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## **History Content**

History is a true account of an actual historical era or event. It generally has a major thesis (or theses) supported by data, narrative, or both. Research is documented through footnotes and bibliography. An index is optional but helpful to the reader. (70,000 to 100,000 words)

## Content 1. Appeal. The book...

- 1. Appeals to general and academic audiences interested in this (history) topic.
- 2. Might appeal to readers interested in this (history) topic.
- 3. Might not engage readers interested in this (history) topic but is a worthy story.
- 4. Will not appeal to readers interested in this (history) topic but has some merit.
- 5. Lacks appeal to any audience.

## Content 2. Organization/Length. The book is...

- 1. Well organized, and information is delivered in an orderly way, including a table of contents, footnotes or endnotes, indices, appendices, and bibliography, as appropriate. Word count is approximately 70,000 to 100,000 words. If longer than expected, all parts are necessary to tell the story.
- 2. Organized but lacking some structures that would support research and conclusions, like footnotes or endnotes, indices, appendices, bibliography, etc. It could have been edited more succinctly to get within the word count range.
- 3. Hard to follow, and supporting materials are inadequate. Unnecessary information takes the book outside its expected length.
- 4. Easy enough to follow, but supporting materials conflict with the author's conclusions, AND the book is too long or too short.
- 5. A confusing and unsatisfactory read, with little or no supporting materials.

## Content 3. Research. The book...

- 1. Is well researched with supporting data and contains thoughtful analysis.
- 2. Is somewhat well researched but focuses primarily on events without much analysis.
- 3. Shows some research and focuses on important history but includes several historical inaccuracies.
- 4. Lacks proof of adequate research and covers unimportant events but has some historical merit.
- 5. Is based on inadequate or challenged research AND adds no analysis.

## Content 4. Credibility/Conclusions. The author...

- 1. Is credible and offers information and conclusions that are logical and well developed.
- 2. Seems credible, and the conclusions are mostly logical and well developed.
- 3. Is mostly credible and successfully argues controversial material.
- 4. Is somewhat credible OR the conclusions are often not well developed.
- 5. Lacks credibility, and the information/conclusions are questionable.

## Content 5. Value/Significance. The book...

1. Offers new information or new interpretations of an important historical figure or event.

- 2. Revisits existing information accurately but offers no new analysis OR the topic is not significant enough to merit a book of its own.
- 3. Revisits existing information, is unimportant, or the analysis is based on unsubstantiated facts.
- 4. Has information that is incomplete and unimportant or analysis that is flawed.
- 5. Has information that is incomplete, unimportant, AND there is no analysis.

Skip to Style

## **Biography/Memoir Content**

**Biography** is an objective third-person account of a real person's life. Based solidly on facts, it shows how the subject made a difference. Information may be collected from the subject, their acquaintances, or other sources such as diaries, personal letters, oral histories, and autobiographies. A biography will include a bibliography and endnotes or an author's note explaining what sources the author drew upon. (80,000 to 120,000 words) **Memoir** is a subjective first-person account of a particular time or event in a person's life that gives the reader access to the author's thoughts, feelings, and reflections. It can be historical (set in a significant time in history) or inspirational (documenting the author's struggle with things like addiction or a social situation). (60,000 to 80,000 words)

## Content 1. Appeal.

## Biography. The book...

- 1. Presents an engaging and factual account of a person's entire lifespan.
- 2. Includes elements of a good biography, but there is a sense of something missing.
- 3. May interest some readers, but the biography offers nothing new.
- 4. Does not offer complete information about the subject's life, although it has some merit.
- 5. Is uninteresting OR loses track of its subject and purpose.

## Memoir. The book...

- 1. Is an engaging, personal account of a specific time in the author's life and is a revealing self-portrait.
- 2. May engage readers in learning how the author negotiated a particular time or experience.
- 3. Leaves the reader feeling somewhat cheated due to a lack of inner conflict
- 4. Has some merit but not enough to engage a reader interested in learning about the author's experience.
- 5. Is uninteresting and won't appeal to readers who enjoy reading memoirs.

## Content 2. Organization/Length. The book is...

- 1. Well organized and easy to follow, all the pieces fit together, and the length is appropriate for content. If longer than expected, all parts are necessary to tell the story.
- 2. Mostly well organized and easy to follow. It leaves some questions unanswered, but the length is generally appropriate for the content. Could have edited more succinctly to get within the word count range.
- 3. Sometimes hard to follow due to poor organization like jumping around in the timeline and/or the book is too short or too long.
- 4. Generally disorganized and difficult to follow, and/or too many facts thrown in that aren't needed to move the story along.
- 5. Nearly impossible to follow or finish due to lack of organization or inappropriate length.

## Content 3. Research/Details.

### Biography. The book...

- 1. Is a factual, well-documented account of a subject's life and tells an important historical story.
- 2. Is documented and historically interesting, but the subject's responses to events are not always clear.
- 3. Documents and presents some new information about the subject but lacks significant historical importance.
- 4. Is historically insignificant but tells a unique personal story.
- 5. Is historically insignificant and personally unimportant.

## Memoir. The book...

- 1. Is an informative and historically accurate memoir OR an inspirational memoir highlighting the author's struggle with substance or social trauma.
- 2. Is an interesting account but falls short on self-analysis.
- 3. Lacks significant historical information but is a revealing self-portrait.
- 4. Is insignificant but tells a unique personal story and may even lack contextual background.
- 5. Is insignificant and personally unimportant.

### Content 4. Setting, Characters, and Story Arc. The book...

- 1. Has a well-drawn setting, and the main character's motives, actions, and conversations are portrayed in a memorable way. The storyline is satisfying, and the conflict has depth.
- 2. Has a setting that is fairly well drawn, and the characters are mostly well developed. Story development is fairly good, and the conflict has depth.
- 3. Has a setting that is fairly well drawn, but the characters are not interesting. Story development starts off well, but the conflict lacks depth.
- 4. Has a poorly drawn setting or characters the reader will probably not empathize with or consider realistic. The storyline or theme development is poor.
- 5. Lacks a detailed setting, and characters are shallow, mundane, and not memorable.

#### Content 5. Value/Impact. The book...

- 1. Is memorable and provides valuable insight into the subject and their motivation.
- 2. Is somewhat memorable and provides some valuable insight.
- 3. Lacks enough depth of exploration or information to make it memorable and valuable.
- 4. Does not provide the reader information or insight that is memorable or valuable.
- 5. Doesn't give the reader any real understanding of the subject.

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## **Reference Content**

Reference books contain relevant and accurate information on a specific topic. They are used for consultation rather than for consecutive reading and generally include an index, footnotes, and bibliography to show the research that led to the author's information and conclusions.

### Content 1. Appeal. The book...

- 1. Appeals to researchers and academics.
- 2. Might interest researchers and academics.
- 3. Might not interest researchers and academics.
- 4. Will not appeal to researchers but has some merit.
- 5. It's hard to know who the audience should be.

## Content 2. Organization/Length. The book is...

- 1. Well laid out and includes any necessary references, indexes, and footnotes. Complete information on the given focus is included.
- 2. Well organized with complete information but is short on necessary references, indexing, or footnotes.
- Organized but doesn't include all the information necessary OR necessary indexing/footnotes are poorly done.
- 4. Poorly organized but possible to find information OR doesn't include complete information.
- 5. So poorly organized that information is hard to find or the amount of information is inadequate to serve as a research book.

## Content 3. Research. The book...

- 1. Is well researched with accurate information.
- 2. Is mostly well researched and has accurate information.
- 3. Is somewhat well researched OR contains some inaccurate information..
- 4. Shows little evidence of research AND contains inaccurate information.
- 5. Is based on poor research and inaccurate information.

### Content 4. Credibility. The author...

- 1. Is credible and offers more than adequate supporting information.
- 2. Seems credible and presents known information with a new perspective.
- 3. Presents and successfully argues controversial material.
- 4. Presents questionable material with arguable supporting information.
- 5. Lacks credibility, and the information is questionable.

### Content 5. Value/Clarity of Information. The book (whether the information is new or pre-existing) ...

- 1. Contains information that is consistently useful, clear, and engaging.
- 2. Contains information to be mostly useful, clear, and engaging.
- 3. Contains information sometimes useful, clear, and engaging.
- 4. Contains information that is often incomplete or not useful, clear, and engaging.
- 5. Contains very little information that is useful, clear, or engaging.

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## How to/Business/Self-Help Content

A how-to book contains directions, diagrams, photographs, and explanations regarding how to make something or meet a specific goal. A business book is usually about the management, finances, or logistics of running a business and may also describe the traits and actions of people who have succeeded in business. Self-help books involve the author sharing tools for overcoming a specific problem or need. (50,000 – 70,000 words)

## Content 1. Appeal. The book...

- 1. Appeals to those seeking information in an easy to read format.
- 2. Might appeal to the how to/business/self-help reader.
- 3. Might not interest the declared audience.
- 4. Will not appeal to the declared audience but has some merit.
- 5. It's hard to know who the audience should be.

## Content 2. Organization/Length. The book is...

- 1. Well organized and easy to follow, all the pieces fit together, and the length is appropriate for content. If longer than expected, all parts are necessary.
- 2. Mostly well organized and easy to follow. It leaves some questions unanswered, but the length is generally appropriate for the content. Could have edited more succinctly to get within the word count range.
- 3. Sometimes hard to follow due to poor organization and/or the book is too short or too long.
- 4. Generally disorganized and difficult to follow, and/or too many facts thrown in that aren't needed to move the story along.
- 5. Nearly impossible to follow or finish due to lack of organization or inappropriate length.

## Content 3. Research. The book...

- 1. Is well researched, comprehensive, and might even be entertaining.
- 2. Offers adequate information but might be short on ideas and suggestions.
- 3. Provides some information but sometimes lacks ideas and suggestions.
- 4. Has some merit but does not offer ideas and suggestions.
- 5. Is boring and brings nothing new to the subject.

### Content 4. Credibility/Recommendations. The book...

- 1. Is totally credible and includes useful recommendations. The author's expertise is evident throughout.
- 2. Is almost entirely credible and includes useful recommendations. The author's expertise is mostly evident.
- 3. Is mostly credible and includes useful recommendations. The author's expertise is sometimes questionable.
- 4. Offers questionable information with no supporting materials.
- 5. Has offered information known to be false.

## Content 5. Value. Clarity of Information. The book contains information (whether new or pre-existing)...

- 1. That is consistently useful, clear, and engaging, providing information of value.
- 2. That is mostly useful, clear, and engaging.
- 3. That is sometimes useful, clear, and engaging.
- 4. That is incomplete or often not useful, clear, and engaging.
- 5. That is deficient and not useful, clear, or engaging.

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## **Creative Nonfiction Content**

Creative nonfiction is also known as literary nonfiction or narrative nonfiction. It is a factual account written in a style that uses literary techniques. The characters are real people, but the dialogue may be supplied by the author. It's a true story told in an engaging manner and follows the guidelines for well-written fiction. This category could be a good selection for MWSA authors who want to submit a military unit's history without rigorous sourcing, footnoting, and bibliography. (60,000 – 80,000 words)

## **Content 1. Appeal**

- 1. Appeals to audiences who enjoy true stories well told. Fully genre appropriate, credible, entertaining, thought provoking-totally engrossing.
- 2. Mostly genre appropriate, credible, and entertaining-fairly strong story.
- 3. Missing some element of credibility and entertainment, occasionally thought provoking or interesting, but told in a less than interesting way.
- 4. Missing many elements of credibility or entertainment. Creative nonfiction audiences may feel a bit cheated.
- 5. It's hard to know who the audience should be, but it won't be of interest to readers of creative nonfiction.

## Content 2. Organization/Length. The book is...

- 1. Well organized and easy to follow. The length is approximately 60,000 to 80,000 words. If longer than expected, all parts are necessary to tell the story.
- 2. Mostly well organized and easy to follow. Could have edited more succinctly to get within the word count range.
- 3. Sometimes hard to follow due to poor organization: confusing because of jumping around in the timeline OR unnecessary side stories that took the book outside the expected length.
- 4. Generally disorganized and difficult to follow, and/or too many facts thrown in that aren't needed to move the story along.
- 5. Nearly impossible to follow or finish due to lack of organization.

## Content 3. Setting/Story. The book's...

- 1. Setting is well drawn, and the story is told in an interesting literary way.
- 2. Setting is fairly well drawn, and the story may have inconsistencies, but everything holds together well.
- 3. Setting is fairly well drawn, but the story is boring.
- 4. Setting is poorly drawn, or the story is badly enough told to frustrate the reader.
- 5. Overall effect was an unsatisfactory or pedestrian read.

## Content 4. The characters are...

- 1. Well developed, interesting, and credible for the creative nonfiction story told by the author.
- 2. Mostly well developed, interesting, and credible for the creative nonfiction story.
- 3. Occasionally not well developed, interesting, and credible characters.
- 4. Often not well developed, interesting, and credible.
- 5. Characters are mostly shallow, clichéd, unbelievable, or uninteresting. Whatever the genre, these characters aren't worthy of the reader's attention.

## Content 5. Value and Impact. I...

- 1. Know exactly what this book is about and find it to be engaging, worthwhile, and thought provoking.
- 2. Found it valuable, and it was mostly worth the read.
- 3. Found it less than satisfying or worthwhile.
- 4. Missed something, and I don't care enough to go back and figure it out.
- 5. Don't see the point and overall found it

## Style

These criteria evaluate readability, redundancy, language, balance of literary elements, narrative point of view, and passive vs active sentences.

## Style 1. Readability. The book is...

- 1. Overall, easy to understand and engaging. Details are specific, concrete, and vivid.
- 2. Mostly easy to understand and engaging. Details are mostly specific, concrete, and vivid.
- 3. Sometimes pedestrian or ponderous. Details are sometimes lost or not well conveyed.
- 4. Somewhat impenetrable, and the meaning is lost in the details or muddled. The prose detracted from the read.
- 5. Difficult to finish, and most readers will not make it to the end.

## Style 2. Redundancy/Repetition. The book...

- 1. Contains no redundancies in information (whether it is plot, dialogue, setting, research, or conclusions) and the copy is clean and free of repetitious words, phrases, or sentences, with the exception of repetition for effect.
- 2. Contains repetitious words or phrases but generally avoids informational redundancies and overdone words or phrases.
- 3. Uses the same word multiple times in the same paragraph or repeats the same phrases throughout the book, along with informational redundancies.
- 4. Repeats scenes, multiple presentations of the same information, and the same words and phrases throughout the book.
- 5. Is rife with repetition of information, words, and phrases.

## Style 3. Language/Diction. The author uses...

- 1. Precise, colorful, and easy to understand language that does not stray into melodramatic, flowery, or ornate writing with excessive emotion, strained metaphors, or an abundance of clichés: a thoroughly engaging read.
- 2. Specialized/unexplained/bland vocabulary, overuse of fragments, or overuse of repetition for emphasis. These elements sometimes slow the read, but the meaning is clear.
- 3. Specialized/unexplained/bland vocabulary, overuse of fragments, clichés, or repetition that detracts from the story/message.
- 4. Language or dialogue that is awkward or confusing, which obscures the story/message.
- 5. Language that is ponderous, pretentious, or inappropriate for the content.

## Style 4. Balance.

### Biography, Memoir, Creative Nonfiction. The author...

- 1. Uses a balance of narration for action, description for setting, and dialogue that allows characters to explain thoughts/actions.
- 2. Sometimes uses excessive narration/preaching or description when dialogue would be more effective (or vice versa).
- 3. Uses excessive narration or description, but the characters interact (or vice versa).
- 4. Consistently describes unimportant people, places, and things in great detail or preaches.
- 5. Overuses narration, description, or preaching, severely detracting from the book. Characters seldom speak for themselves.

### History, Reference, How-to, Self Help, Business. The author...

- 1. Balances text with pictures, maps, diagrams, charts, and tables as needed to get the information across.
- 2. Sometimes uses excessive text when a map, picture, diagram, chart, or table would be more effective (or vice versa).
- 3. Often uses excessive text when a map, picture, diagram, chart, or table would be more effective.
- 4. Consistently over describes details when a map, picture, diagram, chart, or table would be more effective.
- 5. Completely ignores any requirement for balance in approach to getting information across.

### Style 5. Point of View AND Active vs Passive Sentences

**Point of View:** Memoir and creative nonfiction follow guidelines for fictional books, which generally have one point of view, whether 1st person or 3rd person omniscient. This consistency is maintained in tone, perspective, and level of knowledge throughout the book. Other nonfiction subcategories would use either the 1st person perspective of the author OR 3rd person perspective.

Active vs Passive Voice Sentences: Active voice sentences are those in which the subject performs the action (The dog chewed the bone). Passive voice sentences are those in which the subject is acted upon (The bone was chewed by the dog). Active voice can provide clearer meaning, while passive voice sentences can become overly complicated, dry, and unengaging.

## The book...

- 1. Uses a consistent discernible tone and point of view, there is no head hopping, AND active voice sentences appropriately dominate.
- 2. Mostly uses a consistent discernible tone and point of view AND mostly active voice sentences.
- 3. Sometimes lacks a consistent discernible tone and point of view but active versus passive voice sentences are mostly balanced.
- 4. Often lacks a consistent discernible tone or point of view OR overuses passive voice sentences.
- 5. Consistently lacks a distinct discernible point of view so that it is hard to tell who is narrating OR uses excessive passive voice sentences.

## Visual

These criteria evaluate cover art and layout, cover design and font, interior layout, front and back matter inclusions, and use of artistic elements. Please note that there are e-book break-out selections that are different from print copy versions.

**Nonfiction books require** a cover, inside title page, copyright page and ISBN, and contents page. Optional front and back matter inclusions are prefaces, introductions, forewords, and author bios. Depending on the content, the nonfiction book may need appendices, notes, footnotes or endnotes, indices, maps, illustrations, or glossaries.

### Visual 1. Cover: Art and Layout

All elements are properly aligned, and the color scheme relates to the content and carries through the spine and back cover. Images are high resolution and placed so that the title is easily read. If displayed on a shelf, the book will attract readers, and the title will be easily seen. The title and author's name are easily distinguishable from background art. Note: The back cover content does not have to be blocked. It can be left justified or centered.

### The book's cover...

- 1. Is aesthetically attractive and relates to the contents of the book.
- 2. Is attractive but does not relate to the contents or is unattractive but relevant.
- 3. Has misplaced spine text, narrow margins on the back cover content, clashing colors, low-resolution imagery, etc.
- 4. Has background artwork that's so busy or bright that the copy can't be read OR blurry images.
- 5. Is unattractive AND does not relate to the contents of the book.

#### Visual 2. Cover: Font and Content

**Cover Font:** should be appropriate for the genre of the book (e.g. flowery cursive for romance, but not for a thriller). Legible (not so "cute" so as to be difficult to read) and large enough to see at thumbnail size (like on our website's season page). The cover should have no more than two different fonts.

**Cover Content:** back cover text should be free of errors and hook the reader without too much or too little detail (whether a blurb, author bio, or testimonials).

**Note:** If you have received an e-book, go to the Amazon page and click on the paperback version to evaluate the back cover. Click on the thumbnail for the back cover, located directly under the front cover. While fiction books generally include a blurb on the back cover, nonfiction books often only have endorsements by professionals in the field.

#### Referencing the evaluation areas listed above, the book's cover font and content are...

- 1. Artfully done, definitely attention grabbing, and error free.
- 2. Reasonably well executed and somewhat likely to attract attention on a bookshelf or when listed online.
- 3. Pedestrian or run of the mill OR contains elements that are difficult to read or don't grab attention OR include a text error.
- 4. Problematic, contains noticeable errors, not likely to attract attention.
- 5. So poorly done that the book is destined to remain shelved or unclicked online.

### Visual 3. Interior: Front and Back Matter

**Fiction books require** a cover, inside title page, copyright page, and ISBN. Optional front and back matter inclusions are endorsements, epigraphs, dedications, acknowledgements, author bios, contents page in print copies, and notes. In e-books, a content page with links is required.

#### Paper version...

- 1. Contains a title page on the right, copyright information on the left, and ISBN. Chapter listings are not required for fiction.
- 2. Provides complete front matter, but out of order or on the wrong side.
- 3. Includes title page, but some items required on the copyright page (author, city, state, copyright year, ISBN, publisher if there is one) are missing.

- 4. Missing some front and back matter.
- 5. Fails to provide basic information about the book.

## E-book version...

- 1. Contains a title page, copyright information, ISBN, and hyperlinked chapter listings.
- 2. Provides complete front matter, but items run together because they are not separated by hard page breaks.
- 3. Includes cover and title page, but items such as chapter titles with hyperlinks are missing or broken.
- 4. Is missing some required front matter.
- 5. Fails to provide basic information about the book.

## Visual 4. Interior: Layout. This book...

## Paper

- 1. Has margins that are no less than <sup>1</sup>/<sub>2</sub> inch and uses a serif font of sufficient size. Page numbers are on the outside edge or center (never at the gutter). Odd pages are ALWAYS on the right side. Chapter beginnings generally start <sup>1</sup>/<sub>3</sub> to <sup>1</sup>/<sub>2</sub> way down the page.
- 2. Contains minor errors, such as indenting the first paragraph in a chapter or inconsistent line or character spacing, but has adequate margins, OR uses a sans serif font, but it's still large enough or appropriate in style for the content and easy to read.
- 3. Has margins that are too narrow, words that are difficult to read in the gutter, or not enough white space (text is too dense), OR page numbers are near the gutter. Odd pages are on the left side.
- 4. Is NOT blocked/justified OR has many layout errors, but the book is still readable.
- 5. Has so many layout errors that they distract from the content OR uses a typeface too complex or cute to be read comfortably.

### E-book

- 1. Has reflowable text, page separations for front matter and chapters, AND a table of contents with appropriate links to chapter headings, front matter, and back matter.
- 2. Contains minor errors, such as indenting the first paragraph in a chapter, using both extra line spacing and indentation for paragraph separation, or inconsistent chapter layout elements.
- 3. Contains distracting or confusing elements (such as misplaced page numbers carried over from print or hard page breaks in the middle of text) OR the book contains occasional junk characters (such as HTML tags, soft hyphens in the middle of a line, or unsupported characters such as a boxed question mark).
- 4. Cannot be adjusted to reader preferences (font size, spacing, etc.) without a loss of quality.
- 5. Has so many layout errors that they distract from the content.

### Visual 5. Interior: Artistic Elements. The book uses...

- 1. Clean, clear, captioned, and appropriate maps, photographs, and illustrations, if needed. The layout includes consistent use of scene dividers, optional drop caps, and optional chapter-starting artwork or motifs.
- 2. Maps, photographs, and illustrations, if needed, that are not of the highest resolution but are captioned and appropriate. Other elements are mostly consistent throughout.
- 3. Maps, photographs, and illustrations, if needed, that are low resolution and not properly captioned. Other elements are sometimes not consistent.
- 4. Maps, photographs, and illustrations, if needed, that are poorly depicted and unidentified but still add to the content of the book. Other elements are inconsistent throughout.
- 5. Maps, photographs, and illustrations, if needed, that are blurry, undefined, and add nothing to the book. Other elements are haphazard or missing.

## **Technical**

These criteria evaluate spelling, punctuation, capitalization, sentence structure, verb tense, and noun-verb agreement. We have included word counts every 20,000 words. Interpolate as needed.

**Note:** Questions 1 through 4 require you to count errors and use the table below. The number of errors allowed varies with word count. A 120,000-word book is allowed more errors than a 60,000-word book. Use the table to determine which answer to select.

Allowable Error Scoring by Word Count Score					
120,000	0-6	7-12	13-18	19-24	>24
100,000	0-5	6-10	11-15	16-20	>20
80,000	0-4	5-8	9-12	13-16	>16
60,000	0-3	4-6	7-9	10-12	>12
40,000	0-2	3-4	5-6	7-8	>8
20,000	0-1	2	3	4	>4

## Technical 1. Spelling/Typos/Wrong Word

See the table above for the allowable number of errors. Count noticeable misspellings, typos, and extra or missing words, but don't go on a witch hunt looking for them. Note them in the comment section (their/they're/there, its/it's, horse/hoarse, cavalry/Calvary, etc.)

## **Technical 2. Punctuation/Hyphenation**

See the table above for the allowable number of errors. Count missing or extra punctuation marks. Commas are tricky, so the major ones would be missing commas of direct address, missing commas between two independent clauses, and missing commas after long introductory dependent phrases. Hyphenation should be consistent throughout, including em dashes, which indicate an interruption in dialogue or a harder break than commas indicate in sentences.

## **Technical 3. Capitalization/Italics**

See the table above for the allowable number of errors. English requires proper nouns to be capitalized (e.g. Pizza Hut, but the library). Military rank is capitalized when accompanied by a name (General Smith, but the general). Sir and ma'am are not capitalized (yes, sir; no, ma'am; but Sir Lancelot). Italics are used for ship names (but not USS) and for internal dialogue. Overuse of italics for emphasis is to be discouraged, as it micromanages the reader. Large portions in italics are more difficult to read. The use of italics for foreign words is not required.

### **Technical 4. Sentence Structure/Syntax**

See the table above for the allowable number of errors. Count sentence sprawls, run-on sentences, awkwardly worded sentences, and lengthy sentence fragments that go nowhere. Generally, count an error if the sentence requires re-reading to make sense to the target audience.

### Technical 5. Verb Form and Noun-verb Agreement. The book...

- 1. Uses the simplest verb form (preferably simple past or present tense) AND has consistent noun-verb agreement.
- 2. Occasionally uses an inappropriate tense but strives for simplicity OR has several noun-verb disagreements.
- 3. Uses complicated/inappropriate verb tense forms on a regular basis throughout the book (even if used correctly) OR has more than a few noun-verb agreement problems.
- 4. Uses complicated/inappropriate tenses throughout the book OR regularly messes up noun-verb agreement.
- 5. Uses complicated/inappropriate tenses throughout the book AND regularly messes up noun-verb agreement.