

Editing Across Borders

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About BuzzFeed

- Operates a global news organization headquartered in New York
- Entertainment studio based in Los Angeles
- Offices in 10 international cities: London, Madrid, Paris, Berlin, Mexico City, Sao Paulo, Toronto, Mumbai, Tokyo, Sydney
- We have a global adaptation team who handle translated content and analyze what performs best in different international markets
- Copy editors based in US, UK, Australia, France, and Japan (branded)



Style guides at BuzzFeed

BuzzFeed
UK Style
Guide

BuzzFeed
Style Guide

BuzzFeed
Oz Style
Guide

Canada
+
India



Regional style guides

Spelling out vs. abbreviating

- TfL (not TFL) – UK
- UKIP okay on first reference – UK
- Ls and Ps – Aus

Cultural norms & standards

- *Impairments* preferred to *disabilities*; *disabled people* preferred to *people with disabilities* in the UK and Australia

Swearwords

- *C*nt* is far less offensive (and non-gender-specific) in British English
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More swearwords from across the pond!

- **Blighter:** n., person or thing to be regarded with contempt/envy. See also *cad*, *rotter*, *swine*. Mild.
- **Bugger:** n., sodomite (i.e. someone who practises buggery); jerk; silly fool. As a verb, can mean to sodomise; to ruin (“You’ve bugged that up!”); or to tire. Also used as an exclamation of annoyance (“bugger!”); as a milder variant of “fuck” in the phrases “bugger off” and “bugger all”; and, in the phrase, “playing silly buggers”, to act the fool. Medium strength. Also very popular in Australia.
- **Knob, knobend, knobhead, knobber:** n., a stupid, irritating person, usually a man. “Knob” is a synonym for penis. Mild.
- **Nutter:** n., crazy person. A synonym for the US “nut”. Avoid.
- **Scrubber:** n., promiscuous woman. Avoid.



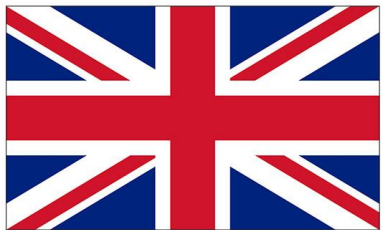
Turns of phrase & standard punctuation

*different
from?
than? to?*

Punctuation
with quotes

collective
nouns

To period
or not to
period:
Ms., Dr.,
etc., e.g.



From the BuzzFeed UK Style Guide

- Avoid the US habit of dropping prepositions such as “on” and using “likely” to mean “probably.”
 - Another US habit to avoid is using “with” to form phrases such as “speak with”, “meet with”, “talk with”, etc.
 - Don’t say “protest a decision” — say “protest against a decision”.
 - Miscellaneous cultural notes for Americans:
 - French fries vs. chips
 - Jelly vs. jam
 - Noodles
 - Maths
 - Soccer
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From the BuzzFeed Oz Style Guide

- Use the British/Australian spelling of words such as “colour,” “travelling,” “centre,” “analogue,” and “realise.” However, follow *Macquarie* and use “program” rather than “programme.”
 - Guidelines on Indigenous (umbrella term for Aboriginal and Torres Strait Islanders communities) terminology.
 - LGBT Indigenous terminology guide (e.g., Brotherboy, Sistergirl).
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From the BuzzFeed Canada Style Guide

- double L in cancelled, travelled, etc
 - -re (centre, metre)
 - -ize (realize, standardize)
 - “on” weekends (per US style; UK style is to say “at” weekends)
 - “u” used in words like colour, honour
 - “tonne” for the specific unit of measurement, “a ton” as synonym for “a lot”
 - licence (n.); license (v.)
 - storey, storeys (for floors of building)
 - Canadians “write” exams (while Americans “take” exams; Britons “sit” them)
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Translations

- Don't rely on Google Translate – it doesn't always do the, uh, best job.
- In worst-case scenarios, i.e., languages for which a translator is difficult to find, at the very least, indicate “per Google Translation,” but continue to seek a source to verify.
- Consider compiling a list of languages that staffers speak as an internal reference guide.





Currency

BuzzFeed spells out foreign currency rather than using symbols (euros, yen, etc.), except for British pounds (£).

Dollar, dollar bill, y'all

For nations that also use dollars, clarify by using the currency's abbreviation following the number: e.g., \$100 AUD, \$25 CAD.

Treatment of foreign words

- If a word or phrase is unfamiliar to an English-speaking audience and it doesn't appear in the dictionary, set in italics.

- Use good judgment (e.g., no need to italicize terms as commonplace as “muy bueno” or “hola”).

- In identity posts and other stories by and targeted to people who speak a non-English language, italics are generally unnecessary for foreign words.

23 Food Truths Only Mexicans Would Understand

Gansitos > Twinkies

18. And your idea of a proper juice cleanse is to drink aguas frescas...



21. Every party involves a group of tíos hovering around the carne asada.



17. You know that you love all your abuelitas equally, even if one is made of chocolate.



chrome

Translated names (organizations, parties, etc.)

- Remember that not all languages follow the same word-order conventions as English does (i.e., adjective before noun). For ease of reading and more accurate translation, BuzzFeed always formats translated names with adjective first: **France’s National Front, the Socialist Party**, etc.
- What about publications? Pick a style and be consistent about it, e.g., ***Vogue Paris, Vogue Italia*** (vs. “French *Vogue*,” “Italian *Vogue*”).
- Standardize names of organizations that are referred to in multiple ways around the globe, e.g., **Doctors Without Borders (Médecins Sans Frontières)**.
- For English-language organizations that are spelled to either British or American style, we stick with local style: We wouldn’t Americanize the **British Labour** party, for instance — so logically that should extend to all other stylization choices.


International English-language resources



Merriam-Webster
American Heritage
OED
AP Stylebook
CMOS
Garner's



Collins
Fowler's
The Guardian and
Observer Style Guide
BBC News Style Guide
The Times Style and
Usage Guide



Canadian Oxford
Canadian Press
Stylebook
Editing Canadian
English



Macquarie
Dictionary

Remember!!!

Smarties in the UK are starkly different – and better! – candies than they are in the US. (Because chocolate.)

