (Colonel), Maj. (Major), Sgt. (Sergeant), Pvt. (Private), C/Supt (Chief Superintendent), SPO1 (Special Police Officer 1)

b. In writing about events, put time, date and place in that order: 5:00 o'clock this afternoon at the auditorium; at 7:00 p.m., Feb. 14, at the gym.

## 8. Months and dates

a. Abbreviate months when used with dates (e.g. Dec. 25), except March, April, May, June, July. Spell out months when they appear without the date: January, September 2001.

## 9. Measurements

a. Abbreviate centimeter, milligram, kilogram, pound, but not inch, yard, feet and meter: The string is 25 cm. Attached to it is a 2 kg. stone. But: The stone was placed 10 meters from the white line.

## SECTION D NUMERALS

In general, spell out all numbers, cardinal (indicating quantity) and ordinal (indicating order), from one through nine: two, four, second, fourth. Use figures for all numbers, cardinal and ordinal, from 10 up: 14, 15, 13th, 18th.

### 1. Round numbers

a. When an exact figure is not required, a round number may be used: 1,000 instead of 1,008. When the figure reaches a million, it should be spelled out: one million, three million.

Exception is when the million figure is part of a series of numbers, some of which cannot be rounded off: 1,543,000; 1,345,000; 1,234,000.

## 2. Large numbers

a. When large numbers must be spelled out, use a hyphen to connect a word ending in y to another word. Do not use commas between words that are part of one number: twenty, thirty, twenty-one, thirty-one, one hundred forty-three, one thousand one hundred fifty-five, one million two hundred seventy-six thousand five hundred eighty-seven.

## 3. Figures

a. Use figures for:

money: P5 (not P5.00)

street numbers: 10 Macahiya St.

ratio: Peso-Dollar exchange rate is 55 to 1.

sports records: 8 sec., 10.2 sec.

dimensions and statistics: 10 x 8 cm.; 36"-24"-36"

age: 18 years old; 5-year-old boy

phone numbers: Tel. 416-4542, (0919) 338-4640

degrees of temperature: 30 C, 98 F

vehicle license plates: MMP 723

latitudes and longitudes: 20' 10" W

time: 4:00 pm (am and pm in lower case)

## 4. Terms of measurement

a. All numbers indicating precise measurement are written in figures, unless otherwise specified: 5 minutes, 7 weeks.

b. Spell out the numbers when they are an approximation: about ten weeks, twelve or thirteen pieces.

c. Use numeral or numerals in expressing any number that immediately precedes a standard unit of measurement or its abbreviations: 1 gram, 3 g., 16 mm.

## 5. Fractions

a. Simple fractions may be expressed either in figures or words. In newspaper copy, words are used: one-half. Fractions in formulas or menus should be in figures:  $\frac{1}{2}$ .

b. For consistency, the metric system is to be preferred to the English system. But when the units of measurements are not easily understood, enclose in parentheses the more commonly used units: Robert Jaworski is 193 cm. (6'4") tall; the vital measurements of Binibining Pilipinas Universe 2001 are: 91.4 cm. - 61 cm. - 91.4 cm. (36"-24"-36").

## 6. Miscellaneous

a. In a series of related numerical expressions, treat all items in the same manner (This is an exception to the general rule at the head of this section): The king had 7 wives, 64 children and 32 grandchildren.

b. Never open a sentence with a figure. Spell out the number or rephrase the sentence: Seven hundred people died in the tragedy; or a total of 700 people died...

Exception: Calendar year. 1999 was a good year for DLSU-D employees.

- c. For publication's copy write percentages thus: 17 percent.
- d. Write votes thus: Yes 50, No 25.
- e. Write scores thus: DLSU-D 10, AdMU 2, DLSU-D won 10-2.
- f. Use the abbreviation No. when it appears in titles or other formal usage, such as Symphony No. 9. Do not abbreviate in such phrases as number nine on the list.

## SECTION E PUNCTUATION

For general rules of punctuation, see any reputable text on the subject. Some of the more common rules follow.

### General Rules

1. In announcing election results, use a semi-colon to set off names and their identification: The following were elected: Anne Germain, primary source; Bernadette Comia, secondary source; and Alice Paras, documentor to the committee.
  2. In announcing scores and line-ups, use a comma between teams: CLA 25, COS 10.
- a. Commas
    1. Use commas to separate words, figures or phrases in a series but omit them before conjunctions: He decided to do a survey on population density, credibility and educational attainment.
    2. A comma is used before a coordinating conjunction in a compound sentence: He took a walk to the Museum Complex, and his friends met him there.
    3. A comma is used after a subordinate phrase that introduces the main clause in a sentence: Upon deciding, he went to work right away.
    4. Use commas in pairs to set off appositives: Holly, a student of dance, went home after ballet practice.
    5. Use commas in pairs to set off parenthetical words or phrases: The results, after all, were expected.
    6. Use a comma to introduce a complete, one sentence quotation within a paragraph: Ivy said, "She spent six months in Argentina and came back speaking English with a Spanish accent."

- b. Dashes

Dashes may be used to set off parenthetical and other materials within a sentence when it presents an abrupt break in thought: He claimed - and no one denied it - that he had priority. Dashes should be used sparingly.

- c. Hyphens

In general, dashes separate while hyphens connect; and dashes are twice longer than hyphens. Use the dictio-

nary as a guide when to hyphenate in cases which the rules below do not cover. Hyphens are placed between letters or between figures, but not between a letter and a figure: H-bomb, 20-20 vision, B-52, 12-hectare plot.

Except in the following examples:

1. Hyphens are usually used between vowels in words with prefixes: co-officer. Some exceptions: cooperate, coordinate.
2. Hyphens are used between prefixes and proper nouns: pro-American, un-Filipino non-transferable.
3. Fractions are written with hyphens: two-thirds, three-fifths.
4. No hyphens are used between the following words: vice president, vice mayor, vice chairman, editor in chief, general manager.
5. In an adjective phrase, no hyphen should be placed between an adverb ending in *ly* and the adjective: It should be a firmly established precedent.
6. Use hyphens in a compound title: secretary-general, secretary-treasurer.
7. Use a hyphen to designate dual heritage: Mexican-Chinese, Filipino-American. No hyphen is used, however, for French Canadian or Latin American.

d. Parentheses

Parentheses may be used to indicate political designation or a nickname: Candidate for mayor, Pelagio (Ayong) Apolinario... Ayong Maliksi (governor), Elpidio Barzaga (mayor) They should almost never appear in ordinary copy.

e. Colons

1. The colon introduces a quoted statement, usually set in a separate paragraph:

Fr. O'Brien said:

"The cure to the disease called poverty is education. When the poor are educated with the proper skills and equipped with the proper tools, then that would be the day when the downward spiral of the poor would be broken."

2. The colon is also used to introduce a list of names: The candidates for Mayor are: Victor Navasero, Eusebio Amutan, Francisco Lapis and Pelagio Apolinario.

f. Semicolons

1. Semicolons are used to punctuate a list of three or more names when they are followed by identifications. The memorandum was signed by Dr. Herminia Torres, executive vice president; Dr. Myrna Ramos, vice president for academics; and Ven delos Reyes, executive director for planning and development.
2. A semicolon is used to separate clauses between which the conjunction is implied but not written: She visited her garden; her friend stayed in the house.

g. Apostrophes

Apostrophes are used to indicate contractions: we'll, it's. It would be better to limit its use.

1. Use apostrophes for possessive forms: the communicator's errors.
2. Use apostrophes before abbreviations of years: Class '01.
3. Plural words ending in s form the possessive by adding only an apostrophe: The Salibays' manual on Values Education (husband and wife)
4. Apostrophes are not used to form plurals: the Alos (not Alo's), 1990s (not 1990's). But: there are five Lasallian C's.
5. Remember: the possessive of it is its, not it's.

h. Quotation Marks

1. Quotation marks are used at the start and end of a quoted word, phrase, or sentence. "Friendship is a relationship of support, understanding, acceptance, love and trust." (Jim Conway)
2. Use quotation marks to set off coined or unusual words or expressions the first time they are used in the story. Arthur Clarke wrote the book *Childhood's End* to discuss the idea that "we are not alone".
3. When a quotation mark runs for more than one paragraph, the quotation mark opens each paragraph, but closes only the last.
4. Each quotation mark comes either singly or in pairs. Use single quotation marks (') only in quotes within quotes and in headlines. Marshall McLuhan termed radio 'the tribal drum of a global village'.

i. Periods

1. Omit periods at the end of display lines, headlines, subheads, datelines, and signatures.
2. Use a series of three periods to indicate omission of quoted matter, or to indicate a pause or trailing off of speech. He said ...

j. Placement of Punctuation Marks

1. Without exception, place all commas and periods within quotation marks for direct quotes: "I shall return."
2. Place other punctuation marks according to the context. If the punctuation mark, such as colon, semicolon or question mark is part of the quoted material, put it inside the quotation marks. If it is not, put it outside: He asked, "Did you see the movie *Night Crossing*?" But: Did you listen to the debate on "Men versus swards for supremacy in fraternities"?

## SECTION F DIVISION OF WORDS

Sometimes, words have to be divided when they fall at the end of the line in a paragraph. The following rules

apply to division of words.

1. Divide a word between syllables: de-part-ment, ab-surd, uni-ver-si-ty, pro-fes-sor.
2. Never divide one syllable-words: through (not thr-ough), speak (not spe-ak).
3. Never divide participial forms ending in ed when the ed is not pronounced as a separate syllable: helped (not help-ed). But: fund-ed.
4. Never make one-letter divisions: across (not a-cross). But: al-ter.
5. Separate two consonants between vowels according to pronunciation: ad-vertise, com-munication.
6. Always divide on a vowel unless, by doing so, the division is not in accordance with pronunciation: physi-cal (not phys-ical), criti-cism (not crit-icism).
7. Words ending in "able" and "ible" are divided before the suffix vowel: read-able, reverse-ible.
8. Present progressives are divided before the ing: bring-ing, plant-ing.
9. Do not divide the last word of a paragraph.
10. Personal names should not be divided if there is any way to avoid it. Some guidelines may be in order:
  - a. Try to break after a middle initial. Marco M./ Polo
  - b. When only initials are used in place of given names, again try not to break at all, but if necessary break after the second (or last, if there are more than two): If necessary: M.M./Polo. But never: M./M. Polo.

## SECTION G SPELLING

1. The fundamental rule is to use the simpler, shorter form when a word has more than one spelling. The idea is to save space and enhance reading ease: likable (not likeable). Do not use abbreviated spelling: through (not thru), light (not lite).
2. Avoid British spellings. Thus: honor, not honour; organize, not organise; clue not clew. But: advertise, not advertize. Also, when the British spelling forms part of name or title, retain it: The Rank Organisation.
3. Hyphens should be dropped in compound words, particularly in verb-preposition combinations: cleanup, getaway, kickoff. Exceptions: cast-off, cave-in, head-on, stand-in.
4. Plurals. The plural of a word is generally formed by adding an s and in some cases, an es; fans, lasses.
  - a. A word ending in o or y preceded by a vowel, becomes plural by adding s: cuckoo, cuckoos; key, keys. But if the o or y, is preceded by a consonant, the word becomes plural by adding either es (for o) or ies (for y): potato, potatoes, lady, ladies.
  - b. The plural form of: data, agenda, memoranda, and similar words derived from Latin are preferred to the singular. They take the plural verb. The plural of words derived from other languages is preferred: beau, beaux; radius, radiuses (not radii). But: alumnus, alumni.

c. Some words have the same spelling in the plural and in the singular: species, chassis, fish. (Fishes may be used when referring to a number of species.)

d. Some words are plural in form but are singular in meaning. Some take singular verbs: measles, mumps, news. Others take plural verbs: grits, scissors, minutes.

e. Compound words

1. For those ending in the suffixes -ful add s at the end: cupfuls, handfuls, teaspoonfuls.

2. For those that involve separate words or words linked by a hyphen, make the most significant word plural:

i. Significant word first: adjutants general, attorneys general, courts-martial, daughters-in-law, passers-by postmasters general, presidents-elect, secretaries-general, sergeants major.

ii. Significant word in the middle: assistant attorneys general, deputy chiefs of staff.

iii. Significant words last: assistant attorneys, assistant corporation councils, deputy sheriffs, lieutenant colonels, major generals.

3. Write common two-word combinations as one word: baseball, airport, someone, businessman.

4. Write as two words: some day, all right, under way.

f. Names. Names must always be spelled right: MacMillan (not Mcmillan), McArthur (not Macarthur).

Spell the name of a person the way s/he would prefer it spelled. In a list of names, the writer should double-check whether the people mentioned regularly use their middle initials.

g. Men and women

Use men and women instead of gentlemen and ladies. Refer to female university students as women not girls; the male students are men, not boys.

High school or elementary school students are referred to as boys and girls.

## SECTION H

### USING POLITICALLY CORRECT LANGUAGE

1. Use non-sexist language.

a. Use neutral job titles that do not imply that a job is held by only men or women.

Instead of	Use
chairman	chairperson or chair
workman	worker, employee

b. Use words or phrases that do not unnecessarily imply gender.

Instead of	Use
------------	-----

best man for the job  
manpower

best person for the job  
human resources, work force, personnel, staff

c. Use terms that do not demean people or do not refer to stereotypes.

Instead of

Use

My girl will take care of it.

My secretary will take care of it.

Women are bored with business details.  
details.

Some people are bored with business  
details.

d. Use parallel language.

Instead of

Use

Jose Ruiz, a teacher; and  
his wife, a beautiful woman

Jose Ruiz, a teacher, and  
his wife, Mary, a homemaker

e. Use appropriate personal titles and salutations.

1. If a woman has a professional title, use it.

Example: Dr. Mildred Santos

2. If a woman's marital status or her preference is unknown, use Ms.

3. If you do not know the reader's gender, use a non-sexist salutation. Or, use the full name in the salutation.

Examples: Dear Supplier:  
Dear Rosario Aunor:

f. Use nouns that do not exclude females, e.g. theirs, ours, we.

g. Use plural nouns and pronouns.

Example: All administrators must evaluate their human resources quarterly.

h. Use second person pronouns.

Example: You must evaluate your human resources quarterly.

i. Revise the sentence.

Example: Each administrator must evaluate the human resources quarterly.

j. Use his or her.

Example: Each administrator must evaluate his or her (or his/her) human resources annually.

k. S/He may also be used.

Example: As an applicant, s/he must be of good moral character.

2. Avoid bias when communicating about race, ethnic background, religion, age, sexual orientation, and disabilities. In general, avoid words that have overtones of prejudice: Chinks, Japs, Nigger, Moros, Flips.

a. Race

Wrong: Colin Powell, noted black general...

Right: Colin Powell, noted African-American...

b. Ethnic background

Wrong: Maria Arcangel is not your typical Ilocana.

Right: Maria Arcangel is not your typical girl.

c. Religion

Wrong: Most Moros live in Mindanao.

Right: Most Muslims live in Mindanao.

d. Disability

Wrong: The consultant took his deaf child to the trade fair.

Right: The consultant took his hearing impaired child to the trade fair.

# CHAPTER II

## USE OF UNIVERSITY SYMBOLS AND SIGNATURES

### General Guidelines on the Use of the DLSU-Dasmariñas Signature

1. The university signature is composed of the logo and the logotype. The university logotype is "De La Salle University-Dasmariñas". It uses the typeface Adobe Garamond (90% condensed, normal tracking). It should be used whenever the university signature is to be reproduced.
2. The logo may appear without the logotype. However, the logotype should never be used without the logo unless it is used as part of a text.
3. Color standard has to be maintained for uniformity and consistency. The color of the university signature for the letterheads, memo pads, letter envelopes, and brown envelopes is Green Pantone 355U.
4. When the university signature is to be used on any dark background, it should appear as a white reverse of the background.
5. Other elements like boxes or circles should not be added to the university signature.
6. The university signature should also be present in university information materials like brochures, manuals, handbooks and posters.
7. In letterheads and other materials such as posters, the following hierarchy should be observed:
  - a. School unit/office

De La Salle University-Dasmariñas  
Office of the Executive Vice President

De La Salle University-Dasmariñas  
College of Liberal Arts  
Communication Arts Department

De La Salle University-Dasmariñas  
Office of Student Affairs  
Council of Student Organizations

# CHAPTER III

## AN EXPLANATION ON TRANSLATIONS (PALIWANAG SA PAGKAKASALIN)

Sa pangkalahatan, sinunod ng nagsalin ang rekomendasyon ng Komisyon sa Wikang Filipino (KWF) sa wastong proseso ng pagsasalin ng mga termino mula sa Ingles patungong Filipino. Pinagbatayan din dito ang teknik na iminungkahi ni Dr. Alfonso O. Santiago na mabubuod sa ganitong paraan:

1. Tumbasan hangga't maaari ng katutubong salita. Kapag ang isang termino ay may angkop na katumbas sa wikang Filipino, ito ang gagamitin, sa pasubaling ang gayong salita ay nauunawaan pa at tinatanggap ng lipunan.

Halimbawa nito ang terminong university na maaaring isalin (nang popular) sa dalawa: ang Batay sa Espanyol (BE) na UNIBERSIDAD, at ang Batay sa Tagalog (BT) na PAMANTASAN.

Sa ganitong pagkakataon, mas pinili ng nagsalin ang PAMANTASAN batay sa dalawang kadahilanan:

1. Ito na ang naging opisyal na salin ng Sistemang De La Salle.
2. Hindi makatwirang isalin sa Espanyol o Kastila ang termino pagkat ang apelyidong De La Salle ay Pranses.

Mula sa prinsipyong ito, sumunod na ang iba pang salin ng termino tulad ng dalubhasaan (college), kagawaran (department) at tanggapan (office). Maaaring ikatwiran at tunay din naman, na bakit hindi kolehiyo, departamento at opisina? Ang sagot ay ang mga sumusunod:

1. Kailangang maging konsistent ang salin. Kung pamantasan ang ginamit para sa university, kailangang maging BT rin naman hangga't maaari ang iba pang termino sa ilalim nito. Kung hindi ay baka maging tulad ito ng walang ayos na pagsusuot ng damit na hindi bagay ang pang-itaas sa kanyang suot pang-ibaba.
2. Ito ang gamit at siyang umiiral na salin maging sa mga tanggapan ng pamahalaan ayon sa rekomendasyon ng KWF.
3. Gayunman, maaaring gamitin ang mga nabanggit na terminong BE sa mga komunikasyong pasalita.

A. Ihanap ng katumbas na salita sa wikang Espanyol at baybayin ito nang ayon sa Filipino. Ito ang naging kalakaran dati at patuloy pa ring kinikilala sa ngayon dahil sa mas katanggap-tanggap ito sa mga tradisyunal na mambabasa.

Halimbawa nito ang mga sumusunod:

- |               |   |             |
|---------------|---|-------------|
| 1. evaluation | - | ebalwasyon  |
| 2. chapel     | - | kapilya     |
| 3. education  | - | edukasyon   |
| 4. psychology | - | sikolohiya  |
| 5. radiologic | - | radiolohiko |

B. Kapag hindi pa rin maaari o hindi angkop ang dalawang naunang hakbang, ginamit ng nagsalin ang pagbabaybay sa paraang Filipino ng mga terminong Ingles na hindi na hinahanap ang katumbas sa Espanyol. Nangyayari ito kapag ang katumbas sa Espanyol ay lalong hindi na alam sa ngayon, lalo na ng mga kabataan. Ang ganitong hakbang ay higit na tanggap ng mga makabagong mambabasa.

Halimbawa ng mga ganitong salin ang mga sumusunod:

- |               |   |            |
|---------------|---|------------|
| 1. accounting | - | akawnting  |
| 2. chaplain   | - | tsapleyn   |
| 3. computer   | - | kompyuter  |
| 4. marketing  | - | marketing  |
| 5. intramural | - | intramural |

Ang unang tatlo ay maaaring kakatwa sa mga tradisyunal na mambabasa ngunit higit na magiging kakatwa at hindi mauunawaan nang lubos kung tutumbasan ang mga ito sa katutubong salita. Tulad ng akawnting na may katumbas sa Tagalog na pagtutuos. Maaaring mamali ng bigkas ang babasa at mapagkamalan pang may away o sagupaang magaganap. Ang tsapleyn naman ay hindi laging pari, samantalang ang kompyuter ay hindi laging tagakuwenta.

Sa kabilang dako, ang huling dalawang termino ay tinatawag sa Linggwistiks na mga salitang "walang resistensya." Ito ang mga salitang sa Ingles man o Filipino ay lumilitaw na may iisang ispelang o baybay.

C. Ang huling hakbang/proseso ay ang pagpapanatili ng ispelang sa orihinal na Ingles. Nangyayari ito sa mga salitang higit na magiging malabo kung gagamitan ng alinman sa mga hakbang na binanggit sa itaas.

Halimbawa ng mga ito ay ang mga sumusunod:

- |                  |   |               |
|------------------|---|---------------|
| 1. nursing       | - | nursing       |
| 2. midwifery     | - | midwifery     |
| 3. swimming pool | - | swimming pool |

Ang nursing ay hindi dapat maging narsing (bagamat palasak ang terminong nars) pagkat baka mapagkamalang palayaw ng isang tao. Bagamat tanggap ang salitang komadrona (o hilot?) para sa midwifery, mas propesyunal ang rehistro kung mananatili sa Ingles. At marahil ay kakatwa kung isasalin sa paliguan o palanguyan kaya, ang ikatlong termino.

Bilang panghuli, inirerekomenda ng nagsalin na gamitin na ang letrang C para sa Cavite sa halip na K upang umayon sa ipinatutupad na Makabagong Ortograpiya ng Wikang Filipino ng 1987, na umiiral pa rin hanggang sa ngayon ayon sa tagubilin ng Komisyon sa Wikang Filipino.

**Dr. Lakandupil Garcia**

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## **References**

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