

## STYLE GUIDE

**Foreign Brief** was founded to fill the void between journalism and private intelligence. The organisation is devoted to providing concise, objective and comprehensive analysis of contemporary geopolitical issues.

Below are some important principles for contributors to keep in mind when writing for the website.

**Objectivity.** This is fundamental. Analysis is not to be coloured by ideology or personal views. Foreign Brief is non-partisan. Readers are interested in your reasoned insights and expert knowledge, not your opinion. If you are not objective they are unlikely to read and less likely to be persuaded. In this sense objectivity adds value.

Analysis is to be **practical**, not academic, theoretical or abstract. Write about important, weighty issues that are current and relevant.

Pieces should focus primarily on matters relating to **geopolitics and global security**.

**Use plain, everyday English** with an easy, clear sentence structure. Make your analysis accessible to as many people as possible, including those with basic literacy skills.

- Don't use a long word when a short one will do.
- Avoid using complicated jargon.
- If it's possible to cut out a word, cut it out.
- Use short titles, subheadings and paragraphs.

Finally, while it is important for Foreign Brief to maintain a strong, consistent and uniform voice, this does not mean writers must adopt an institutional view. On the contrary, Foreign Brief encourages considered debate where justified.