

Submission Guide for INC Longforms

If you are interested in submitting a piece for our [INC Longform series](#), then please consult this Submission Guide for further information concerning the content, language style, and layout. This will save us a lot of work in editing and formatting the texts.

CONTENT

The essay covers INC subjects such as social media, online knowledge, creative work, alternatives, art, or media activism – always critical and reflective, but aimed at a wide audience. The piece should range between 3,000 and 8,000 words, but preferably try to keep within 5,000 words. It can be written in English or Dutch.

SUBMITTING

You may send in a proposal or a complete draft. Please add an abstract and an author bio that each contain around 100 words. Send your pitch to miriam@networkcultures.org.

PROCESS

After submitting a proposal or draft, please allow some weeks for us to respond. We do not work with a fixed publication schedule but make a planning according to individual needs and options. Take into account that publication may take some time, which means we do not (usually) work on 'breaking news' stories.

GENERAL REMARKS

Keep an interested, but lay audience in mind:

- write in an open, lively, and accessible writing style with sentences and paragraphs that are not too long;
- do not use jargon, or explain as you go along;
- cut back on theoretical parts;
- expand on examples (e.g. from the news, personal experience, etc.);
- use details that illustrate your main point;
- open the essay with a telling anecdote / question / problem;
- incorporate references and links in the text (no footnotes, no in-line references);
- keep only references that are necessary to understanding your argument.

Please check longforms that are already published on the platform to get a sense of contents, structures, length, and style: <https://networkcultures.org/longform/>.

MULTIMEDIA CONTENT

Think about possible multimedia sources that are free to use (e.g. Creative Commons, Public Domain, Wikimedia), such as photos and videos. We do not have resources for paying for or negotiating about copyrighted material.

STYLE GUIDE

Structure

- Use an opening paragraph or lede to draw the reader in.
- Use subtitles to mark the different parts of the essay.
- Add quotations.
- Add an author bio in the end.
- Collect references that are mentioned in the text in a reference list (see below for reference style).

Style formatting

- All headings and subtitles are capitalized. Do not capitalize prepositions or conjunctions unless they contain more than 4 letters.
- Italicize proper names such as films, books, television series, etc. Put names of articles between single quotation marks. Website names are neither italic nor quoted.
- Use the serial comma.
- Use 'smart' quotes.
- All quotations should use single quotation marks except in instances of a quote inside a quote, in which case use double quotation marks inside the single quotation marks.
- For quotations longer than four lines use blockquote. Don't use quotation marks around a block quote. When needed, use double quotations marks inside a block quote.
- Commas and full stops should be placed after the quotation mark, if they're not part of the quotation.
- Use square brackets [...] around an ellipsis to indicate if a quote has been adapted.

Spelling

- Use American spelling: labor, color, theater, center, etc; '-ize' instead of '-ise': organize, categorize, standardize, authorize, etc.;
- if quotes use British or other spellings, leave as is in the original quote – do not change to U.S. English;
- internet, not Internet; web not Web (but World Wide Web and Web 2.0 should be capitalized);
- 18th not eighteenth century;
- 90s not nineties.

REFERENCES

For the reference list at the end of your text, please refer to the following guidelines.

General remarks

- Alphabetize the reference list.
- End each reference with a full stop, also after a url.
- Do not detail access date of websites.

Anonymous/unknown authors

If no author is given, the citation should begin directly with the title.

Books

David Harvey, *A Brief History of Neoliberalism*, Oxford: Oxford University Press, 2005.

Antonio Negri, *Insurgencies: Constituent Power and the Modern State*, trans. Maurizia Boscagli, Minneapolis: University of Minnesota Press, 1999.

Edited books

Single editor: (ed.); multiple editors: (eds)

Paul Di Maggio (ed.), *The Twenty First Century Firm: Changing Economic Organization in International Perspective*, Princeton: Princeton University Press, 2001.

Kevin Robbins and Frank Webster (eds), *The Virtual University? Knowledge, Markets and Management*, Oxford: Oxford University Press, 2001.

Original publication date of classic texts

Display date of current publication followed by original date in brackets – this is mostly done with older, classical works. For example:

W.F. Hegel, *Outlines of the Philosophy of Right*, New York: Oxford University Press, 1982 [1820].

Chapters in books

Mario Tronti, 'The Strategy of Refusal', trans. Red Notes, in Sylvère Lotringer and Christian Marazzi (eds) *Italy: Autonomia, Post Political Politics*, New York: Semiotext(e), 1980, pp. 28-35.



Articles

Put article name between single quotation marks. Journal, blog, or website name should be italic. Add publication date and url in case of an online article. Do not detail access date.

David Bell, 'In Defense of Drones: A Historical Argument', *New Republic*, 27 January 2012, <https://newrepublic.com/article/100113obama-military-foreign-policy-technology-drones>.

Timothy Brennan, 'The Empire's New Clothes', *Critical Inquiry* 29.2 (2003): 337-367.

Websites

Bologna Secretariat, <http://www.dfes.gov.uk/bologna/>.