



# Writing Style Guide

Last Modified: Jan. 22, 2024

**228 Incident**

See **dates in Taiwanese and Chinese history**.

**24/7****6/4 Incident**

See **dates in Taiwanese and Chinese history** and **Tiananmen Square**.

**921 Earthquake**

See **dates in Taiwanese and Chinese history**.

**abbreviations, acronyms**

In general, avoid acronyms unless they are widely known. Examples of widely known acronyms include FBI, NATO and the CIA, along with diseases like COVID-19, SARS and AIDS. If you must use an uncommon acronym, make sure the meaning is clear on first reference.

Some acronyms take periods, others don't. The rule of thumb is if it has two letters, it takes periods, and if it has three or more letters, it does not. E.g., *U.S.* and *U.K.* but *NASA* and *FBI*. Two notable exceptions: *EU*, as in European Union, and *AP*, as in Associated Press.

In general, do not abbreviate Taiwan's government ministries to their acronyms, e.g. *MOFA* for *Ministry of Foreign Affairs*.

However, the acronyms for public broadcasters *PTS* and *CTS* are acceptable, as long as they are clearly identified as broadcasters. This is because audiences are accustomed to consuming news from organizations identified with acronyms, like *CNN*, *BBC* and *ABC*.

The following abbreviations are acceptable:

association	assoc.
department	dept.
government	gov't
international	int'l
national	nat'l

representative	rep.
secretary	sec.
senator	sen.

**Aboriginal, Aborigine**

In reference to Indigenous people in Taiwan, do not use *Aborigine* and avoid *Aboriginal* where possible. Instead, use *Indigenous*, which is uppercased in all references to people.

However, be aware that in other countries, the term *Aboriginal* may be acceptable or even preferable. In Australia, for example, the terms *Indigenous* and *Aboriginal* have different meanings. *Aboriginal Australians* refers to Indigenous peoples on the Australian mainland and surrounding islands excluding the Torres Strait Islands, while *Indigenous Australians* includes the Torres Strait Islanders.

See **Indigenous Peoples in Taiwan**.

**Acer Incorporated**

See **company names**.

**ADIZ**

See **air defense identification zone (ADIZ)**.

**adviser**

Not *advisor*.

**ages**

Ages are usually unnecessary in broadcast news unless you are talking about a person who has died, or about someone who has done something exceptional for a person of that age.

Do *not* use the construction: "Twenty-five-year-old Chen Shih-hsin became the first person to win a gold medal for Taiwan." This is written, not spoken English and is therefore not appropriate for broadcast. Instead, say: "Chen Shih-hsin, who is 25 years old, became the first person to win a gold medal for Taiwan."

Double-check all ages for people who are ethnically Chinese, as the traditional Chinese system for calculating ages (虛歲) is different from the Western system (實歲). Most non-Chinese think newborn babies are zero years old while some Chinese consider them to be one year old. Also, while most non-Chinese become one year older on their birthday, Chinese become one year older on the first day of the Lunar New Year. Many people in Taiwan, particularly of older generations, still calculate ages this way.

At TaiwanPlus, we use the Western system of calculating ages, which means that you may need to find out the year and month in which an individual was born.

### air defense identification zone (ADIZ)

An area over land or water in which ready identification, location and control of all aircraft is required in the interest of national security. ADIZs typically extend well beyond a state's airspace. They do not exist as concepts in international aviation law.

The full name is acceptable in longer pieces where it is vital to offer a clear picture of what an ADIZ is and is not. In shorter reports, consider using *air defense zone* or a construction like *near Taiwan's airspace*. Note the use of the word “near,” because Taiwan’s ADIZ is not the same as its airspace.

Taiwan’s ADIZ extends over parts of China’s Fujian, Jiangxi and Zhejiang provinces. But in practice, the defense ministry does not report flights in areas above China as incursions. For reporting purposes, Taiwan’s ADIZ is, in effect, limited to the part that includes Taiwan itself and which is enclosed in the northwest by extending the Taiwan Strait median line.

See **airspace** for more.

### airports in Taiwan

Taiwan has four international airports, listed below.

**Kaohsiung International Airport** — On second reference, *Kaohsiung airport*.

**Taichung International Airport** — On second reference, *Taichung airport*.

**Taipei Songshan Airport** — On second reference, *Songshan airport*.

**Taoyuan International Airport, Taiwan**  
**Taoyuan International Airport** — On second reference, *Taoyuan airport*. Consider opening with a formulation such as *Taiwan’s largest airport*.

### airspace

Under Article 1 of the Convention on International Civil Aviation, every state has “complete and exclusive sovereignty over the airspace above its territory.” That territory includes a state’s territorial sea, the area within 12 nautical miles (~22 km) of a state’s shoreline. Territorial seas are defined by the United Nations Convention on the Law of the Sea.

Taiwan is not a signatory to either convention.

### allegedly

Avoid overusing the word *allegedly* in stories where the facts of a legal case are unclear. Instead, try phrasing like *police say* or *prosecutors accuse them of*. Once a ruling has been passed down, you can say that a person *did* something without qualification, or, even more safely, *was found guilty of*.

### ally

Take care when using this word specifically to mean *diplomatic ally*, because the term also encompasses important unofficial allies, like the United States.

### American Institute in Taiwan (AIT)

*AIT* is acceptable on second reference, although *the institute* is preferred. The American Institute in Taiwan is the United States' de facto embassy. It handles top-level exchanges in the

absence of diplomatic relations between the U.S. and Taiwan.

The institute came into existence in 1979, shortly after the United States recognized China and broke off formal diplomatic relations with Taiwan. That same year, the Taiwan Relations Act gave the institute responsibility for managing "any programs, transactions, or other relations conducted or carried out by the President or any Agency of the United States Government with respect to Taiwan."

The institute's main office is in Neihu District, Taipei, with a branch office in Kaohsiung's Qianzhen District. Its headquarters is in Arlington, Virginia.

The director of the institute is the de facto U.S. ambassador to Taiwan.

Overseeing the institute itself is the chair of the board, who is based in the United States. The chair "participates in ... discussions on Taiwan" and "represents the Administration in periodic visits to Taiwan and in meetings with Taiwan representatives in the United States," according to the institute's website.

## Amis

See **Indigenous people in Taiwan, Indigenous names and languages of Taiwan**.

## annex

Avoid this politically loaded term in relation to China's efforts to take control of Taiwan. Instead, use *take*, *seize*, etc.

## APEC

Pronounced "AY-pek." A regional economic forum uniting 21 member economies, including the United States, China, Russia and Taiwan (as Chinese Taipei), among others. Its full name is *Asia-Pacific Economic Cooperation*.

The full name, at 14 syllables long, is too unwieldy for regular use in broadcast. Instead, refer to it as *the APEC economic forum* or

immediately clarify the acronym, e.g., *APEC, a major economic forum*.

The member economies, represented by their leaders, typically meet once a year. APEC calls this an "economic leaders' meeting," which we may shorten to *meeting* or *summit*.

Because of pressure from China, Taiwan's president does not lead the Taiwanese delegation. Instead, the president appoints a special envoy to attend the forum. In recent years, that responsibility has gone to TSMC founder Morris Chang.

## Association of Southeast Asian Nations (ASEAN)

An intergovernmental organization bringing together 10 member states in Southeast Asia, including Indonesia, Thailand and Vietnam, among others. Taiwan is not a member.

Pronounced "AH-see-ahn" or "AH-zee-ahn."

The acronym *ASEAN* is acceptable in headlines and on second reference.

## AsusTek Computer Inc. (Asus)

See **company names**.

## AUKUS

A security partnership bringing together Australia, the United Kingdom and the United States — hence the acronym *AUKUS*. Pronounced as a single word: "AW-kus."

You may use the acronym in headlines and on first reference, as long as the meaning is clear. Consider, for example, a formulation like *the AUKUS security pact*.

## bento, bento box

A Japanese-style packed lunch, contained in a box with dividers separating the contents. Also referred to as a *bento box*. Both terms are acceptable at first reference, but define them immediately afterwards.

*Bento* is preferred to *biandang*, although you may use the latter term if there is a need to distinguish between the meal's Taiwanese and Japanese varieties.

### betel nut

Not *betelnut*. The common English name for the combination of areca nut, betel leaf and other ingredients, such as limestone paste, chewed for its mild stimulant effects.

People in South and Southeast Asia have consumed betel nut for thousands of years, and in Taiwan, it is an important part of some Indigenous Taiwanese traditions.

But it also poses significant health risks. According to the World Health Organization, the act of betel nut chewing causes "oral precancerous lesions that have a high propensity to progress," while the substance itself is classed as a carcinogen by the International Agency for Research on Cancer.

### Bunun

See **Indigenous people in Taiwan, Indigenous names and languages of Taiwan**.

### Cabinet

Instead of *Executive Yuan*. The uppercase is to avoid confusion with the common noun *cabinet*.

### Cabinet ministries and agencies

What follows is a full list of Taiwan's Cabinet-level ministries and agencies. A rule of thumb for TaiwanPlus style: the word *ministry* should come at the end of the noun phrase, e.g., *interior ministry*, not *Ministry of the Interior*.

Avoid acronyms. Instead, for brevity's sake, consider using *the council*, *the ministry*, etc. on second reference. If you must use an acronym in a slug or strap line, make sure the body of the story makes its meaning clear.

**agriculture ministry** — not *Ministry of Agriculture (MOA)*.

**central bank** — not *Central Bank of the Republic of China*.

**culture ministry** — not *Ministry of Culture (MOC)*.

**defense ministry** — not *Ministry of National Defense (MND)*.

**economy ministry** — not *Ministry of Economic Affairs (MOEA)*.

**education ministry** — not *Ministry of Education (MOE)*.

**environment ministry** — not *Ministry of Environment (MOE)*.

**finance ministry** — not *Ministry of Finance (MOF)*.

**foreign ministry** — not *Ministry of Foreign Affairs (MOFA)*.

**health ministry** — not *Ministry of Health and Welfare (MOHW)*.

**interior ministry** — not *Ministry of the Interior (MOI)*.

**justice ministry** — not *Ministry of Justice (MOJ)*.

**labor ministry** — not *Ministry of Labor (MOL)*.

**science ministry** — not *Ministry of Science and Technology (MOST)*.

**transportation ministry** — not *Ministry of Transportation and Communications (MOTC)*.

The names of some bodies are sufficiently short and descriptive to be used at first reference in broadcasts.

**Central Election Commission**

**Fair Trade Commission**

**National Palace Museum**

**Nuclear Safety Commission**

**Ocean Affairs Council**

**Veterans Affairs Council**

Other bodies may need clarification soon after first reference.

**Hakka Affairs Council** — "...which is in charge of issues affecting people who speak Hakka, a minority language."

**Public Construction Commission** — "...which is in charge of building Taiwan's schools, hospitals and roads."

**Council of Indigenous Peoples** — "...which is in charge of issues affecting Taiwan's Austronesian Indigenous people."

For others, it is best to lead with a description of the body's function, and use the real name at second reference.

**Financial Supervisory Commission** — Lead with "Taiwan's main financial regulator."

**Mainland Affairs Council** — Lead with a paraphrase along the lines of "the body in charge of Taiwan's China policy."

**National Development Council** — Lead with "Taiwan's top policymaking body."

**National Communications Commission** — Lead with "Taiwan's communications regulator."

Lastly, some branches of government have names and functions so obscure and unwieldy that it is best to avoid them entirely.

**Directorate-General of Budget, Accounting and Statistics** — Replace where possible with "the government's statistics bureau."

**Directorate-General of Personnel Administration** — Replace with "the government's personnel department."

**Overseas Community Affairs Council** — Replace where possible with "the government bureau that promotes ties with Taiwanese people overseas."

## captions

*Captions* make English-language content more accessible by providing an onscreen transcript of what is being said. *Subtitles* are for translating non-English speech and content.

When captioning our interviewees, TaiwanPlus follows the BBC's guidelines for incorrect grammar:

A foreign speaker may make grammatical mistakes that do not render the sense incomprehensible but make the subtitle difficult to read in the given time. In this case, you should either give the subtitle more time or change the text as necessary:

*I and my wife is being marrying four years since and are having four childs, yes*

This could be changed to:

*I and my wife have been married four years and have four childs, yes*

But for captioning our own hosts, we apply stricter standards to grammar. Maintain sentence structure where possible, but do not be afraid to correct outright errors.

## Centers for Disease Control (CDC)

An agency of Taiwan's health ministry responsible for managing infectious diseases. The acronym *CDC* is acceptable on second reference. Be aware that the United States has a similar organization using the same acronym. Make sure there is no ambiguity about which one you are referring to.

## Central Epidemic Command Center (CECC)

Consider simplifying to a phrase like *health authorities*. If not, use the full name on first reference. On second reference, use *the center* instead of the acronym *CECC*, which is not well known outside of Taiwan. If you are forced to use the acronym in your piece, make sure to spell it out first. E.g., *Taiwan's Central Epidemic Command Center, or CECC, says that...*

## Central Weather Administration

The administration is Taiwan's government weather forecaster and also reports on seismic activity.

Do not abbreviate to *CWA*.

## Chinese names

Ask sources how they would like to be addressed and how they spell their name.

If you cannot find the preferred spelling and are unable to ask the individual directly, the default for names of people from Taiwan is Wade-Giles romanization with the Chinese "family name, given name" order and a hyphen connecting given names composed of two characters. But don't include the tones and drop all umlauts, breves, circumflexes and apostrophes. For example, the winner of the 2022 Kaohsiung mayoral election was *Chen Chi-mai*, not *Ch'ên Ch'i-mai*. In title case, the second part of the given name remains lowercase, e.g., *Kaohsiung Mayor Chen Chi-mai Wins Re-Election Campaign*.

For people from China, default to Pinyin without tones. Note that the given name is written as one word with no hyphen. E.g., *Xi Jinping*.

But if someone prefers to use an English name, or is better known by an English name, use that instead with the English "given name, surname" order, e.g., *Jackie Chan*.

TaiwanPlus's style is to retain the Mandarin pronunciation of family names in all cases, instead of adopting an Anglicized pronunciation.

Likewise, respect people's wishes if they ask specifically to use their Chinese name in the "given name, surname" order, or if they are well-known in their field using a name with this order, such as baseball player Chien-ming Wang.

In addition, be sensitive to romanizations based on Cantonese, Taiwanese Hokkien, Hakka and other languages.

By default, we hyphenate Hakka and Hokkien names just like Taiwanese names read in Mandarin.

## Chinese New Year

See **Lunar New Year**.

## Chung-Hua Institution for Economic Research (CIER)

To save space in name straps, the acronym *CIER* is acceptable. But reporters should

introduce a soundbite by saying the organization's full name.

## Chung-Shan Institute

TaiwanPlus's preferred style for the state-run weapons developer is **Chung-Shan Institute**, not the unwieldy *National Chung-Shan Institute of Science and Technology (NCSIST)*.

## coast guard

## company names

Capitalize the first letter of a company name, unless the second or third letter of the name is capitalized, e.g., *eBay*. But always capitalize the first letter at the beginning of sentences, headlines and after colons.

Do not use full capitalization for a company name unless it is pronounced as individual letters. E.g., *TSMC* is capitalized, but *Asus* is not, because it is pronounced as a word: "AY-soos."

Do not use a comma before *Inc.* or *Ltd.* even if it appears in the formal name.

For brevity's sake, use a company's informal name for on-screen text and in scripts. In practice, that usually means dropping the *Co.*, *Ltd.* or *Corp.* at the end of the formal name, or using a commonly understood acronym.

Among Taiwan's most valuable companies, three acceptable acronyms present themselves: semiconductor giants *TSMC* and *UMC*, and the printed circuit board manufacturer *Nan Ya PCB*. These three acronyms may be used at first reference, and do not need to be interpreted for viewers.

Website descriptions and, where space allows, social media posts should use the company's formal name at least once. This is to ensure the story appears in search results.

Here is a list of the formal names of several of Taiwan's most valuable companies:

### Acer Incorporated

**Advantech Co. Ltd.**  
**ASE Technology Holding Co. Ltd.**  
**AsusTek Computer Inc.**  
**Bafang Yunji International Co. Ltd.**  
**Cathay Financial Holding Co. Ltd.**  
**Cathay Real Estate Development Co. Ltd.**  
**Chailease Holding Company Limited**  
**China Airlines Ltd.**  
**China Development Financial Holding Corp.**  
**China Steel Corporation**  
**Chunghwa Telecom Co. Ltd.**  
**CTBC Financial Holding Co. Ltd.**  
**Delta Electronics Inc.**  
**Eslite Corporation** — note that the pronunciation is the same as *elite*, not “ESS-lite.”  
**E.Sun Financial Holding Company Ltd.**  
**EVA Airways Corporation** — note that the airline’s name is pronounced “EE-vee-ay,” not “EE-vah.”  
**Evergreen Marine Corp.**  
**Far EastOne Telecommunications Co. Ltd.**  
**First Financial Holding Co. Ltd.**  
**Formosa Chemicals & Fibre Corporation**  
**Formosa Petrochemical Corp.**  
**Formosa Plastics Corporation**  
**Formosa Sumco Technology Corporation**  
**Formosa Taffeta Co. Ltd.**  
**Fubon Financial Holding Co. Ltd.**  
**GlobalWafers Co. Ltd.**  
**Himax Technologies Inc.**  
**Hon Hai Precision Industry Co. Ltd. (Foxconn)** — use *Foxconn* in all instances in scripts and straps but try to use *Hon Hai* at least once on the website for SEO purposes.  
**Hotai Motor Co. Ltd.**  
**Hua Nan Financial Holdings Co. Ltd.**  
**Largan Precision Co. Ltd.**  
**MediaTek Inc.**  
**Mega Financial Holding Company Ltd.**  
**Nan Ya Plastics Corporation**  
**Nan Ya Printed Circuit Board Corporation (Nan Ya PCB)**  
**Nanya Technology Corporation**  
**Novatek Microelectronics Corp.**  
**President Chain Store Corporation**  
**Quanta Computer Inc.**  
**Realtek Semiconductor Corporation**  
**Shanghai Commercial & Savings Bank Ltd.**  
**Shin Kong Financial Holding Co. Ltd.**  
**Sinopac Financial Holdings Company Limited**  
**Taishin Financial Holding Co. Ltd.**  
**Taiwan Business Bank Ltd.**  
**Taiwan Cement Corp.**  
**Taiwan Cooperative Financial Holding Co. Ltd.**  
**Taiwan Mobile Co. Ltd.**  
**Taiwan Semiconductor Manufacturing Co. Ltd. (TSMC)**  
**Uni-President Enterprises Corp.**  
**Unimicron Technology Corp.**  
**United Microelectronics Corp. (UMC)**  
**Wan Hai Lines Ltd.**  
**Wiwynn Corporation**  
**Yageo Corporation**



**Yang Ming Marine Transport Corp.**

**Yuanta Financial Holding Co. Ltd.**

**councilor**

**county chief, county magistrate**

In general, use *magistrate* in namestraps because it tends to be the formal English translation of the title. But use *county chief* in scripts because it is more immediately understandable to overseas audiences.

**COVID-zero**

TaiwanPlus prefers *zero-COVID*.

**COVID-19**

*COVID-19* is the name of the disease. The virus that causes the disease is called SARS-CoV-2, but we refer to it as *the virus responsible for COVID-19* or *the COVID-19 virus*.

*COVID* is acceptable in headlines and on second reference in stories.

Following World Health Organization advice on how to avoid stigmatizing terminology, avoid using *case* or *victim* to refer directly to people. Instead, where possible, use what is called "people-first language": phrasing that places the diagnosis after the person. E.g., *One person who caught COVID in Taiwan went to a busy market just before he fell ill*, not *One local case went to a busy market just before he fell ill*.

Likewise, avoid talking about people *infecting others* or *spreading the virus*, which implies intentional transmission and apports blame. Instead, talk about people who *caught*, *contracted* or simply *got COVID-19*. If necessary, you can specify the person someone *caught COVID-19 from*.

The World Health Organization's Europe office has issued advice to journalists for covering the COVID-19 pandemic. What follows is a condensed version of that advice.

Principles:

1. Be ethical and responsible in your reporting. Journalists play a vital role in conveying public health information to general audiences accurately and effectively.
2. Avoid sensationalism.
3. Rely on verified, scientific sources. Quote scientists, researchers and other qualified specialists.
4. Highlight the critical role of front-line medical staff.
5. Offer positive stories of patients recovering, communities working together to tackle the disease, and countries mounting an effective public health response.

Content:

1. Disseminate facts. Use verified sources and quote qualified professionals. Debunk prominent myths.
2. Provide clear information on how to avoid infection, how to identify the symptoms of COVID-19 and what to do if you fall sick. Tailor advice to a wide range of groups, including people with disabilities and vulnerable populations.
3. Explain why preventative measures are important and why they may be necessary for a long period of time.
4. Acknowledge fears without amplifying them. Offer practical advice for people who are worried about COVID-19.
5. Acknowledge uncertainty and avoid absolutes. Explain what scientists do know, and what they are still working to find out.
6. Take the time to explain the science in clear and understandable terms.
7. Avoid stigmatizing people who contract COVID-19. If infected people fear discrimination, they are more likely to hide their illness from others and avoid seeking treatment.

Style:

1. Avoid background music that could make people anxious or fearful.
2. Avoid photographs and videos that stigmatize or induce fear.

Truths, myths and theories:

1. Avoiding reporting on non-experts expressing their personal opinions. Instead, direct people to reliable sources.

2. Debunk myths, but only if they are serious and widespread. Otherwise, you risk inadvertently amplifying falsehoods.
3. Lead with the facts, and never repeat a myth in a headline.

Protagonists:

1. Interview government figures, academics, scientists, mental health specialists and front-line medical workers, along with people who have recovered from COVID-19.
2. Engage religious and community leaders about aspects of social and economic life that have been affected.
3. Promote stories of collaboration and goodwill.
4. Give recognition to the caregivers of people who fall ill and isolate at home.

## CPTPP

The Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) is an international free trade agreement. Its full name is a whole 19 syllables and far too long to repeat in regular broadcasts. For that reason, avoid spelling out the acronym and instead describe what it is. E.g., *a major free trade deal, called the CPTPP; the CPTPP, a free trade agreement uniting countries around the Pacific; the CPTPP, one of the world's largest free trade areas, etc.*

The acronym is acceptable in story straps. But where possible, use the slug and headline to make it clear what the CPTPP is. E.g., *TAIWAN BIDS TO JOIN CPTPP | President Tsai: Taiwan is ready to sign trade deal.*

The CPTPP is the successor to the Trans-Pacific Partnership. That agreement did not come into force because President Trump withdrew the United States from it after he came to office.

Eleven countries have signed on to the CPTPP: Australia, Brunei, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam.

Taiwan applied to join in September 2021, less than a week after China submitted its own application.

## cross-strait relations

An acceptable alternative to *Taiwan-China relations*. But be aware that some viewers may not know which countries or, indeed, which strait *cross-strait* refers to, so be sure to clarify the meaning in your report.

## currency

For stories about Taiwan, refer to sums of money in U.S. dollars to avoid endless conversion between New Taiwan dollars and U.S. dollars. Where reference to New Taiwan dollars is more appropriate, sums are written with *NT* followed by a dollar sign. E.g., *NT\$300 million*.

As a general rule, avoid quoting sums of money to more than two significant figures. For example, if the government is spending US\$327.4 billion, round that figure to \$330 billion or use an approximation, such as *almost US\$330 billion* or *more than US\$300 billion*. The same applies for small sums of money. E.g., *Taiwan's minimum wage has gone up more than 5% to just under US\$5.70 an hour.*

In headlines, abbreviate *million* and *billion* to *M* and *B*. E.g., *Taiwan will spend US\$45B fighting climate change, Hedge fund gives ex-boss US\$45M payout.*

In general, we do not use currency codes like *EUR*, *TWD* or *USD*, instead opting for *€*, *NT\$* and *US\$*.

## Czech Republic

### datelines

TaiwanPlus follows AP style for international datelines, with the addition of *Taipei*, which does not need to be followed by *Taiwan*. For U.S. datelines, all but the following cities are followed by *USA*:

**Atlanta**

**Boston**

**Chicago**

**Houston**

**Las Vegas**

**Los Angeles**

**Miami**

**New York**

**San Francisco**

**Washington, D.C.**

### dates

Avoid the terms *today*, *yesterday* and *tomorrow*. Spell out the days of the week and use them when referring to events within seven days before or after the current date. E.g., *Voters will go to the polls on Monday.*

Spell out months, too, unless they are used with a date, in which case months with six or more letters get abbreviated to *Jan.*, *Feb.*, *Aug.*, *Sept.*, *Oct.*, *Nov.* and *Dec.*

Do not use forms like "3rd" or "1st" for dates. The numeral is good enough. E.g., *Taiwan's typhoon season starts in June and ends in October. Typhoon Morakot struck Taiwan in August 2009. It made landfall on Friday, Aug. 7.*

Set off the year with commas if it is part of a full date. E.g., on first reference to the 921 Earthquake, *On Sept. 21, 1999, a magnitude 7.7 earthquake struck Taiwan.*

### dates in Taiwanese and Chinese history

There are several important incidents or historical events that are widely known in Taiwan simply by the date they occurred. You should read the number in date form ("Sept. 21" instead of "nine two one") on first reference, and do not assume that the audience knows the significance of the date. A good example of a first reference to the 228 Incident would read: *The Feb. 28 incident of 1947, often called the '228 Incident'...*

What follows is a list of some of the most important dates that are often referred to as a number in Taiwan.

**228 Incident** — A popular uprising that began in Taiwan on Feb. 28, 1947, after widespread resentment towards the Kuomintang government gave rise to a violent insurrection. Reinforcements of Kuomintang forces arrived on March 8 and launched a bloody crackdown to take back control of Taiwan. Official estimates from 1998 suggest between 18,000 and 28,000 people died during the uprising and the ensuing crackdown.

Do not conflate the 228 Incident with the White Terror, a four-decade period of repressive rule under the Kuomintang government generally considered to have begun in 1949 with the imposition of martial law, and to have ended in 1992 with the amendment of Criminal Code Article 100. The 228 Incident is widely considered one of the catalysts for this period of repression, but depending on who you ask, it does not always fall within the timeline of the White Terror itself.

**6/4 Incident** — Avoid this term, which is one of the ways Taiwanese media refers to the 1989 Tiananmen Square protests and massacre.

**921 Earthquake** — A magnitude 7.7 earthquake that struck Taiwan on Sept. 21, 1999, killing more than 2,000 people.

**Double Ten National Day** — Taiwan's National Day and the anniversary of the Wuchang Uprising. Avoid the term *Double Ten*.

### deities in Taiwan

People in Taiwan worship a vast number of deities associated with Chinese folk religion. Here are a few of them.

**Earth God (土地公)**

**Electric-Techno Neon Gods (電音三太子)**

**Five Kings (五府千歲)**

**God of Culture and Literature (文昌帝君)**

**God of Fortune (財神)**

**Goddess of Mercy, Guanyin or Kuanyin (觀世音)**

**Jade Emperor (玉皇大帝)**

**Lord Guan (關公)**

**Mazu (媽祖)**

**Third Lotus Prince (蓮花三太子)**

**Yue Lao (月下老人)**

### **diplomatic allies of Taiwan**

As of late 2022, Taiwan has full diplomatic relations with 13 UN member states, plus the Vatican.

In the 1950s and '60s, the Republic of China government in Taiwan was recognized by most of the world as the sole legitimate government of China. That changed in the 1970s, when many countries switched to recognize the People's Republic of China government in Beijing.

Since then, and particularly in the last decade, China has pressured Taiwan's diplomatic allies to abandon Taipei for Beijing.

Taiwan's allies are important to Taipei because they can speak out in support of Taiwan at international organizations like the UN.

But Taiwan also has unofficial ties with many governments, including some of its most important backers, like the United States.

Here is a list of Taiwan's official allies:

**Belize**

**Eswatini**

**Guatemala**

**Haiti**

**Marshall Islands**

**Nauru**

**Palau**

**Paraguay**

**St. Kitts and Nevis**

**St. Lucia**

**St. Vincent and the Grenadines**

**Tuvalu**

**Vatican**

### **disinformation, misinformation**

*Misinformation* means the dissemination, intentional or not, of false or misleading information. *Disinformation* is misinformation with malicious intent. Intent is often difficult to prove, so in many cases *misinformation* may be the safer term.

Before debunking a myth, consider how widespread it is. You need to repeat a myth in order to debunk it. We do not want to inadvertently spread false information that would have otherwise remained a fringe theory or fizzled out of its own accord.

If you decide to debunk a myth, follow best practice as set out in *The Debunking Handbook 2020*:

1. Lead with the truth. Present the facts in a pithy headline, and begin the report by outlining the factual alternative to the myth. This should answer the implicit question, "if the myth is wrong, what's the truth?" The factual alternative should not be more complex than the myth. Do not rely on a simple retraction, e.g., "this claim is not true."
2. Outline the myth once. Begin by warning that what follows is a falsehood, and then set out the myth succinctly.
3. Immediately follow with a correction. Explain why the myth is false, why people believed it in the first place, why it is now clear it is wrong, and why the alternative is correct. Identify any logical fallacies in the myth. All this should be done without repeating the myth a second time.
4. Conclude by restating the truth.

For further guidance on dealing with health-related disinformation, see **COVID-19**.

### **disputed territories in the South China Sea**

The Republic of China officially laid claim to several geographical features in the South China Sea in 1947 by drawing on a map the so-called *eleven-dash line* around most of the sea's waters. Under the Chinese Communist Party, the People's Republic of China has maintained most of those claims. It did, however, redraw the line with nine dashes to appease Vietnam, hence the more current term *nine-dash line*.

Taiwan, for its part, continues to uphold the Republic of China's claims based on the eleven-dash line.

Here is a list of some of the more important contested geographical features. TaiwanPlus's preferred term is given in bold:

**James Shoal** — Also known as *Beting Serupai* and *Zengmu/Tsengmu Shoal*. An underwater feature about 50 miles off the Malaysian coast, under Malaysian control. China considers it part of the *Nansha Islands*.

**Macclesfield Bank** — An underwater, ring-shaped coral reef. Part of what China calls the *Zhongsha Islands*.

**Paracel Islands** — Known as the *Xisha Islands* by China and the *Hoang Sa Archipelago* by Vietnam. In the northwest part of the South China Sea, roughly equidistant from Hainan, China and Vietnam. Under effective Chinese control.

**Pratas Island** — Known as *Tungsha/Dongsha Island* by Taiwan and China. Under effective Taiwanese control and administered as part of Qijin District, Kaohsiung City.

**Scarborough Reef** — Also known as *Democracy Reef*, *Bajo de Masinloc* and *Panatang Shoal*. A triangle-shaped reef with very small islands above water at high tide. Claimed by the Philippines, Taiwan and China. Administered by the Philippines until 2012, when China took control. China calls it *Huangyan Island* and administers it as part of the *Zhongsha Islands*.

**Spratly Islands** — Also known as the *Nansha Islands*. An island archipelago interspersed with reefs, banks and other submerged features. The area is occupied by forces from Vietnam, China, Taiwan, the Philippines, Malaysia and Brunei. Taiwan has control of the largest island, *Tai ping Island*.

**Tai ping Island** — Also known as *Itu Aba*, and *Ligao Island* by the Philippines. The largest island among the *Spratly Islands*. Administered by Taiwan as part of Qijin District, Kaohsiung City.

China divides the South China Sea islands and other features into four archipelagos or island groups:

**Dongsha Islands** — Pratas Island (Dongsha Island) and other features.

**Xisha Islands** — The Paracel Islands and nearby features.

**Zhongsha Islands** — Macclesfield Bank, Scarborough Reef and other submerged features.

**Nansha Islands** — The Spratly Islands.

If you cannot find what you are looking for:

**Bajo de Masinloc** — See *Scarborough Reef*.

**Beting Serupai** — See *James Shoal*.

**Chungsha Islands** — See *Zhongsha Islands*.

**Democracy Reef** — See *Scarborough Reef*.

**Hoang Sa Archipelago** — See *Paracel Islands*.

**Huangyan Island** — See *Scarborough Shoal*.

**Hsisha Islands** — See *Xisha Islands*.

**Itu Aba Island** — See *Tai ping Island*.

**Ligao Island** — See *Itu Aba Island*.

**Panatang Shoal** — See *Scarborough Reef*.

**Tsengmu Shoal** — See *James Shoal*.

**Tungsha Islands** — See *Dongsha Islands*.

**Zengmu Shoal** — See *James Shoal*.

## doctor

Abbreviate to *Dr.* at first reference and use directly before the name of a doctor of medicine. No need at second reference.

Other doctorates do not require *Dr.* before the name. If necessary and relevant, you may briefly outline a person's qualifications. E.g., *President Tsai Ing-wen, who has a doctorate in law, says Taiwan's legal system needs updating.*

## earthquakes

Earthquakes occur daily in Taiwan, so there is no need to report all of them. Newsworthy earthquakes usually have a magnitude of more than 5.5 or cause damage, injuries or deaths.

A word on magnitude: Taiwan's Central Weather Administration uses the local magnitude scale (ML) developed by Charles Richter, commonly referred to as the Richter scale.

However, most major seismological authorities, such as the U.S. Geological Survey, use the moment magnitude scale (MW) for larger quakes. The moment magnitude scale is more directly related to the energy released by the earthquake, and it does not underestimate higher magnitudes, as other scales do. For that reason, it is considered more authoritative.

Confusingly, news media often refer to both the local magnitude and moment magnitude scales as "the Richter scale," even though only the first was devised by Richter.

Generally speaking, moment magnitudes are larger than local magnitudes, so Taiwan's numbers will be lower than those of the U.S. Geological Survey for the same quake.

At TaiwanPlus, we defer to the Central Weather Administration and use the Richter scale, or local magnitude. However, you may acknowledge the U.S. Geological Survey's measurement of the moment magnitude. E.g., *The U.S., which uses a different scale to Taiwan, put the magnitude even higher, at 7.4.*

Taiwan has a scale for measuring earthquake intensity, running from 0 to 7. Do not report these numbers. However, you may use the numbers as a guide for understanding how strongly the earthquake was felt in a particular area. For numbers 4 and up: 4 is "moderate," 5 is "strong," 6 is "very strong," and 7 is "great."

Be sure to include the epicenter and the depth of the quake. Note that an earthquake's epicenter is different from its focus. The focus is the point

underground where the earthquake begins, and the epicenter is the point on the Earth's surface directly above the focus.

## eleven-dash line

See **disputed territories in the South China Sea**.

## enquire, enquiry

See **inquire, inquiry**.

## epicenter

See **earthquakes**.

## epidemic (n., adj.), pandemic (n., adj.), endemic (adj.)

According to the Dictionary of Epidemiology, an *epidemic* is "the occurrence in a community or region of cases of an illness ... clearly in excess of normal expectancy." A *pandemic*, meanwhile, is "an epidemic occurring worldwide, or over a very wide area, crossing international boundaries and usually affecting a large number of people."

An *endemic* disease refers to the "constant presence of a disease or infectious agent within a given geographic area or population group." Public health experts say COVID-19 will likely become endemic.

Do not refer to the COVID-19 pandemic as a *global pandemic*. It is common knowledge that the disease has spread worldwide, so the adjective *global* is redundant.

## epidemic prevention

Avoid this jargon by rephrasing where possible.

Where you are forced to directly quote health officials, note that the Central Epidemic Command Center uses the word *epidemic*, not *pandemic*. This is correct: COVID-19 is

pandemic, regardless of what Taiwan does within its borders.

### **Eslite Corporation**

See **company names**.

### **Eswatini**

See **diplomatic allies of Taiwan**.

### **Executive Yuan**

See **Cabinet** and **Cabinet ministries and agencies**.

### **farther, further**

*Farther* is used in reference to concrete distances, while *further* is used in a metaphorical sense. E.g., *He walked farther into the dark forest. Technology is advancing further by the day.*

### **first lady, first gentleman**

Always lowercase because it is not a formal title.

### **fisher, fishery worker**

Use these gender-neutral terms instead of *fisherman*.

### **football**

Used in all references to association football. *American football* should be referred to as such.

### **Formosan black bear**

An endangered bear native to Taiwan, known by the Latin name *Ursus thibetanus formosanus*. The bear is commonly used as a symbol of Taiwan.

### **Formosa Plastics Corporation**

See **company names**.

### **Foxconn**

See **company names**.

### **front line (n.), front-line (adj.)**

### **Hakka**

See **languages of Taiwan**.

### **high-speed rail (HSR)**

See **Taiwan High Speed Rail**.

### **Hla'alua**

See **Indigenous people in Taiwan, Indigenous names and languages of Taiwan**.

### **Hokkien**

See **languages of Taiwan**.

### **holidays in Taiwan**

Taiwan takes at least one day of public holiday on each of the following occasions:

**Founding Day of the Republic of China** — Jan. 1.

**Lunar New Year's Eve** — January or February, on the final day of the lunar calendar.

**Lunar New Year** — January or February. A three-day holiday, beginning from the first day of the lunar calendar. The holiday period typically extends over a week once Lunar New Year's Eve and long weekends are considered.

**Peace Memorial Day** — Feb. 28, to coincide with the anniversary of the 228 Incident in 1947.

**Children's Day** — Normally April 4, but if it coincides with the Tomb Sweeping Festival, it is celebrated on April 3. If it falls on a Thursday, it is celebrated on April 5.

**Tomb Sweeping Festival** — Usually April 4 or 5, on the 15th day after the spring equinox.

**Dragon Boat Festival** — Held in May or June to coincide with the 5th day of the 5th month of the lunar calendar.

**Mid-Autumn Festival** — Held in September or October to coincide with the 15th day of the 8th month of the lunar calendar.

**National Day** — Oct. 10.

Certain groups can also take a day of holiday on the following occasions:

**Labor Day** — May 1. Most workers can take one day off.

**Armed Forces Day** — Sept. 3. The defense ministry has discretion to grant a holiday to military personnel.

**Indigenous rituals and ceremonies** — Held throughout the year. Every year, the Council of Indigenous Peoples determines a date range for the traditional rituals and ceremonies of officially recognized groups. Then, local authorities specify a date within that range to hold the event. Indigenous people from the corresponding group can take a day off to celebrate the occasion. For a full list, see **Indigenous rituals and ceremonies**.

Other holidays and memorial days mentioned in Taiwan's Implementation Regulations on Memorial Days and Holidays do not come with a day off work:

**Taoism Day** — January or February, to coincide with the first day of the Lunar New Year.

**Women's Day** — March 8.

**Arbor Day** or **Memorial Day of Sun Yat-sen's Death** — March 12.

**Anti-Aggression Day** — March 14.

**Revolutionary Martyrs Memorial Day** — March 29.

**Youth Day** — March 29, the same day as Revolutionary Martyrs Memorial Day.

**Buddha's Birthday** — Usually in May, on the 8th day of the 4th month of the lunar calendar.

**Commemoration Day of the Lifting of Martial Law** — July 15.

**Indigenous Peoples' Day** — Aug. 1.

**Confucius' Birthday** — Sept. 28.

**Teachers' Day** — Sept. 28, the same day as Confucius' Birthday.

**United Nations Day** — Oct. 24. Taiwan uses the occasion to campaign for inclusion in international organizations.

**Taiwan Retrocession Day** — Oct. 25, marking the "giving back" (retrocession) of Taiwan to the Republic of China. Specifically, it commemorates the day Japan's Governor-General of Taiwan handed Japan's instrument of surrender to the ROC's Governor-General of Taiwan at a ceremony in Taipei. Taiwan's retrocession to China is disputed by some scholars, who say the relevant documents do not specify who should control Taiwan after Japan.

**Sun Yat-sen's Birthday** — Nov. 12.

**Chinese Cultural Renaissance Day** — Nov. 12, the same day as Sun Yat-sen's Birthday.

**Constitution Day** — Dec. 25.

See also the entries for **Lunar New Year**, **Tomb Sweeping Festival**, **National Day** and **Indigenous rituals and ceremonies**.

**Hon Hai Precision Industry Co. Ltd.**

See **company names**.

**hot pot**

**Indigenous names**



Ask all guests — not just Indigenous people — how they would like to be addressed and record their response for later reference in case you forget the pronunciation. If you are not sure about the spelling, ask them to write it down.

Reporters should also be very wary of referring to an Indigenous person by their last name only. That's because many Indigenous naming customs do not prescribe a surname that can be used as a standalone shorthand for a particular individual. In practice, this means most Indigenous people should be referred to on second reference by their given name.

For SOTs taken from Taiwanese broadcasters, be aware that local outlets tend to refer to Indigenous people using their Chinese names, regardless of personal preference. Where possible, try to find out what the person's preference is. If that isn't possible, use their Indigenous name, but note the Chinese name on first reference. E.g., [*Indigenous name*], *who also goes by the name [Chinese name]* ...

Be aware that naming customs vary widely among Indigenous people in Taiwan. Here is a brief guide.

**Amis, Atayal, Kavalan, Saisiyat, Sakizaya, Sediq and Truku** people tend to form names using the structure "given name, parent's name."

For **Atayal, Kavalan, Saisiyat, Sediq** and **Truku** people, the parent's name is the father's name, while for northern **Amis**, also known as **Pangcah**, and **Sakizaya** people, it is the mother's. However, except for the **Saisiyat**, people may take the other parent's name under certain circumstances.

It is also worth noting that some **Saisiyat** people add a clan name to act as a surname. That means their names occasionally take the form "given name, father's name, clan name."

**Amis** naming customs also vary. In the south of Taiwan and along its east coast, **Amis** people tend to use a clan name in addition to the customary "given name, parent's name," giving rise to the form "given name, parent's name, clan name."

**Paiwan, Pinuyumayan** and **Rukai** names are built around a given name and a house name, which can appear in either order.

According to **Paiwan** naming customs, every house has a dedicated house name, and every child born in a house takes its house name as their own. They do not change their house name after marriage. But only the eldest child is allowed to remain in the house after marriage and pass the house name onto their children.

**Rukai** customs are similar to those of **Paiwan** people, except **Rukai** house names tend to be passed down through the eldest son.

All children of **Pinuyumayan** people, meanwhile, get to pass down their house names, even if they leave home after marriage.

In recent decades, changes to traditional ways of life have meant that house names are becoming more like fixed surnames.

**Bunun, Hla'alua, Kanakanavu, Thao** and **Tsou** people tend to use names with the structure "given name, clan name."

For **Bunun** people, the clan name — used on official documents as a surname — can be the name of an umbrella grouping, a clan or a subclan. **Tsou** people, meanwhile, tend to use the name of their subclan.

**Bunun, Tsou** and **Thao** clan names are patrilineal.

For **Tsou** people, the given name is somewhat separable from the clan name. But for **Bunun, Hla'alua, Kanakanavu** and **Thao** people, the given name and clan name are integral parts of a whole.

**Tao** names are formed using teknonymy, meaning parents' names are based on the given name of their eldest child. In addition, grandparents also form their names using the given name of their eldest grandchild. That means one person may have three or even four names in their lifetime, as successive generations of their family are born. For example: a newborn child might be named *si Ragalaw*, where *Ragalaw* is the given name and *si* is a nominative marker. The child's mother would be called *si nan Ragalaw*, his father would be called *si aman Ragalaw*, and his grandfather would be called *si apen Ragalaw*.

## Indigenous people in Taiwan

As of early 2022, Taiwan's government recognizes 16 Indigenous peoples. More are working towards achieving official status.

Note the capital I in *Indigenous*. Do not use *Aborigine* and avoid *Aboriginal* as far as possible.

Use *people* instead of *tribe*. *Tribes* is acceptable only if you are quoting a government source that uses the term. Note also: *plains Indigenous* and *mountain Indigenous*.

The phrase *Taiwan's Indigenous people* is acceptable, but avoid that formulation for other countries to avoid suggesting that Indigenous people belong to the state.

For simplicity's sake, translate the term *buluo* (部落) as *village*.

If you are producing a feature about Indigenous people in Taiwan, the names listed below will not be specific enough. That's because each major group settled on a unified name to represent the many subgroups, which often have very different languages and customs from one another. These broad group names are, however, sufficient for news stories that go into less depth.

As far as possible, follow Indigenous people's own pronunciation of their group's name.

**Amis/Pangcah** — “ah-MEES/bang-DZAH.” *Amis* is generally used in Taitung and *Pangcah* in Hualien, although there is some variation.

**Atayal** — “dah-YAN.”

**Bunun** — “BOO-noon.”

**Hla'alua (Saaroa)** — “HLAH ah-loo-AH.”

**Kanakanavu** — “gah-nah-gah-NAH-voo.”

**Kavalan** — “gah-vah-LAN.”

**Paiwan** — “BY-wan.”

**Pinuyumayan** — “bee-noo-yoo-my-YAN.” Replacing the term *Puyuma*, which in fact refers to just one of the 10 sub-groups of the Pinuyumayan people.

**Rukai** — “LOO-gy.”

**Saisiyat** — “SY-shat/ZY-shat.”

**Sakizaya** — “sah-kee-ZY-ah.”

**Sediq (Seediq, Seejiq)** — “SAY-jik.”

**Tao (Yami)** — “dah-WOO.” *Yami* is the older term, and first appeared in a report by a Japanese scholar in 1897. But the word *Tao* is generally used by the people themselves.

**Thao** — “THOW” (with the same “th” sound as *thin*).

**Truku** — “DLOO-goo.”

**Tsou** — “DZOH.”

### Indigenous rituals and ceremonies

In 2022, the Council of Indigenous Peoples set the following date ranges for major Indigenous rituals and ceremonies. Note that this is not a complete list of important occasions — many celebrations do not come with a day off work. English names are taken from the council's website and should be used only as a guide to the meaning.

**Amis/Pangcah** — *Malalikit/Malikoda/Ilisin/Kiloma'an*, the Harvest Festival. Celebrated between July 1 and Sept. 30.

**Atayal** — *Ryax Smqas Hnuway Utux Kayal*, a festival of thanksgiving. Celebrated between July 1 and Aug. 31.

**Bunun** — *Malahtangia*, the Ear Shooting Festival. Celebrated between April 1 and May 31.

**Hla'alua (Saaroa)** — *Miatungusu*, the Holy Shell Ritual. Celebrated between Feb. 20 and March 10.

**Kanakanavu** — *Mikongu*, the Millet Ritual. Celebrated between Oct. 1 and 31.

**Kavalan** — *Qataban*, the Harvest Festival. Celebrated between July 10 and Aug. 31.

**Rukai** — *Kalabecengane*, the Millet Ritual. Celebrated between July 1 and Aug. 31.

— *Tabesengane*, a festival centering on black rice, celebrated in Duona Village, Maolin District, Kaohsiung, between July 1

and Aug. 31. Duona is also known by its Rukai name, Kungadavane.

— *Titiudale*, a rain festival, celebrated in Maolin Village, Maolin District, Kaohsiung, between April 1 and 30. Maolin is also known as Teldreka.

— *Ta'avalra*, a warrior festival, celebrated in Wanshan Village, Maolin District, Kaohsiung, between Oct. 1 and 31. Wanshan is also known as Mandaulan.

**Paiwan** — *Masalut*, the Harvest Thanksgiving Festival. Celebrated between July 1 and Sept. 15.

**Pinuyumayan** — *'Amiyan*, a year-end festival. Celebrated between Dec. 15 and Jan. 5.

**Saisiyat** — *paSta'ay*, the Ritual for Little Black Spirits. Celebrated between Oct. 1 and Nov. 30 in odd-numbered years according to the *Minguo* calendar, meaning even-numbered years in the Gregorian.

**Sakizaya** — Palamal, the Fire God Ritual. Celebrated between Oct. 1 and 15.

**Sediq (Seediq, Seejiq)** — *smratuc*, a year-end festival. Celebrated between Dec. 20 and Jan. 5.

**Tao (Yami)** — *Mapasamorang so piyavean*, a harvest festival. Celebrated between May 1 and June 30.

**Thao** — *Lus'an*, the Ancestral Ritual. Celebrated between Aug. 27 and Sept. 25.

**Truku** — *Mgay Bari*, the Ancestral Spirit Ritual. Celebrated between Oct. 1 and 30.

**Tsou** — *Mayasvi*, the Triumph Festival, celebrated between Feb. 1 and April 30.

— *Homeyaya*, the Millet Harvest Festival, celebrated between July 1 and Aug. 31.

### Indo-Pacific, Asia-Pacific

Avoid these terms in favor of more precise area descriptions. Both, however, are acceptable if used by a news source. E.g., the U.S. secretary of state.

### inquire, inquiry

### International Monetary Fund (IMF)

*IMF* is acceptable on second reference.

### internet

### island

Avoid using this term to describe the political unit of Taiwan, which in fact includes several groups of islands.

### Jade Mountain

Preferred to *Mount Jade*. In some cases, it may be appropriate to refer to the mountain's name in Mandarin, *Yushan*.

### Japanese names

Our guidance for Japanese names follows the same principles as those for Chinese names. By default, follow the same order that Japanese people use: family name followed by given name. E.g., *Kishida Fumio*, *Abe Shinzo*.

The main exception to that rule is when a person is already very widely known under the Western name order, and particularly in cases where they have a substantial body of work produced using that naming convention. Think artists, singers, writers and the like, who in many cases have chosen to market their work internationally that way, with millions of records, books and works of art sold with their family name last. E.g., *Yoko Ono*, *Haruki Murakami*, *Naomi Osaka*, *Ken Watanabe*.

Another related group of cases is people who are well known with an English given name. E.g., *James Iha*. Those names also stay in the Western name order.

## Kanakanavu

See **Indigenous people in Taiwan, Indigenous names and languages of Taiwan.**

## Kavalan

See **Indigenous people in Taiwan, Indigenous names and languages of Taiwan.**

## Korean names

Like AP, TaiwanPlus follows the respective styles of the North and South Korean governments.

North Korean names consist of a family name, followed by a given name written as two separate, capitalized words. E.g., *Kim Jong Un*. Use *Kim* on second reference.

South Korean names consist of a family name, followed by a given name written as a single, hyphenated word, capitalized only at the beginning. E.g., *Park Ji-sung*. But note that the 13th President of South Korea prefers the romanization *Yoon Suk Yeol*.

## Kuomintang (KMT)

See **political parties in Taiwan.**

## languages of Taiwan

Here is a list of some of the languages of Taiwan. Avoid the word *dialect* because many people resent the term being applied to their language.

**Hakka** — Spoken by Taiwan's Hakka community, who also began settling in Taiwan in large numbers from the 17th century.

**Indigenous languages** — Taiwanese Indigenous people speak a number of Austronesian languages. For official purposes, each of Taiwan's recognized Indigenous peoples speaks one language, and the name of that language is the same as

that of the people. E.g., Bunun people speak **Bunun**, Sakizaya people speak **Sakizaya**, etc. There are exceptions and alternate spellings: Hla'alua people speak a language called **Lha'alua** or **Saaroa**, while Kavalan people speak **Kavalan** or **Kebalan**.

But these official language divisions mask a more complex reality, in which several mutually unintelligible tongues are often grouped under a single name. This fact is obliquely acknowledged by the authorities, who subdivide Taiwan's 16 Indigenous languages into 42 "dialects." But even then, there is ambiguity. **Truku**, for example, is classified both as a language and as a dialect of **Sediq**.

In-depth reports about Taiwanese Indigenous people should acknowledge these finer linguistic distinctions when appropriate.

**Mandarin** — The most widely spoken Chinese language in Taiwan.

**Min Dong (Matsu)** — Spoken on the Matsu Islands. The language is recognized in Taiwan's Act of Broadcasting Language Equality Protection in Public Transport under the name *Northern Fujian (Fuzhou) Dialect*. As that name suggests, the language spoken on the Matsu Islands is very closely related to that spoken in Fuzhou, the capital of Fujian. Both the Matsu and Fuzhou languages fall under the broader umbrella of Min Dong or Eastern Min languages.

**Puxian (Wuqiu)** — Spoken in Wuqiu Township, Kinmen County. Puxian is part of the Min language family.

**Taiwanese Hokkien** — Taiwan's second most widely spoken language. Speakers of Hokkien from Fujian and Guangdong Province began to settle in Taiwan in large numbers starting from the 17th century. *Hokkien* is acceptable on second reference. We avoid calling the language *Taiwanese* because that excludes speakers of Hakka and Indigenous languages.

**Taiwan Sign Language (TSL)** — A language developed and used by Taiwan's deaf community, which numbers around 30,000 people. TSL traces its origins to the Japanese colonial period. In 1915, colonial authorities set up a deaf school in Tainan, followed by

another in 1917 in Taipei. From this a dialect split emerged. To this day, the northern dialect and southern dialect of TSL use different signs for common words like "car" and "vegetable," although on the whole, the two dialects are mutually intelligible.

## Laos

### legislative bodies

In general, use the proper name of the legislative body with capitalization (e.g., *the Diet*, *the Knesset*).

Use the lowercase for:

1. generic references to legislative bodies (e.g., *A number of legislatures around the world...*).
2. reference to more than one specific legislative body (e.g., *The parliaments of the U.K. and Singapore...*).
3. contracting *National Assembly to assembly* on second reference (e.g., *South Korea's National Assembly has voted to impeach the president. With all votes counted, the assembly...*).

### legislative president

See **legislative speaker**.

### legislative speaker

TaiwanPlus's preferred term for the President of the Legislative Yuan. Capitalize when used as an official title before a name.

### Legislative Yuan

See **legislature**.

### legislature

Preferred to *Legislative Yuan*.

## Lula da Silva

On first reference. On second, *Lula*. *Brazil's Lula* is recommended for story straps.

## lunar calendar

Technically speaking, the traditional Chinese calendar is lunisolar, because although its months are based on the moon, the calendar shifts to align roughly with the solar year. This is unlike, for example, the Islamic calendar, which is purely lunar and does not resynchronize with the solar year.

That said, for simplicity's sake TaiwanPlus uses *lunar calendar* in all references to the traditional Chinese calendar.

## Lunar New Year

Preferred to *Chinese New Year* when referring to traditional celebrations in Taiwan at the end of January or beginning of February.

See also **holidays in Taiwan**.

## magnitude

See **earthquakes**.

## mainland China, Chinese mainland

For most references to China, *mainland* is unnecessary: simply *China* is good enough. But *mainland China* or *Chinese mainland* are acceptable for differentiating Hong Kong from the rest of China.

## Matsu dialect

See **languages of Taiwan**.

## MediaTek Inc.

See **company names**.

**memorandum, memorandums****misinformation**

See **disinformation, misinformation**.

**money**

See **currency**.

**Mount Jade**

See **Jade Mountain**.

**National Day**

If you are referring to the *National Day of the Republic of China*, capitalize to *National Day*. E.g., *Taiwan's National Day celebrations are in full swing. National Day falls on Oct. 10.*

Avoid the terms *Double Tenth Day* and *Double Ten Day*.

You might also mention that the national day marks the beginning of the Wuchang Uprising on Oct. 10, 1911. That uprising led to the formation of the Republic of China, which is the official name of Taiwan.

See also **holidays in Taiwan**.

**newspapers in Taiwan**

Print media in Taiwan is on the retreat as people increasingly consume news online. Some newspapers have moved to an entirely digital format as a result. What follows is a list of some of Taiwan's major newspapers and digital news sources.

Daily papers:

**China Times** — Clarify that the newspaper is Taiwanese, not Chinese. China Times backed the Kuomintang in the 2020 general election. It is owned by Want Want, a corporation that also runs China Television and CTiTV. According to a report by the Financial Times,

Want Want has collaborated with China's Taiwan Affairs Office.

**Liberty Times** — Taiwan's biggest circulation daily newspaper and owned by the Liberty Times Group. It supported the Democratic Progressive Party in the 2020 general election.

**United Daily News** — Not *UDN*. Owned by United Daily News Group. The paper backed the Kuomintang in the 2020 general election.

Financial papers:

**Commercial Times** — Owned by Want Want.

**Economic Daily News** — Part of the United Daily News Group.

English-language papers:

**Taipei Times** — Part of the Liberty Times Group.

Online newspapers:

**Apple Daily** — Formerly one of Taiwan's biggest circulation print newspapers, Apple Daily moved entirely online in 2021. It is owned by the Hong Kong-based Next Digital media company.

**Taiwan News** — Taiwan's most visited English-language news website.

**New Taiwan Dollars (NTD/NT)**

See **currency**.

**nine-dash line**

See **disputed territories in the South China Sea**.

**National Chung-Shan Institute of Science and Technology (NCSIST)**

See **Chung-Shan Institute**.

**numerals**

See the AP Stylebook for detailed guidance. But in general, spell out one through nine, and use figures for 10 and above. Also, use figures for measurements and ages.

See also **currency**.

### One China

China adheres to its **One China principle**, according to which:

1. There is only one sovereign state with the name China.
2. The People's Republic of China is the sole legitimate government of China.
3. Taiwan is a part of China.

The One China principle is not the same as the **One China policy** followed by the United States. Washington "acknowledges" Beijing's position that there is one China, but does not recognize that position. Instead, Washington views Taiwan's status as undecided.

See also **U.S.-Taiwan relations**.

**on screen, on-screen (adj.)**

### Overseas Community Affairs Council (OCAC)

See **Cabinet ministries and agencies**.

### Paiwan

See **Indigenous people in Taiwan, Indigenous names and languages of Taiwan**.

### pandemic

See **epidemic (n., adj.), pandemic (n., adj.), endemic (adj.)** and **COVID-19**.

### pandemic prevention

See **epidemic prevention**.

### Pangcah

See **Indigenous people in Taiwan, Indigenous names and languages of Taiwan**.

### Paracel Islands

See **disputed territories in the South China Sea**.

### People's Liberation Army

The abbreviation *PLA* is acceptable in headlines, but not in the body of stories. Viewers may not know that the People's Liberation Army is the official name of China's armed forces, so be sure to clarify. Consider using different phrasing, such as *China's armed forces* or *China's military*.

### Philippines

The country takes the definite article, *the*, as in *the Philippines*. The adjective is *Philippine*, but the people are *Filipinos*. *Filipina* is acceptable for reference to women from the Philippines.

The official language is *Filipino*, which is related to Tagalog, but not identical to it. In essence: Filipino is a standardized lingua franca based largely on Tagalog, although it borrows a lot of vocabulary from English, Spanish and Chinese. Tagalog is the living, breathing Malayo-Polynesian tongue spoken by about 40% of the Filipino population, mostly around the capital, Manila.

### Pinuyumayan

See **Indigenous people in Taiwan, Indigenous names and languages of Taiwan**.

### place names in Taiwan

For brevity's sake, drop the word *county* or *city* if it is clear where you are talking about. E.g.,

*Taipei, New Taipei*. But be aware that several counties share a name with a city: e.g., *Chiayi City* and *Chiayi County*, *Hsinchu City* and *Hsinchu County*.

You will almost always need to identify where in Taiwan a place is. For that purpose, TaiwanPlus uses the following cardinal directions for the following places:

**north** — Hsinchu City, Hsinchu County, Keelung, Miaoli, New Taipei, Taipei, Taoyuan.

**northeast** — Yilan.

**east** — Hualien.

**southeast** — Taitung.

**south** — Chiayi City, Chiayi County, Kaohsiung, Pingtung, Tainan, Yunlin.

**central** — Changhua, Nantou, Taichung.

Note that the adjectives in *northern Taiwan* and *central Taiwan* should be lowercase, in line with AP guidance:

**WITH NAMES OF NATIONS:** Lowercase unless they are part of a proper name or are used to designate a politically divided nation: *northern France*, *eastern Canada*, *the western United States*.

But: *Northern Ireland*, *South Korea*.

In addition, some administrative "cities," such as Tainan City and Kaohsiung City, extend into rural areas. Consider dropping the word *city* if you are reporting on a part of Taiwan clearly far removed from urban centers.

With a few exceptions, Taiwan now uses Hanyu Pinyin on a national level for all areas smaller than a county or city. I.e. *Taipei* retains its *p*, but *Beigang* is no longer *Peikang*. That said, some regions, including Tainan City and Kaohsiung City, continue to use Tongyong Pinyin.

Our style for the following islands: **Green Island**, **Orchid Island**, **Turtle Island**.

For mountains: **Jade Mountain**, **Snow Mountain**. But for most others, transliterate the name and follow it with the word *mountain*. E.g., **Dabajian Mountain**. **Alishan** stays as it is and should not be followed by the tautologous *mountain*.

TaiwanPlus's default style is to follow the central government and use Hanyu Pinyin to transliterate most place names. However, if an essential part of your story prominently features a non-Hanyu spelling of a place name, or an alternative English name, you may use that spelling throughout the story.

## political parties in Taiwan

A thriving democracy, Taiwan has 81 registered political parties (as of March 2022). Most of them, however, do not play a big part in decision making at the national or even local level. What follows is a list of all of Taiwan's political parties that have representation at the local council level.

Parties with national representation:

### **Democratic Progressive Party (DPP)** —

Taiwan's ruling party and the dominant party in the pan-Green coalition. The acronym *DPP* is acceptable on second reference and in headlines.

**Kuomintang (KMT)** — The largest opposition party and the dominant force of the pan-Blue coalition. Use *Kuomintang* on first reference and introduce *KMT* as an acronym. *KMT* is acceptable in headlines. Avoid the tautology *Kuomintang party* or *KMT party*, because *tang* means "party." You may translate the name as *Chinese Nationalist Party* in stories examining the party's complex history and its roots in China. But generally speaking, avoid the translation, otherwise viewers might think the party is still based in China.

**Taiwan People's Party** — Taiwan's second-largest opposition party, founded in 2019 by then-Taipei Mayor Ko Wen-je. It is not part of the pan-Green or pan-Blue coalitions. Do not use the abbreviation *TPP*. It sounds too much like *DPP*, and we don't want to drown viewers in acronyms. And do not confuse it with the *Taiwanese People's Party*, which is a defunct party founded in 1926 and banned in 1931.

**New Power Party** — The smallest party represented in Taiwan's legislature, and part of the pan-Green coalition. Do not confuse it with the *New Party*.

Parties with local representation:



**People First Party** — Founded by former Kuomintang member James Soong in 2000 after Soong's first failed bid for the presidency. It is part of the pan-Blue coalition. The party reached its apogee in 2001, winning 20.3% of the vote and 46 seats out of 225 in the legislature. Its representation then declined precipitously to one seat in 2008. In 2020, the party did not win any seats.

**Taiwan Solidarity Union** — Pro-independence party founded by supporters of former President Lee Teng-hui in the pan-Green coalition. The party did not win enough votes to be part of the legislature in 2016 or 2020.

**Non-Partisan Solidarity Union** — Part of the pan-Blue coalition. The party did not win any seats in the legislature in 2020.

**Taiwan Statebuilding Party** — Formerly *Taiwan Radical Wings*. A left-wing party that pushes for Taiwan's recognition as a state outside of the current Republic of China framework.

**Green Party Taiwan** — Contrary to expectation, not considered part of the pan-Green coalition. The party won one seat in the now-defunct National Assembly in 1997, but its member left the party shortly afterwards. As of 2022, it has one councilor.

**Social Democratic Party** — A center-left party established in 2015. As of 2022, it has one councilor.

**Zheng Shen Ming Party** — A party founded in 2021. As of 2022, it has one councilor.

**Labor Party** — A pro-unification left-wing party. As of 2022, it has one councilor.

**New Party** — A pro-unification right-wing party, formed by a split in the KMT in 1993. As of 2022, it has one councilor.

## Pratas Island

See **disputed territories in the South China Sea**.

## president

TaiwanPlus uses this title for the leader of China, in line with most major news organizations.

When referring to the president of Taiwan, avoiding using the phrase *Taiwanese president*. Instead: *Taiwan's president*.

For the presidents of other countries, use the demonym in scripts and straps. I.e., *French president*, *Russian president*.

## professor

Use only at first reference, do not abbreviate and do not capitalize, even directly before a name. One exception: *Professor Emeritus*, used before a name.

## pronouncers

TaiwanPlus puts pronouncers in round brackets following the word or name, with no italics, syllables broken with hyphens, stressed syllable in uppercase with no apostrophe. E.g., *acetaminophen (a-see-tuh-MIHN-oh-fen)*.

## protester

## punctuation

In general, refer to the AP style guide for advice on punctuation, but TaiwanPlus style diverges on the point of possessive apostrophes: we write *TaiwanPlus's* and *Jesus's* not *TaiwanPlus'* and *Jesus'*.

## Puyuma

See **Indigenous people in Taiwan, Indigenous names and languages of Taiwan**.

## Quad

In the words of the Council on Foreign Relations, a U.S. think tank:

"The Quad, officially the Quadrilateral Security Dialogue, is a group of four countries: the United States, Australia, India, and Japan. Maritime cooperation among them began after the Indian Ocean tsunami of 2004. But today the countries — all democracies and vibrant economies — work on a far broader agenda, which includes tackling security, economic, and health issues.

...

"Over the years, the Quad's diplomacy has waxed and waned. It is a loose grouping rather than a formal alliance.

...

"As of 2021, leaders in all four countries have become more aligned in their shared concerns about China's increasingly assertive behavior in the region and are more willing to define a constructive agenda of cooperation. All four navies participated in their first joint exercise in over a decade in November 2020."

Note that *Quad* is not in all-caps, because it is not an acronym.

## quotations

Mundane words and phrases do not require quotation marks, even if they follow a speaker's precise words. E.g., *Biden says he is going to talk to Xi about U.S. interests.* not *Biden says he is "going to talk to Xi about U.S. interests."*

Otherwise, if your quotation is:

- long and exceptional — use the BITE if you have it or create a graphic showing the text on screen.
- short and exceptional — signpost it, if necessary, using phrases like *in their words* or *what they call*. The presenter's pacing and tone of voice should also help. All else failing, you may use *quote* to signal that what follows are someone else's words.

## Quran

## representative missions of Taiwan

Taiwan's representative missions in foreign countries go by a variety of names. Many of them are too long to mention in their entirety.

For embassies, say "Taiwan's embassy in [country name]." For other missions (in countries with which Taiwan does not have diplomatic ties), say "Taiwan's representative office in [country or city name]."

The Bureau of Consular Affairs keeps a full list of Taiwan's representative missions on its website.

## Republic of China calendar

Preferred to *Minguo calendar*. A calendar used in Taiwan that takes 1912 — the year the Republic of China was established — as year 1. Accordingly, the year according to the Republic of China calendar is always 1911 less than in the Gregorian. E.g., the Gregorian year 2000 was the Republic of China year 89.

## Richter scale

See **earthquakes**.

## Rukai

See **Indigenous people in Taiwan, Indigenous names and languages of Taiwan**.

## Saaroa

See **Indigenous people in Taiwan, Indigenous names and languages of Taiwan**.

## Saisiyat

See **Indigenous people in Taiwan, Indigenous names and languages of Taiwan**.

## Sakizaya

See **Indigenous people in Taiwan, Indigenous names and languages of Taiwan**.

## Sediq (Seediq, Seejiq)

See **Indigenous people in Taiwan**,  
**Indigenous names and languages of Taiwan**.

## Six Assurances

See **U.S.-Taiwan relations**.

## South China Sea

See **disputed territories in the South China Sea**.

## St. Kitts and Nevis

See **diplomatic allies of Taiwan**.

## St. Lucia

See **diplomatic allies of Taiwan**.

## straps

Straps are text that appears on the screen to help viewers understand what is going on. At TaiwanPlus, we use several kinds, including wall straps, story straps, date straps, location straps and name straps.

For all straps, we follow a modified version of AP's style for headlines. In short, that means:

- Use periods as usual in two-letter abbreviations like *U.S.* and *U.K.*
- Use numerals instead of words, including for ordinals like *1st* and *3rd*.
- Capitalize the first word after a colon.
- Abbreviate *million* and *billion*. E.g., *Taiwan will spend US\$45B fighting climate change*, *Hedge fund gives ex-boss US\$45M payout*.

Here is a list of common abbreviations we use in straps:

- *government* = *gov't*
- *international* = *int'l*
- *association* = *assoc.*

- *secretary* = *sec.*
- *senator* = *sen.*
- *representative* = *rep.*
- *national* = *nat'l*
- *department* = *dept.*

**wall straps** — The simplest of TaiwanPlus's straps. Wall straps appear at the very beginning of a report, when the anchor is speaking. They simply show the slug, a phrase of five words or fewer that puts across the essence of the story.

In wall straps, we write the slug in AP composition style. Composition style means capitalizing the first and final word, words of four letters or more, and both words in a phrasal verb. Examples of phrasal verbs: *see off*, *set out*, *look for*, *rein in*.

**story straps** — These appear during takes, SOTs and video interviews. They are made of two parts. On top sits the slug, written in all-caps, which matches the wall strap. On the bottom, a headline expands on the slug or highlights an important comment by an interviewee. Headlines should not simply repeat the slug in an expanded form. For aesthetic reasons, the headline should be longer than the slug. But make sure the headline is no more than 52 characters, including spaces. Any longer than that, and it won't fit on screen.

**date straps** — Used mostly to date historical or otherwise non-contemporary footage in a news report. Dates should follow AP style.

**location straps** — Used to locate footage or soundbites. See **datelines** for more. Location straps should appear at the beginning and end of video interviews, in pieces to camera, in historical footage, and in pieces that involve a significant change of location.

**name straps** — Used to identify interviewees and reporters on screen. Name straps are usually formed of a name and a title. The name sits on top with the title in capital letters underneath. In general, titles follow the format "position, organization," and appear in all-caps. Do not use the term "head" as a catchall title for the leader of a department or organization.

Minimize empty space in name straps. If you can fit a title in one line, do.

For reporters, the title is generally *TAIWANPLUS REPORTER*.

The easiest way to avoid mistakes in name straps is simply to ask your interviewee how they would like to be introduced. That goes for both name and title.

The default style for heads of state is *national demonym* followed by *position*. E.g., *FRENCH PRESIDENT, DUTCH PRIME MINISTER*. The exception is presidents of Taiwan, who are credited as *TAIWAN PRESIDENT* to avoid the potentially contentious adjective *Taiwanese*.

For Taiwan government figures, the specifier *TAIWAN* is only necessary for the president, the vice president and the premier, or for clarity when officials from another country are present.

Identify party affiliation for Taiwanese politicians only when necessary. If using it, include it for all politicians in a given piece. Our style:

**LEGISLATOR**  
**PRESIDENTIAL CANDIDATE**  
**LEGISLATIVE CANDIDATE**

For U.S. politicians, the same principle applies. Use *(R)* and *(D)* to label affiliation.

For retired military officers, write *(RETIRED)* or *(RET.)*, depending on space, in the position field.

For vox pops, name straps are usually unnecessary. Avoid at all costs name straps without a full name. E.g., *Mr. Wu* or *Ms. Chen*. But note that a "true" vox pop will include the voices of at least two people. If your report only includes one vox pop-style interview, and you know the interviewee's full name, use a name strap.

For anonymous people with no video, we use the "voice of" Call Name strap. For those with video, we use the regular name strap with a profession in title case — e.g. *Basket Weaver* — where the name would normally appear.

**source straps** — Used as a courtesy to credit the source of video footage. Our style is

*Source: [username/handle]/[site name]*. Avoid Chinese characters in favor of the Latin alphabet where possible. We credit X, not *Twitter*.

### **strategic ambiguity**

The practice by a state of taking a deliberately ambiguous position on a given foreign policy issue, used most often in relation to the United States' policy on defending Taiwan. To be clear: the U.S. policy of strategic ambiguity relates to whether Washington would actively defend Taiwan in the event of a conflict with China. It does not refer to whether the United States views Taiwan as a part of China. Washington views Taiwan's status as unsettled.

### **St. Vincent and the Grenadines**

See **diplomatic allies of Taiwan**.

### **subtitles**

Nowhere is brevity more important than in subtitles. Because they visually interpret audio in an unfamiliar language, subtitles are useless if they cannot be read. And most often, the reason viewers cannot read them is because too much text appears too quickly. That means we need to make sure subtitles are trimmed of all fat, without sacrificing accuracy.

Do not be afraid to caption heavily accented English.

**reading speed** — Netflix recommends a reading speed of 20 characters a second. Adobe Premiere Pro cannot, unfortunately, calculate that speed for you while you work. But the human eye is normally a reliable guide. If you think a subtitle appears on screen for too short an interval, you are almost certainly right.

**timing** — Each subtitle should be at least 20 frames or 5/6ths of a second long, but no longer than 7 seconds.

Use the audio waveform to line up subtitles with the start of speech. Within 1-2 frames of the first frame with audio is acceptable.

Subtitles can stay on screen for up to half a second after the end of speech.

However, follow shot changes to create a smooth viewing experience. If a speaker begins talking less than half a second after a shot change, you can begin the subtitle at the shot change itself, instead of the start of speech.

**punctuation** — Do not end a subtitle with a comma, but do end full sentences with a period. Ellipses can end incomplete sentences, but don't overuse them. Use square brackets only when adding essential context, not for adding personal pronouns or otherwise adjusting for grammar.

**multiple speakers** — Because TaiwanPlus uses one-line subtitles, fast-paced dialogue and dialogue with off-screen speakers are particularly difficult. Follow this format:

Speaker A off screen, Speaker B on screen — Use parentheses for Speaker A. For example:

Speaker A: *(How did that make you feel?)*  
Speaker B: *It made me feel terrible.*

Speaker A and B both on screen — Mark Speaker B's subtitles with a hyphen followed by a space. For example:

Speaker A: *The government is wasting money.*  
Speaker B: *- You don't know what you're talking about.*

Multiple speakers off screen — Label speakers by name, or for multiple simultaneous speakers, by writing BOTH or ALL. For example:

SMITH: *That's our policy.*  
BOTH: *Is it?*  
ALL: *Yes!*

**percentages** — Use the % symbol. For ranges of percentages, you do not need to repeat the symbol in constructions with a hyphen, such as *10-20%*. But constructions with the word *to*, you do. E.g. *10% to 20%*.

**currency** — Convert New Taiwan dollars to U.S. dollars, marking the replacement with square brackets. E.g., *I think it costs [US\$20].*

## suicide

Avoid the phrase *committed suicide*, because the word *commit* suggests criminality. Instead: *killed himself, took her own life* or *died by suicide*.

Do not dwell on the precise details of how the person died. Experts say the less said, the smaller the risk that other people will try to use the same method after hearing the news.

Generally speaking, avoid reporting the contents of suicide notes.

## Sun Moon Lake

### Sun Yat-sen

No need for the title *Dr.*

## TAIEX

It is acceptable to refer to the Taiwan Stock Exchange in news reports as *the TAIEX* even though *TSE* is the official abbreviation and *TAIEX* technically means the weighted price index of the stock market.

## Taipei Metro

The preferred term for Taipei's rapid transit system, because it is concise and more familiar to overseas viewers than *Taipei Mass Rapid Transit (MRT)*. It is also how the system is branded in English.

## Tai ping Island

See **disputed territories in the South China Sea**.

## Taiwanese American

Dual heritage written as two words, as per AP style.

**Taiwanese Hokkien, Tai-gi, Taiyu**

See **languages of Taiwan**.

**Taiwan High Speed Rail**

Avoid the abbreviation *HSR* in scripts and straps because the term is unfamiliar to overseas viewers, and it uses the same number of syllables as the original "high speed rail."

**Taiwan Institute of Economic Research (TIER)**

To save space in name straps, the acronym *TIER* is acceptable. But reporters should introduce the soundbite by saying the organization's full name.

**TaiwanPlus**

Written as one word, with capitalized T and P. That includes name straps.

**Taiwan Power Company (Taipower)**

Taiwan's state-owned electricity company. The abbreviated name *Taipower* is acceptable on second reference after identifying it. E.g., *Taiwan Power Company, also known as Taipower ...*

**Taiwan Relations Act**

See **American Institute in Taiwan (AIT)** and **U.S.-Taiwan relations**.

**Taiwan Semiconductor Manufacturing Co. Ltd. (TSMC)**

See **company names**.

**Taiwan Stock Exchange**

It is acceptable to call the Taiwan Stock Exchange *the TAIEX* (which is the exchange's weighted price index), on secondary reference. That's because the weighted price index is the market's key barometer, and often synonymous with the stock exchange itself. Avoid using the acronym "TSE."

**Tao**

See **Indigenous people in Taiwan, Indigenous names and languages of Taiwan**.

**Taroko Gorge****temperatures**

Give temperatures in Celsius, written as *degrees Celsius* or simply *C*. All numbers should be written in figures, except for *zero*. Negative temperatures should use the word *minus* or the phrase *below zero*.

E.g., *Temperatures at the top of Jade Mountain dropped as low as minus 5 degrees Celsius. The Central Weather Administration says temperatures could hit 40 C in Taipei on Saturday.*

**text on screen (TOS)**

A kind of social media-friendly video that tells a story through video overlain with text.

Each slide of a TOS should have its key phrase highlighted in a yellow typeface. When a sentence runs across two slides, the first slide should end in an ellipsis, but the second should not begin with an ellipsis.

**Thao**

See **Indigenous people in Taiwan, Indigenous names and languages of Taiwan**.

**think tank**

### Three Communiques

See **U.S.-Taiwan relations**.

### Tiananmen Square

Large plaza in Beijing, and the focus of a bloody crackdown on student protests in 1989. In Taiwan, China and Hong Kong, the event is commonly known as the "6/4 Incident," referring to the date June 4, when the People's Liberation Army violently suppressed the protests. Avoid the term *6/4 Incident* but explain it if it features prominently in a story on the event.

Avoid the term *massacre*.

### Tomb Sweeping Festival

Also, *Tomb Sweeping Day*. A traditional Chinese festival celebrated on the 15th day after the spring equinox. It is also known under its Chinese name as the *Qingming Festival*.

See also **holidays in Taiwan**.

### Trans-Pacific Partnership (TPP)

See **CPTPP**.

### Truku

See **Indigenous people in Taiwan, Indigenous names and languages of Taiwan**.

### Tsou

See **Indigenous people in Taiwan, Indigenous names and languages of Taiwan**.

### typhoons, hurricanes, cyclones

*Typhoon*, *hurricane* and *cyclone* are different names for the same type of storm. *Typhoon* is used for those that form in the western Pacific, i.e., to the west of the international date

line. *Hurricane* is for those to the east, and *cyclone* is for storms in the South Pacific and Indian Oceans.

Following the Central Weather Administration, TaiwanPlus classifies storms into two categories:

**tropical storm** — referred to in Mandarin, misleadingly, as 輕度颱風 or “weak typhoons.”

**typhoon** — referred to in Mandarin as 中度颱風 “moderate typhoons” or 強度颱風 “severe typhoons.”

Every year dozens of typhoons hit or pass Taiwan. During some months, typhoons are constantly present in the region. Therefore, as a general rule, extended news coverage of typhoons should not begin more than 24 hours before landfall.

Capitalize the word *typhoon* before its name, e.g., *Typhoon Morakot*. Refer to typhoons with the pronoun *it*, not *he* or *she*.

### Tzu Chi Foundation

The Buddhist Tzu Chi Charity Foundation, known for short as the *Tzu Chi Foundation*, is an international humanitarian and nongovernmental organization. *Tzu Chi Foundation* is acceptable on first reference.

The organization was founded by its spiritual leader Venerable Master Cheng Yen in 1966 and is known for its relief work in the wake of natural disasters in Taiwan and around the world.

The Tzu Chi founder can also be called *Buddhist Master Cheng Yen*, and should always be given a title, or called, simply, *the Buddhist master*. She was nominated for a Nobel Peace Prize in 1996.

### U.S.-Taiwan relations

The United States' One China policy, which guides its relations with Taiwan, is based primarily on three documents.

**Three Communiques** — A collection of three joint statements issued by the leaders of China and the United States between 1978 and 1982, during which period the two countries established formal relations. In the communiques, the United States "acknowledges" China's position that there is one China and Taiwan is part of China, but does not expressly accept it. The U.S. also says it "intends to reduce gradually its sales of arms to Taiwan."

**Six Assurances** — An informal statement by then-AIT Director James Lilley to then-ROC President Chiang Ching-kuo in 1982, following the last of the Three Communiques. The assurances were given formal wording in 2016 in a resolution passed by the U.S. House of Representatives. In that resolution, the United States says: 1) it did not agree to set an end date for arms sales to Taiwan; 2) it does not see itself as a mediator between Taiwan and China; 3) it will not pressure Taiwan to enter negotiations with China; 4) its position on Taiwan's sovereignty has not changed; 5) it has no plans to revise the Taiwan Relations Act; 6) it has not agreed to consult Beijing before any arms sales to Taiwan.

**Taiwan Relations Act** — The basis of relations between Taiwan and the United States since it went into force in 1979, the same year the U.S. established formal diplomatic relations with China. The act established the American Institute in Taiwan as the United States' de facto embassy. It also outlines the United States' expectation that Taiwan's status will be resolved "by peaceful means," and that it is U.S. policy to "provide Taiwan with arms of a defensive character," while "maintain[ing] the capacity of the United States to resist any resort to force."

## Uyghur

Pronounced "OI-gur."

*Uyghurs* are Turkic-speaking people living in their greatest numbers in Xinjiang in northwestern China. Note the spelling — *Uyghur* is preferred to *Uighur* or *Uigur*.

In recent years, Uyghurs in Xinjiang have been subject to widespread abuses by the Chinese government. Those abuses have been described variously as forced assimilation, ethnocide, cultural genocide and simply genocide.

## Vladimir Putin

The president of Russia for most of the past two decades. Pronounced "POO-tin," not "PYOO-tin."

## Volodymyr Zelenskyy

### vox pops

Short for *vox populi* or "voice of the people," these brief interviews with passersby or attendees at an event are used to add color or convey a general mood. Because vox pops do not use name straps, be careful to signpost them clearly to avoid the impression that a name strap is missing. E.g., *Locals said they loved the new temple*. Also consider bunching them together.

See also **name straps**.

### wastewater

### who, whom

Reporters should not feel obliged to write or say *whom*, but if you do use it, make sure to use it correctly.

## Yami

See **Indigenous people in Taiwan, Indigenous names and languages of Taiwan**.

## Yushan

See **Jade Mountain**.



**zero-COVID**

Preferred to *COVID-zero*.

# Appendix

## Arabic names

Generally speaking, Arabic names present two difficulties. First, one name can be spelt several ways. Scholars of Islam in the English-speaking world transliterate the Prophet's name as *Muhammad*. But someone with that name today could spell it *Mohammed*, *Mohammad*, *Muhammed*, *Mohamed*, *Mohamad*, etc. These variations are the result of regional pronunciation differences and competing systems of romanization. Fundamentally, though, *Muhammad* is just one name.

It is not our job as writers to "correct" or standardize the spelling of people's names. As ever, the principle should be to follow personal preference. If the person's preference is unclear, exercise your judgment and use the most common form. The Library of Congress, for example, would transliterate the name of the former leader of Libya as *Mu'ammār al-Qadhafī*. But for most people, he is *Gaddafi*, so that is what we should use.

The second difficulty is that Arabic names can be very long. In addition, some people are best known by something other than their given name and family name. For example, *Saddam Hussein* is known by his given name, *Saddam*, and his father's name, *Hussein*. Be ready to be flexible.

All that said, Arabic names mostly follow a "given name, family name" structure, with an optional patronymic in the middle. Given names can be one word — e.g., *Mustafa*, *Ahmad* — or two words — e.g., *Abd al-Rahman*, *Abd al-Karim*. If two, they should not be separated.

Patronymics are two words, typically beginning with *ibn/bin* or *bint*, which mean "son [of]" and "daughter [of]" respectively. They normally do not form an essential part of the name.

Family names vary but may begin with *al-*. *Al-* is a definite article, similar to the English word *the*. It should be lowercase except at the beginning of sentences. Many Arab figures are more widely referred to without the *al-* prefix, even though their names technically include it. E.g., *Muammar al-Gaddafi*, *Bashar al-Asad*. Exercise

your judgment. If someone is better known without the *al-*, drop it.

Some Arabic names include what is technically known as a *teknonym*: a nickname for a parent derived from the name of the eldest child. These are two-word constructions beginning with *Abu* (father [of]) and *Umm* (mother [of]). Therefore someone nicknamed *Abu Muhammad* is "the father of Muhammad."

However, more recently teknonyms have been used as *noms de guerre*. The former leader of the Islamic State, *Abu Bakr al-Baghdadi*, is an example.

## commonly used Taiwanese names

**Chiang Wan-an**  
**Hou Yu-ih**  
**Lai Ching-te**  
**Vivian Huang**  
**You Si-kun**

## Ethiopian and Eritrean names

Be aware that Ethiopian and Eritrean naming conventions do not typically include a surname. What appears to be a surname is in fact a patronymic. For example, the current prime minister of Ethiopia, Abiy Ahmed, is known by his given name *Abiy* and his father's given name *Ahmed*. In principle, this naming process can continue indefinitely.

For brevity's sake, TaiwanPlus style is to use the first two names. For example, we refer to *Abiy Ahmed* and not *Abiy Ahmed Ali*. Likewise: *Tedros Adhanom* and not *Tedros Adhanom Ghebreyesus*.

Because the second name is not a surname, writers should instead use the person's first name on second reference. For example: *Ethiopian Prime Minister Abiy Ahmed says government forces have captured the city of Mekelle. Abiy says soldiers took control of the city council building early Monday morning.*

However, writers should note that many Ethiopians in diaspora have adopted names following the Western "given name, surname" pattern. In those cases, the default style for names applies.

## Polish cities and towns

What follows is a mercifully brief pronunciation guide to the 11 cities of Poland with a population of more than 250,000 (as of January 2022).

**Warsaw** (WAR-saw) — Poland's capital and its largest city.

**Krakow** (KRA-kow, KRA-kov, KRA-koof) — Not spelled *Cracow*. Poland's second largest city and one of few cities to avoid widespread destruction during World War II. Close to the Auschwitz-Birkenau concentration camp. In the Polish pronunciation, the second syllable almost rhymes with the English word "hoof." But since the pronunciation "KRA-kow", rhyming with "cow," is so widespread among English speakers, we accept it as the primary pronunciation.

**Lodz** (WOOJ) — A major city in central Poland and a former industrial center. Think of the pronunciation as a mix between the English words "wood" and "hedge": "woodge."

**Wroclaw** (VROTS-waf, VROTS-wav) — City in southwestern Poland in the historical region of Silesia, known as *Breslau* in German. The city has changed hands between countries numerous times over its long history. It became part of Poland most recently in 1945.

**Poznan** (POZ-nan) — A city in west-central Poland.

**Gdansk** (GDANSK) — Major port city in Poland's north, known as *Danzig* in German. Pronounced precisely as it is written, as one syllable. That said, the initial "gd" sound is difficult, so most English speakers will naturally and understandably split the word into two syllables: "guh-DANSK."

**Szczecin** (SHCHEH-chin) — Port city in Poland's northwestern corner, by the Baltic Sea. The first syllable begins by pronouncing "sh" and immediately following it with "ch." English words never start with this sequence, so it is understandable why English speakers might find it difficult. But we do pronounce the sequence *between* words in English: say "fresh cheese" and you can hear how.

**Bydgoszcz** (BID-goshch) — City in northern Poland. The pronunciation ends with the same "sh" then "ch" as *Szczecin*.

**Lublin** (LOOB-leen) — City in southeastern Poland.

**Bialystok** (byah-WIH-stok) — City in northeastern Poland.

**Katowice** (kah-toh-VEET-seh) — A city in southern Poland.

## Russian names

In general, Russian names take the form "given name, patronymic, surname." For example, Russian President Vladimir Vladimirovich Putin has the given name Vladimir, the surname Putin, and the patronymic Vladimirovich. We do not use patronymics: the surname followed by family name is good enough.

Women's surnames typically add an *-a* to the masculine form. For example, Anna Karenina bears the surname of her husband, Alexei Karenin, with the feminine ending *-a*. Unlike AP, TaiwanPlus retains the feminine form for women, so the wife of Dmitry Medvedev is *Svetlana Medvedeva*, not *Svetlana Medvedev*.

Use *Alexander* in place of *Aleksandr*.

## Somali names

Somali names, like Ethiopian names, do not follow a "given name, family name" structure. Instead, they are typically made using a string of patronymics: that is, they trace the line of paternal descent. So, for example, a man named *Omar Elmi Dihoud* has the given name *Omar*, followed by his father's name, *Elmi*, and his paternal grandfather's name, *Dihoud*. The string can be two or three names long.

The same convention of tracing paternal descent applies to women, who do not typically change their name after marriage.

Note, however, that some Somalis in diaspora may follow the "given name, family name" structure.

TaiwanPlus style is to use the full two or three names on first reference, e.g., *Omar Elmi Dihoud*. On second reference, only the given name, e.g., *Omar*.

## Ukrainian cities

What follows is a brief outline and pronouncer for all the cities of Ukraine with a pre-war population of more than 250,000.

This guide approximates an American English speaker's pronunciation. Non-Americans, feel free to modify the "a" and "o" sounds to something that fits your mouth more naturally.

As a general pointer, focus on getting the stressed syllable right and the rest should fall into place.

**Kyiv** (KEE-yiv, KEEV) — Not *Kiev*. Ukraine's capital and its most populous city, located in the north of the country.

**Kharkiv** (KHAR-keev, HAR-keev, KAR-keev) — Not *Kharkov*. Ukraine's second-largest city, in the country's northeast. The initial "kh" is a guttural "k" like the final sound of "loch," but you may opt for a "h" or "k" sound instead.

**Odesa** (oh-DEH-sah) — Not *Odessa*. A major Black Sea port in Ukraine's southwest. Strictly speaking, "oh-DYEH-sa" would be closer to the Ukrainian pronunciation, but the established English pronunciation sounds more natural.

**Dnipro** (dnee-PRO) — An important industrial city in the southeast. Best of luck with the initial "dn." Stress on the second syllable.

**Donetsk** (doh-NYETSK) — A major industrial city in eastern Ukraine. Part of the disputed area of Donetsk Oblast.

**Zaporizhzhia** (zah-poh-REE-zhah) — City in Ukraine's southeast, home to Europe's largest nuclear power plant. The "zh" is pronounced like the "g" in "mirage."

**Lviv** (LVEEV) — Not *Lvov* (as transliterated from Russian). Historic city in northwestern Ukraine.

**Kryvyi Rih** (krih-VEE REE) — A two-word name, meaning "crooked horn." The hometown of President Volodymyr Zelenskyy.

**Mykolaiv** (mih-koh-LAH-yiv) — Not *Nikolaev*. A shipbuilding city, near to the Black Sea coast in the southwest of Ukraine.

**Sevastopol** (seh-vas-TOP-ol, seh-VAS-toh-pol) — The largest city in Crimea and a major Black Sea port. Stress on "top" is the Ukrainian pronunciation, but the most common English pronunciation puts the emphasis on "vas." Take your pick.

**Mariupol** (mah-ree-OO-pol, MAH-ree-uh-pol) — City in Donetsk Oblast on the Black Sea coast in southeastern Ukraine. The "oo" sound is stressed in Ukrainian, but some English-language broadcasters emphasize the first syllable.

**Luhansk** (loo-HANSK) — Not *Lugansk*. City in the disputed Donbas region and capital of the breakaway state, the Luhansk People's Republic.

**Vinnitsia** (VEE-nits-yah) — City in west-central Ukraine.

**Makiivka** (ma-KEE-yiv-kah) — Industrial city in eastern Ukraine. Under the de facto administration of the Donetsk People's Republic since 2014.

**Simferopol** (sim-fer-OH-pol) — Second-largest city in Crimea.

**Chernihiv** (cher-NEE-heev) — A city in northern Ukraine.

**Kherson** (kher-SON, her-SON, ker-SON) — Important Black Sea port in southwestern Ukraine. The "kh" is pronounced like the final sound of "loch."

**Poltava** (pol-TAH-vah) — A city in central Ukraine.

**Khmelnyskyi** (khmel-NIT-skee) — A city in western Ukraine. Good luck with the first syllable.

**Cherkasy** (cher-KAH-see) — A city in central Ukraine.

**Chernivtsi** (cher-niv-TSEE) — A city in western Ukraine, near the borders with Romania and Moldova.

**Zhytomyr** (zhih-TOH-mir) — A city in northern Ukraine, and a major center for Ukraine's Polish minority population.

**Sumy** (SOO-mee) — A city in northeastern Ukraine.