INTRODUCTION

Cal Lutheran follows this guide and the AP Stylebook in written communication to the public. This guide reiterates key points of AP style, supplements AP’s guidance with entries specific to our university, and in a few cases supersedes it.

Press releases and media alerts, because they are prepared for reuse in outside publications, follow AP style without exception.

For issues not addressed in this brief guide, consult AP. For more, see the ADDITIONAL RESOURCES section at the end.

USING THIS GUIDE

Entries and cross-references between entries appear in bold. Correct examples and valid word forms appear in italics or lists. Words and spellings that are unsuitable at least in the context of an entry appear in quotation marks (e.g. “advisor,” which we spell adviser).

Exceptions to AP style are noted.

The phrase on second reference indicates usages that are suitable for all subsequent mentions of a person, place or entity in the body of a story, but typically unsuitable for the first mention or reference.

STYLE GUIDE ENTRIES

abbreviations

On second reference to academic units and organizations, avoid acronyms and initials where possible. Write the center, the institute or a shortened version of the organization’s name. See academic degrees and cities and states.

academic degrees

Consider whether an academic degree is needed to identify a person. Naming an occupation or describing expertise may suffice: cardiac surgeon, historian of science.

Use descriptions for most academic degrees: bachelor’s degree in environmental science, Bachelor of Science in criminal justice, bachelor's in music production, doctorate in international
relations, etc. Degree abbreviations are generally used after full names in lists and on first reference to alumni in publications principally for alumni.

A few widely known degree abbreviations are rarely spelled out: MBA, MD, PhD. Other abbreviations that are acceptable on all references include BA, BS, MA, MFA and MS.

Degree abbreviations are written without periods: DMA, EdD, MDiv, PsyD (exception to AP style). When noting degrees of alumni on a first reference, include only the graduating year for bachelor’s degrees, omitting BA and BS. Use a slash for joint degrees. See doctor, graduation years, and honorary alumni.

- Caroline Cottom ’64
- Sara Wilson, MDiv ’13
- Steve Nguyen, MA ’08, EdD ’12, serves as director. (Note the commas.)
- Sofia Alvaro, MA/MDiv ’09

BA
Bachelor of Arts
BS
Bachelor of Science

MA
Master of Arts
MBA
Master of Business Administration (rarely spelled out)
MDiv
Master of Divinity
MFA
Master of Fine Arts (not usually spelled out)
MFT
master’s in marriage and family therapy (Formally, the Cal Lutheran degree is a Master of Science in Counseling Psychology, but this is rarely used.)
MPPA
Master of Public Policy and Administration
MS
Master of Science
MSIT
Master of Science in Information Technology

DMA
Doctor of Musical Arts
EdD
Doctor of Education
JD
Juris Doctor
MD
Doctor of Medicine
PharmD
Doctor of Pharmacy
PhD
Doctor of Philosophy
PsyD
Doctor of Psychology

adviser
Not “advisor”

alumni (alumnus, alumna, alumnae)
The plural word for any group of male and female, or only male, graduates is alumni. The singular forms are alumnus for a man and alumna for a woman. Two or more female graduates are alumnae. Do not place these frequently used Latin loan words in italics; see italics.

The nongendered, colloquial forms alum and alums are acceptable unless a formal tone is desired.

annual
Generally lowercase when used to modify a proper noun; annual meeting is always lowercase.

• second annual Lustgarten Pancreatic Cancer Research Run/Walk
Report that sponsors plan to hold an event annually, but do not write “first annual.”

**apostrophes**

The plural forms of figures, such as years, and of proper nouns, including family names, do not take apostrophes in AP style: Since the 1980s, the Landrys have kept up with the Joneses. (Names ending in s and z add es to form the plural.) See graduation years and possessives.

**area codes**

See telephone numbers.

**attribution**

The name of a speaker usually precedes the verb, but may follow it, especially if additional identification is required.

- “That trip changed my life,” Garland said.
- “That trip changed my life,” said Garland, a fourth-year student in biology.

**awards**

Capitalize proper nouns. Lowercase words that are not part of an award’s name.

- Rhodes Scholar
- Nobel laureate
- Pulitzer Prize–winning author

**Baccalaureate**

**Bachelor’s Degree for Professionals**

Cal Lutheran’s undergraduate program for part-time returning students and other post-traditional students.

**Board of Regents**

Capitalize the names of Cal Lutheran governing bodies. Lowercase board and regent as common nouns. See titles.
boilerplate
Approved text for all audiences used to describe a university program, school or division, often found in news releases. Allowing that the enrollment figure and other details may change, boilerplate for the university is as follows: *Cal Lutheran is a selective university based in Thousand Oaks, California, with additional locations in Woodland Hills, Westlake Village, Oxnard, Santa Maria and Berkeley. With an enrollment of about 4,000 students, Cal Lutheran offers programs through its College of Arts and Sciences, Graduate School of Education, Graduate School of Psychology, School of Management, School of Professional and Continuing Studies and Pacific Lutheran Theological Seminary. Designated a Hispanic-Serving Institution by the U.S. Department of Education, Cal Lutheran attracts students from across the nation and around the world from a diversity of backgrounds, cultures and faiths. For more information, visit CalLutheran.edu. See California Lutheran University.*

brackets and parentheses
Within direct quotations, use brackets to insert a word or phrase that aids the reader. Words in brackets may replace something omitted from the quotation.

Elsewhere, use parentheses.

- “I don’t see [the Rams] winning the Super Bowl this year,” he said.
- At the time, she chose not to apply for Deferred Action for Childhood Arrivals (DACA), a federal program.

buildings and campus locations
For names of locations on the main campus, consult the campus map at https://www.callutheran.edu/map.

California Lutheran College
*Cal Lutheran* or *CLC* on second reference. Cal Lutheran’s full name from its incorporation in 1959 until Jan. 1, 1986. See *California Lutheran University.*

California Lutheran University
*Cal Lutheran* is preferred on second reference. *CLU* is acceptable on second reference in writing for familiar audiences and may be necessary where space is limited, as in headlines. For some well-acquainted groups such as alumni, *Cal Lu* is acceptable. However, do not use “the Lu,” and do not write “Cal Lutheran University.” Lowercase *university* when used in place of the full name. See boilerplate.
CallLutheran.edu, @CallLutheran.edu

See email and web addresses.

campus

Lowercase. In references to Cal Lutheran locations, reserve campus for the main campus in Thousand Oaks; north campus and south campus are also lowercase. See center, north campus and Pacific Lutheran Theological Seminary.

capitalization

Lowercase common nouns such as university, board and department.

Academic majors and subject areas are lowercase except for proper nouns.

Titles of individuals are lowercase except for proper nouns, some abbreviations and some formal titles given immediately before a name. See titles.

- a third-year psychology major
- master’s degree in economics
- the history faculty
- the English department
- the Department of Chemistry
- head coach Isabel Manukian
- center director Gwen Richards
- associate professor Mark Tanselle

Of special note:

- the Class of 2015
- the classes of 2015 and 2016
- Undergraduate Commencement
- Graduate Commencement
- commencement
- Los Angeles and Ventura counties
center

Lowercase as a common noun. May refer to 1) a Cal Lutheran satellite location where classes are held, as distinct from the main campus in Thousand Oaks, or 2) an academic unit that typically coordinates interdisciplinary or themed research, teaching and community outreach.

Centers of the first kind include the Woodland Hills Center, the Westlake Center (in Westlake Village), and the Oxnard Center. Pacific Lutheran Theological Seminary in Berkeley, California, which houses comprehensive services for students, is not a “center.”

Centers of the second kind include the Center for Economic Research and Forecasting, Center for Equality and Justice, etc.

Note: Buildings and venues such as Soiland Humanities Center and the Soiland Recreation Center (inside Gilbert Sports and Fitness Center) are not referred to as “the center” on second reference.

centuries

Follow AP style by spelling out the numbers one to nine. Use hyphens in compound modifiers. See dates and years.

- throughout the fourth century
- 12th century
- 16th- and 17th-century ballads

CEO, chief executive officer

CEO is acceptable on all references to a chief executive officer. Spell out chief financial officer and chief operating officer on first reference. CFO, COO and similar titles are acceptable on second reference.

cities and states

Follow AP style by spelling out names of states:

- Albuquerque, New Mexico
- Cook County, Illinois

Names of U.S. and international cities that stand alone in AP news release datelines may also stand alone in stories. Consult the AP entry on datelines.
co-
Retain the hyphen after the prefix when forming words that indicate occupation or status: co-author, co-founded. No hyphen in other combinations: coed, coexist.

College of Arts and Sciences

colons and semicolons
Following a colon, capitalize the first word of a complete sentence.
One use of semicolons is to separate elements in a series if some elements contain commas and cannot be re-ordered for clarity; in such cases, always include a semicolon before the final element in the series.

commas
Use commas to separate elements in a series, but do not put a comma before the conjunction preceding the final element unless required for clarity.

- a series of paintings in green, blue and red
- three abstract paintings in green, blue and green, and red and white

Use commas after state and country names that are preceded by commas, and after years preceded by commas, in the absence of stronger punctuation such as a period. When an organization’s name includes a comma, follow the name with a comma.

- The former roommates living in Ojai, California, and Siuna, Nicaragua, met by chance last year in Hong Kong.
- Sept. 11, 1973, is etched in the memories of older Chileans.
- He transferred from the University of Nevada, Las Vegas, after one year of study.

A comma follows Washington, D.C., if it does not end a sentence. Use the added abbreviation only if the city might be confused with the state.

- the Alabama senator’s Washington office
- the West Coast politician’s Washington, D.C., staff

No comma before Jr.
Martin Luther King Jr.’s birthday

No comma before Inc., Co., Ltd., LLC, PC or PLLC in company names.

**commencement**

Lowercase unless the full names of events are given:

- Graduate Commencement
- Undergraduate Commencement

**contractions**

There is no prohibition on standard contractions, such as *they’re* and *wouldn’t*, but use them sparingly where a formal tone is desired.

**course names**

Capitalize formal course titles. Use Arabic numerals and capitalize the subject when used with a numeral. Otherwise, lowercase academic subjects. See *capitalization*.

- Current Issues in Marine Biology
- Biology 101
- biology

**dashes**

Use em dashes or shorter en dashes to set off or separate phrases and clauses, with a space on either side of the dashes. For numerical ranges, use either en dashes or hyphens, without spaces. A rule of thumb followed in the *Cultural Events* semiannual calendar and elsewhere: In numerical ranges, hyphens connect “like” elements, while en dashes connect “unlike” elements. See *hyphens*.

- He drove to Westfield Mall — he disliked the mall closer to home — to shop for a phone.
- April 12-24
- April 12, 12:30–2 p.m.
dates and years

Where the three elements appear together, month, day and year are written with a comma: Jan. 1, 2014.

- The months from August to February are abbreviated with a numerical date.
- If a comma precedes the year, another comma follows: He was born March 7, 1980, in Minneapolis.

Month and year are written without a comma, and the month is spelled out: January 2014.

Decades do not have an apostrophe before the s: the 1980s, the ’90s.

See time of day and centuries.

doctor

On first reference, Dr. is used before the name of an individual who holds a doctor of dental surgery, doctor of medicine, doctor of optometry, doctor of osteopathic medicine or doctor of pediatric medicine degree.

Do not use Dr. before the names of individuals with other doctoral degrees. Instead, indicate this specialty in the text: John Jones, who holds a doctorate in psychology, will speak at the university. When appropriate, use initials after the name to indicate an earned degree: John Jones, PhD.

Do not use Dr. before names of individuals who hold honorary doctorates. See academic degrees, honorary alumni.

ellipses

Use an ellipsis to indicate the omission of one or more words from direct quotes and texts. Leave one regular space on either side of an ellipsis in the middle of a sentence.

- “This is a brand new day for the company my aunt founded,” she said, “and we wouldn’t be here ... without her wisdom and work ethic.”
- She began the speech, “This is a brand new day for the company ....”
email
Use a hyphen with e-book, e-commerce, etc.
Cal Lutheran email addresses are given with uppercase C and L: cej@CalLutheran.edu.

entitled, titled
Use entitled to mean “having a right to something,” not with titles.

Founders Day

faculty
In references to individuals, faculty generally modifies another word: faculty members, faculty mentor, faculty adviser.

A faculty comprises all the teachers of a school, college, university, department or division: the linguistics faculty, the religion and theology faculties.

Graduate School of Education

Graduate School of Psychology

graduation years
When noting graduation years of alumni, use an apostrophe, or closing single quote, before the year where this special character is supported. See academic degrees.

- Ahmed Haddad, EdD ’15

head coach, coach
Lowercase.

health care
Two words in all uses.

**Hispanic-serving, Hispanic-Serving Institution**

Capitalize *Hispanic-Serving Institution* (HSI) only in references to the U.S. Department of Education designation. The capital S is an exception to the usual practice of lowercasing words that immediately follow a hyphen.

**Homecoming**

Acceptable on all references to the annual Cal Lutheran event. Also: Homecoming and Family Weekend.

**honorary alumni versus honorary degrees**

*Honorary alumnus/alumna* is a designation created by the Alumni Board of Directors to recognize individuals who have not received a degree, actual or honorary, from Cal Lutheran, but who deserve special recognition for contributions to the university or alumni community. Not to be confused with an honorary degree, the designation is noted by an *H* and the year of the recognition by the alumni board.

- Todd Martin, H’10, moderated the panel discussion.

*Honorary degrees* are approved by the faculty and awarded with the full endorsement of the university. All references to honorary degrees should specify that the degree was honorary. Never use “Dr.” before the name of an individual whose only doctorate is honorary. See *doctor*.

*L.H.D.* is the abbreviation for Doctor of Humane Letters, one of the honorary degrees historically awarded by Cal Lutheran.

*LL.D.* is the abbreviation for Doctor of Laws, another degree the university has awarded.

In an exception to the guidance in *academic degrees*, use the periods. For clarity, the abbreviation and year are followed by the Latin phrase *honoris causa*.

- Wendy Rodriguez, LL.D. ‘07 *honoris causa*
- Wendy Rodriguez, who received an honorary Doctor of Laws from Cal Lutheran in 2007, moderated the panel discussion.

**hyphen**

Use hyphens in compound modifiers when necessary to prevent confusion.
- stem cell research
- small-business conference

Use a hyphen where its omission would result in ambiguity.

- He recovered his health.
- He re-covered the leaky roof.

No hyphen in *African American* (all uses), *Asian Americans* (noun), etc.

Use hyphens or en dashes for numerical ranges, without spaces.

- 32-35 inches
- 32.5–35 inches

See co-, email and -wide. Consult AP style on hyphens with prefixes and suffixes.

**internet**

Lowercase. The web is a subset of the internet. They are not synonymous and should not be used interchangeably in stories.

**italics**

In news releases and media alerts, follow AP style by using only plain text and no italics. Quotation marks serve where necessary to indicate foreign words and composition titles in releases.

Elsewhere, italicize titles of stand-alone works such as books, feature films, plays, albums, radio and television series, and art exhibitions. Short films, chapters, one-act plays, songs and works in a series take quotation marks instead. See **quotation marks**.

Italicize foreign words and, where appropriate, include the English translations in parentheses.

- *l'Ordre national du Mérite* (National Order of Merit)
Do not italicize commonly used foreign words that have been adopted into English usage.

- summa cum laude
- pro bono
• alma mater
• faux pas

Italics may also be used to emphasize a word or phrase. They may distinguish a supplementary block of copy from the main body of an article, as with a brief note on a writer or interview subject, a block quotation, or directions to a venue.

In a block of copy already in italics, use plain text for words that would appear in italics elsewhere.

• *Gill is the author of* Drinking From Love's Cup: Surrender and Sacrifice in the Vārs of Bhai Gurdas Bhalla (2016).

Set conference names and festival names in plain text with no quotation marks.

Musical compositions identified by sequence are not italicized.

• Mozart’s Symphony No. 32 in G major

Los Angeles

*L.A.* is acceptable on second reference and in headlines. Use the periods without spaces (exception to AP style).

ministers and priests

Follow AP style by using *the Rev.* on first reference; do not omit the article *the*. Do not use *curate, father, pastor* and similar words before an individual’s name, but identify a Catholic priest as such in the context.

names

Provide the full, official names of people, organizations, brands and buildings on first reference. *Passing* references to some organizations, brands and buildings that are not integral to the story may allow for the use of a recognizable shortened form, nickname or abbreviation such as *the Valley or the Reagan Library*. See additional entries on *names*. 
names of buildings
For names of locations on the main campus, consult the campus map at https://www.callutheran.edu/map.

names of organizations
Use the full names of most organizations on first reference, as preferred by the organization. Exceptions to AP style adopted here include many of the colleges and universities in California’s public systems:

- CSU Northridge
- UCLA
- UC Riverside

Lowercase the article the before a proper name unless it is included in the formal name.

- The Grammy Museum
- Whitney Museum of American Art
- AARP
- *The Wall Street Journal*
- the *Los Angeles Times*

Do not use all caps in a name unless it’s an acronym.

- Best Buy
- PETA

Do not use TM or ® symbols in the name of a company or brand.

names of people, on first reference
Generally, an individual’s preference supersedes other sources.

Avoid using middle initials unless the individual has a preference or the omission could cause confusion. The use of initials has been more common in the full names of board members and senior administrators.

Use periods with no spaces between initials in names: *E.F. Hutton*. 
Do not use commas before Jr. and Sr. The abbreviations for junior and senior appear only with full names: Martin Luther King Jr.

names of people, on second reference

On second reference, omit titles before names: Chaudhury, not “professor Chaudhury.”

On second reference to adults, use last names or family names, or follow a relevant cultural practice. On second reference to children, use first names or given names, or follow a relevant practice.

north campus

The designation for the portion of the Thousand Oaks main campus north of Olsen Road is lowercase. Avoid references to “south campus.” See campus.

numerals

Generally, write out the numbers one to nine and use figures for 10 and up.

Use figures for ages.

- at age 5
- the 3-year-old

Use figures for dollar amounts and measurements.

- $3 million grant
- 3-inch plywood

See percentages

Pacific Lutheran Theological Seminary

Acceptable on all references to Pacific Lutheran Theological Seminary of California Lutheran University, the rarely used full name. On second reference, the seminary, the theological seminary and PLTS are acceptable. Avoid referring to the seminary’s downtown Berkeley location as a “campus.” PLTS is not a “center.” See center.

parentheses
See brackets and parentheses.

percentages

Use numerals with the symbol % for percentages, except in casual usage. Do not use % for percentage points.

- 5% less than last year
- 22% less than last year
- a decline of seven percentage points
- a decline of 10 percentage points

Watch your terms and your math. The change from 60% to 45% is a drop of 15 percentage points. It also a drop of 25%. It is absolutely not a “15% decrease.”

For values above 100%, avoid expressions that employ percentages, which often lead to confusion. For example, an increase in the amount of 300% is better expressed as a four-fold increase.

See numerals

possessives

The possessive form of it is its; it’s is a contraction of “it is.”

Possessives generally take apostrophes. Forming them can be confusing, however, particularly when nouns end in s. For plural nouns ending in s, add only an apostrophe: visitors’ entrance. For proper names ending in s, whether singular or plural, add only an apostrophe: Weiss’ memoir. For singular common nouns ending in s, add ’s: the campus’s new sculpture garden, the witness’s story.

quotation marks

Place quotation marks around direct quotations; the titles of components of stand-alone works, such as book chapters; and titles of articles in academic journals or magazines, individual episodes of television series, songs, poems, lectures and speeches.

In news releases and media alerts, where only plain text is used, quotation marks are also used for stand-alone works and unfamiliar foreign terms. See italics.

The period and the comma always go within quotation marks.
The dash, the semicolon, the question mark and the exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.

**race and ethnicity**

_African American, black, white, Latino, Latina/o and Hispanic_ are acceptable designations, among many others. After carefully considering whether identification by a category such as race is helpful in context, respect an individual’s preferred term if a preference is expressed. Be specific when possible about heritage, especially when writing about individuals. Consult multiple sources on the precise meanings of labels, which in practice are frequently ignored. See _ADDITIONAL RESOURCES_.

No hyphen in _Asian American, Mexican American, _etc. 

- African American studies
- oral histories of Vietnamese Americans

See _Hispanic-serving_

**scholar, scholarship**

Capitalize in named titles and awards such as _Fulbright Scholar, Fulbright Scholarship, Presidential Scholar_ and _Presidential Scholarship_.

School of Management

School for Professional and Continuing Studies

Note: _for_, not “of”

**semester**

Lowercase _fall semester_ and _spring semester_. Capitalize _Fall 2018_, etc. Semesters divide the year in two, and there is no “summer semester.”
states
See cities and states.

telephone numbers
Use hyphens in seven- and 10-digit phone numbers. It is also acceptable to enclose area codes in parentheses instead of using a hyphen (exception to AP style); this style is preferred by Cal Lutheran’s marketing division. For internal Cal Lutheran audiences, four-digit extensions may be given alone preceded by x.

- 805-493-2411
- (805) 493-2411
- x2411

theater
Not “theatre” except in proper names so spelled.

- Black Box Studio Theatre
- Department of Theatre Arts and Dance
- bachelor’s in theater arts and dance

time of day
Use figures: 1 p.m., 12:15 a.m.; noon and midnight are exceptions.

Do not repeat a.m. and p.m. in ranges unless needed for clarity: 9-11 a.m., from 8 a.m. to 2 p.m.

Avoid such redundancies as “10 a.m. this morning.”

titles
For titles of individuals, capitalize proper nouns, honorifics and abbreviations such as the Rev., Sen., Lt. Gen. and CEO, and a few formal titles given immediately before a name. When in doubt about the formality of a title, lowercase it. After a name, most titles are spelled out and lowercase. For clarity, place long titles after names. The full name of an endowed chair is a proper noun, and so is the full name of a school, department or center.

- Gerhard Apfelthaler, dean of the School of Management
- Gerhard Apfelthaler, the dean of the school
- Dean Gerhard Apfelthaler
- associate professor Rachel Casas
- Casas, an associate professor of psychology
- Wanda Jackson, founder, president and CEO
- Sen. Kamala Harris
- Kamala Harris, the U.S. senator from California

Omit titles before names on second reference: Chaudhury, not “professor Chaudhury.”

See capitalization and entitled, titled.

**undocumented immigrant**

Not “illegal immigrant,” which is imprecise and insulting. Illegal immigration is acceptable where the context warrants.

**university**

Lowercase except in proper names.

**web**

Lowercase this short form of World Wide Web. The web is not the same as the internet, but is a subset; other applications, such as email, exist on the internet. See internet.

One word for: website, webcam, webcast, webfeed, webmaster, webpage.

But two words for: web address, web browser.

**web addresses**

In most web addresses, do not include http://, https:// or www. The final forward slash is not needed in web addresses.

Addresses in Cal Lutheran’s domain are given with uppercase C and L: CalLutheran.edu/music.
No hyphen before the suffix: campuswide, statewide, universitywide.

ADDITIONAL RESOURCES (selected)

University editor Kevin Matthews gladly takes questions about usage, punctuation and Cal Lutheran’s editorial style. When writing to him at kevinm@callutheran.edu, include the sentence or, better yet, the whole passage that’s troubling you.

*The Associated Press Stylebook*
Widely used by newspapers and media organizations, the AP Stylebook is Cal Lutheran’s go-to resource for editorial questions not covered in this guide. In addition to the subscription-based online resource, wire-bound printed editions are available at apstylebook.com. However, the frequently updated and searchable online product is superior.

*Webster's New World College Dictionary, Fifth Edition*
AP refers users of its stylebook to the latest edition of this dictionary for doubts on spellings and similar issues. Online subscriptions are available.

The important thing is to keep a recent dictionary nearby or use a good online dictionary regularly. For example, Merriam-Webster’s quick reference is available at merriam-webster.com. Other good choices for the office include the *American Heritage Dictionary of the English Language*, and *Webster's New International Dictionary of the English Language*, and *Concise Oxford English Dictionary*, which provides historical perspective.

*The Chicago Manual of Style, 17th Edition*
Another essential resource, Chicago style addresses numerous issues that AP does not. It is useful for preparing and editing books, brochures, catalogs, reports and websites.

Diversity Style Guide diversitystyleguide.com
A project of the Center for Integration and Improvement of Journalism at San Francisco State University, this guide is intended to help media professionals with terms and phrases related to race/ethnicity; religion; sexual orientation; gender identity; age and generation; drugs and alcohol; and physical, mental and cognitive disabilities. It includes links to similar and specialized resources such as the National Center on Disability and Journalism’s Disability Style Guide.

*Garner’s Modern American Usage* by Bryan A. Garner
Of the many helpful guides to grammar, punctuation and word choice, this might be the best one for our time and place. First published in 1998 as *A Dictionary of Modern American Usage*. 
Other good options include the classic *Fowler’s Modern English Usage* and *The Careful Writer: A Modern Guide to English Usage*. 