Comparing Editorial Styles: Names of Institutions and Conferences

Intro

This document compares the institution and conference naming prescriptions of four style guides: *The Chicago Manual of Style* (CMS), *The Microsoft Writing Style Guide* (MSG), *The Buzzfeed News Style Guide* (BNS), and the *IEEE Editorial Style Manual* (IEEE). While CMS is a general standard, MSG, BNS, and IEEE offer more tailored advice for particular industries. IEEE and MSG are both used in tech, with IEEE more focused on academic writing and MSG more focused on industry writing. BNS, meanwhile, focuses on news and pop culture.

Specifically, this document discusses how IEEE, MSG, and BNS deviate from or supplement CMS. The rules in CMS are too extensive to discuss thoroughly. This document also omits discussion of prescriptions for translated names because only CMS has rules for these cases.

Company and Institution Names

IEEE says nothing of company or institution names and their use.

MSG says nothing specifically about company or institution names. Its only applicable prescriptions are those for nouns and pronouns. These are all consistent with CMS.

Of the three guides aside from CMS, BNS makes the most prescriptions for company and institution names.

BNS tells writers to use "it", rather than "they", as company and institution pronouns. MSG agrees with this through its pronoun rules. CMS has no direct rule for this pertaining to company and institution names.

- AMD recently announced that it would soon release its 4000 Series of GPUs.

BNS tells writers to use a lowercase "t" in "the" when it appears before a company or institution name, even when "the" is part of the name. A capital "T" should be used if it is the first letter in the sentence. CMS agrees.

- Where is the headquarters of the New York Times Company?
- The New York Times Company remains very profitable.

BNS tells writers to omit words and abbreviations such as "Co.", "Ltd.", etc., from company names. CMS tells writers to omit these words from bibliography entries but says nothing of their use in text.

- JPMorgan Chase is a financial firm.
  - In this example, "& Co." was omitted from "JPMorgan Chase & Co."

BNS tells writers to use an apostrophe without a following "s" when forming possessive company or institution names. CMS 7.17

- Starbucks' coffee is popular.

BNS tells writers to fully spell the name of universities when they first appear in the text and then gives permission to abbreviate subsequent appearances

- The University of California, Berkeley, is an expensive school, but a lot of people want "UC Berkeley" on their resume.

BNS also gives writers a list of frequently used company and institution names to copy and paste, enabling writers to be totally consistent with these names.

Conference Titles

BNS and MSG say nothing of conference titles.

IEEE contains rules for citing conference papers and proceedings, but otherwise directs the reader to use CMS rules. CMS, though, does not have rules pertaining specifically to conference titles.

IEEE gives writers a list of words that should be abbreviated in citations of conferences and conference papers. It also tells writers to omit prepositions and articles.

IEEE tells writers to format bibliography entries as follows.

- Author, "Title of paper," in *Unabbreviated Name of Conf.*, City of Conf, Abbrev. State, year, pp. xxx-xxx

The following example shows the previous format applied.

- G.R. Fau Ilhaber, "Design of service Systems with priority reservations," in *Conf. Rec. 1995 IEEE Int. Conf. Communications*, pp. 3-8.

Sources
- *The Chicago Manual of Style*, 17th ed. Chicago: University of Chicago Press, 2017.
- Favilla, Emmy, and Buzzfeed News. "The Buzzfeed Style Guide". New York: Buzzfeed News, 2002.
- Pallep, et al. *Microsoft Writing Style Guide*. Washington: Microsoft, 2022.
- *IEEE Editorial Style Manual*. N.p.: IEEE, n.d.