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Photo: ShutterstockIf someone wants to appeal to someone whose gender they don't know, or who doesn't have gender, they can use certain very common English pronouns. You know which one I mean. I just used it twice. Congratulations to them on being Merriam-Webster's word of the year. But we have to talk about something. There are some curmudgeons out there who claim that they may not be the only pronoun (it absolutely can), or who refuse to let the concept of a non-binary person into their brain. These people are wrong in every possible sense. I received angry emails about this provost, just as Merriam-Webster people are now on the ground tweeting from people who choose to stand up with guns in their hands about them ever referring to a person. It's a humble pronoun newfangled and PC, anyway, they claim. (It's neither.) It is true that many guides to the style and grammar of books encourage their use only for groups of people, and clumsy designs like he or her for one person. However, it is also true that people use singular they are all damned time and that is normal. For weeks after a particularly smug old grumbling wrote me complaining in detail about my use of them in a Lifehacker post (you are really part of our declining society, they expressed an opinion), I chuckled to myself every time I saw a word in an official context or from a teacher or other figure of power. A note from preschool asked me to help my child with their craft project, for example. Anyone who expects to hear or read English without encountering the only one they quickly find themselves disappointed with. *G/O* Smeecan get commissionBoth uses singular they correctFirst, the idea of using them to refer to one person who can be of any gender, hundreds of years. Shakespeare used it like this: There's no man I meet, but doth salute meAs, if I were their familiar friend Merriam-Webster explaining that it's not an accident: examples abound throughout the history of our language. English famously lacks a gender-neutral sole pronoun to match neatly with special pronouns like everyone or someone else, and as a result, they have been used for more than 600 years, the word-of-the-year ad explains. We all use singularity they mean a person of unidentified identity. (I would guarantee that even my grumpy writer-writer slips into it every now and then.) But how about they/their pronouns for one, famous person? Just use them. Merriam-Webster officially added singular nonbinary them to their dictionary this year,... More I mean, what else can be said about human pronouns? If someone is not binary, and does not use him or her, it would be wrong to use these pronouns to refer to them. (There are other gender-neutral pronouns besides them, of course, and you can read more about them here.) While you may have to sometimes reformulate the sentence to be clear you are talking about the only person, it is hardly a burden. It would be much more embarrassing and perhaps rude to paraphrase each sentence to say to this person or my friend or our esteemed guest to avoid using a pronoun. Instead, I invite anyone who finds the singular they are uncomfortable to practice using it more often so they can get over themselves. Update 12/11/2019: We have previously said: If someone is not binary, it would actually be wrong to use him or her to refer to them. But a person who considers himself non-binary can also sometimes use these pronouns. AAD adheres to the AP style with a few exceptions. Below is a collection of these exceptions, along with other common grammar and style issues. AAD/AADA/Academy: The full name of the relevant organization (American Academy of Dermatology or the American Academy of Dermatology Association) should be used on the first link, however the Academy can be used interchangeably with AAD or AADA as a reduction to subsequent references. Please note that the American Academy of Dermatology Association/AADA should always be used when linking the Academy to federal, state or advocacy work or when reporting work involving SkinPAC. Abbreviations and abbreviations: If there is a chance that your reader will not recognize the acronym or abbreviation, outline it for the first time you mention it. Then use the short version for all other links. If the abbreviation is not clearly related to the full version, specify in brackets. Typically, the style of the acronym should be the National Aeronautics and Space Administration (NASA). Where the abbreviation refers to a non-capitalized phrase, for example, is not available without permission (AWOL), do not capitalize the original letters simply because they are defined as part of the abbreviation. Do not use apostrophes in a pluralized acronym, such as practicing nurses (NPs). The abbreviations and abbreviations AAD members commonly recognize include: CMS CME FDA NIH Tips/Tips: Consultation Noun means an opinion on what to do. Advice is a verb meaning giving advice. Influence/effect: Influence is most often a verb meaning to influence or effect change. The effect most often means a change made by an action or cause. Severe psoriasis has had a negative impact on his quality of life. Severe psoriasis has had a negative impact on his quality of life. Aka: Per AP, the right style for aka all the lower register, no periods. Wrong: he's the same. Technically, it's an acronym for also known as, but it's gone into the general Good: Never use well. It's all right to prescribe. Ampersands: Don't use ampersands (me) in offers, if only part of the brand. It is normal to use ampersands in navigation and buttons. Annual Meeting: Capital Annual Meeting. Annual Year 2020 will take place in Denver. Apostrophes: The most common use of apostrophe is the word possessive. If the word already ends in s, and that's the only thing you also add's. If the word ends in s and plural, just add an apostrophe. Do not use apostrophes in a pluralized acronym, such as practicing nurses (NPs). The doughnut thief ate Sam's doughnut. The doughnut thief ate Chris' doughnut. The doughnut thief ate the doughnuts of the managers. Because against since: Usually used because to refer to causal or logically related objects, not since then. That's right: Because the changes are extensive. Wrong: Because the changes are extensive. This is generally the case with relationship time rather than cause-and-effect relationships, although in some cases this can be used to avoid repetition. Bold and italics: When words are stylized with bold or italics, style should include any punctuation that follow the word. That's right: The dog is happy. Wrong: The dog is unhappy. This is a common problem with the colon and blanking. That's right: It's not right: Bulleted lists: Capitalize first letter after bullet. Include periods after independent reservations, dependent reservations, and long phrases, and after short phrases or words that are needed to make an offer grammatically complete: Sign up for the annual meeting: Go to aad.org. Enter the party's ID number. Choose your preferred sessions. Click the send button. Periods may be omitted after short phrases if the opening statement is grammatically completed. Sessions at the annual meeting covers the following: PsoriasisSkin cancerAtopic dermatitis Capitalization: We use several different forms of capitalization. The name of the case capitalizes the first letter of each word, except for articles, prepositions and connections. The verdict of the case capitalizes the first letter of the first word. Case Name: AAD programs such as Shade Structure programs, brands and periodicals. Verdict case: Page titles, subtitles, and pretty much everything else. Use all lower registers when writing an email address or website URL. smarteditor@aad.org aad.org not capitalize on random words in the middle of a sentence. Here are some words that we never capitalize on in the sentence. Lee's online email website capitalize on the correct names, including the names of AAD boards, committees and task forces, including the AAD Board of Directors. CME: A spell of continuous medical education for audiences who may not be familiar, otherwise CME is acceptable at first link. CMS: Although the Centers for Medicare and Medicaid Services (CMS) has multiple names, this applies to one institution in HHS. So, don't to CMS as if it were plural. Correct: CMS's Incorrect: CMS' Correct: CMS has identified incorrectly: CMS has identified Colons: Use the colon (rather than ellipse, em dash or comma) to compensate for the list. Erin Erin three kinds of doughnuts: glazed, chocolate and pumpkin. You can also use the colon to join two related phrases. If the full sentence follows the colon, the first word will be capitalized. He faced a dilemma: he wanted a doughnut, but he just ate a bagel. Commas: Serial commas (also known as Oxford comma): When writing a list, use a serial comma. Yes: David's favorite dishes are doughnuts, pizza and cake. No: David's favorite dishes are doughnuts, pizza and cake. Connections: Never set off connections that start offering with a comma. That's right: But still. Wrong: But, all things are equal. Otherwise, use common sense. If you're not sure, read the sentence out loud. Where you breathe, use a comma. Co-morbidity/comorbidities: Preferably comorbidity (comorbidities). Struggles: They're great! They give your writing an informal, friendly tone. In most cases, use them as you see fit. Avoid them if you write content that will be translated to an international audience. Dates: Typically set out the day of the week and month. Reduce the month if you follow a year or a day. The first Saturday in January. January 2018 Saturday, January 24 Saturday, January 24, 2018 Dermatologist vs. Supplier: Never use a provider to refer to dermatologists and use only sparingly as the entire term for non-dermatologists who also provide patient care. Statements that imply equivalence between a dermatologist and non-medical doctors, such as physician assistants and nurse practitioners, should be avoided. A group of dermatologists can be called dermatologists, doctors or doctors. A group consisting of dermatologists and other doctors can be referred using the terms of doctors or doctors. When referring to dermatologists along with a member of the health team who has no medical degree, be specific about each professional whenever possible, but you can use a non-doctor clinician for short as required to refer to PA and NPs in the group: A dermatologist can use a team of nurse practitioners and physician assistants. Or a dermatologist can hire non-clinical doctors. The use of a vendor is acceptable in members' messages when directly quoted, with attribution, external sources such as CMS that use the term. Decimals and factions: Spell of factions. Yes: Two-thirds No: 2/3 Use a decimal point when the number cannot be easily written as a fraction, such as 1.375 or 47.2. Use 0 to decimal, which is less than 1, such as 0.29.Dashes and hyphen: Use a hyphen (-) without gaps on both sides to bind words in one phrase, or specify range or range. First time user In accordance with the AP style, em dashes should be formatted with spaces to enhance readability. Note how em-dash differs from It is a dash the length of three characters of space. Use a true dash of EM, not hyphens (-or-). DataDerm Academy - just one of our functions at the Practice Management Center - can help you improve the quality of care. Austin thought Brad was a doughnut thief, but he was wrong - it was Jennifer. Use em-dashes sparingly. They can be useful for taking a bracket aside and for creating complex information. They become distracting when used excessively. Never use em-dashes instead of a comma. Wrong: How it happens - in fact there is an answer. Ellipses: Ellipses (...) can be used to indicate that you are lagging behind to the end of thought. Use them sparingly. Don't use them for accents or dramas, or use them in titles or titles. Right: Where are all these doughnuts going? Christie asked. Jennifer said: I do not know ... Ellipses, in parentheses, can also be used to show that you omit words in a quote. When in the course of human events it becomes necessary for one people to dissolve the political groups that have linked them to another and take over among the forces of the earth, . . . respect for the views of mankind requires them to declare the reasons that will hang them into disengagement. When ellipses appear in a sentence, outside brackets, they should be set off in space on both sides, such as this... Not that... Email/email: Preferable email. Also ecard, newsletter, etc. Provide/insure: Provide funds to make sure. Insure funds to protect against losses. These guidelines ensure that our programs are compliant. I will insure the assets at \$100,000. Exclamation points: Use exclamation points sparingly, and never use more than one at a time. They're like a high five: a good time one is great, but too many of them can be annoying. Like other punctuation, exclamation points usually go inside quotes. Like periods and question marks, they go beyond brackets when brackets are part of a larger sentence, and inside brackets when brackets stand apart. If in doubt, avoid! FAAD: The FAAD (Fellow Of the American Academy of Dermatology) should always be used alongside other powers of communication with outside stakeholders, including the public, patients, the media, the House of Medicine, and politicians. It should not be used in a copy for a link addressed to members. Each letter in pronunciation is pronounced, so it must be preceded by an indefinite article A. Face mask vs. face mask: Always use a face mask when used as a noun and/or modifier of a noun. Face mask is now a widely accepted term. Thus, a hyphen is not required when the term is used as a modifier, when the meaning is clear and unambiguous without a hyphen. Less vs. less: less should be used, not less when in different quantities. For example, this style guide used to have fewer entries. File Extension: If you normally use the file extension type, use all the upper registers without a specific period. Add a lower s register to make a plural. GIF PDF HTML JPGs MP4s When you link to a specific file, the file name should be of the lower register: happyppanda.gif ilovedonuts.pdf Frontline vs. front line: Use the front line when used as an adjective, for example, it is a front-line worker. Use the front line when used as a noun, for example, it works on the front line. The front line is now an avowed noun. Thus, a hyphen is not required when the term is used as a modifier, when the meaning is clear and unambiguous without a hyphen. Health/health: Health care is preferable. Homepage/ homepage: Preferably the homepage. Hyphen: The hyphen should be used with compound modifiers appearing before the word they modify. However, hyphens can be omitted with composite modifiers that include very and -ly adverbs: This is a smaller version, but the version I've seen has been reduced. This is a newly formed committee. Lead/Guide: Use lead in present and future times. The use has led to the past tense. It will lead us to new heights. She led us to the promised land. Lifetime: Preferred throughout life. Link to Digital Content: Links are an important component of the online experience and should be used appropriately to optimize user convenience without being distracted. Some rules to follow: Don't add a bold style to hyperlink. Be careful not to include stray spaces in the text links. Link the first instance of the paragraph, but not all subsequent mentions. (If DataDerm is mentioned 12 times on the page, the link to the program's web page should be included with the first mention and then omitted if only part of the call to action.) External links should always go to a separate window. Links should only be included when they are useful to the reader. The article that mentions CMS should not include a reference to www.cms.gov. An article discussing a specific online CMS tool should contain a link to the tool. Log in/log in and logo/log in: One word for both when used as a noun, two words when used in the form of a verb. Put your login on the site. I log on to my system. Money: When writing about the U.S. currency, use the dollar sign to the amount. Include decimal and the number of cents if more than 0. \$20 \$19.99 Numbers: Spell Room When It Starts Also, outline numbers that are below 10 if they relate to the age of a person or animal, or relate to a percentage. In any sentence that already contains a number, use a number instead of a word. In all other cases, use a number. That includes residents, too. Ten new employees started on Monday, and 12 start next week. We hired 12 new employees last week and 9 more to start next week. There are 8, 9, or even 10 good features. I Am I three doughnuts on a monthly birthday. Timmy's three years old. His 6-year-old parrot is twice his age. Meg finished 17th in last year's Halloween competition. I ate 5% of the doughnuts in the box. Figures with more than 3 digits get commas: 999 1000 150,000 Write out the big figures in full. Reducing them if there are space limitations like on the chart: 1k, 150k. In headlines and headlines, the numbers are acceptable in all cases: Top 10 tips for healthy skin 8 ways to manage psoriasis MIPS OK vs. Good: OK is preferred. Online: Preferred style online. On the site/on-site/on-site: Two words. A hyphen when used as an adjective that changes the noun. Omit hyphen when used as an excuse phrase: Registration on the spot opens at 8 a.m. Members can register on the site starting at 8am Interest: When you count the interest in the copy, use the numbers followed by the symbol: 3.2% of dermatologists practice in ... The survey showed a 4.5% increase in ... Use care when differentiating between an increase in interest and an increase in percentage point; an increase from 20% to 40% represents a change of 20 percentage points, as well as a 100% increase. Interest and interest points should always be discussed using numbers. Periods: Periods go inside quotes. They go beyond the bracket when the bracket is part of a larger sentence, and inside the bracket when the bracket stands alone. Jennifer said: I ate a doughnut. I ate a doughnut (and I ate a bagel, too). I ate a doughnut and a bagel. (The doughnut was Sam.) Only one space is used after a while. Double spaces are a stop from typewriters and are no longer needed. Professional, organizational, social names: Do not capitalize on names, except for official names used directly before a person's name. The comma should be used to compensate for the name used after the person's name, but omitted with the names used before the name: Academy President C. William Hanke, MD, MPH C. William Hanke, MD, MPH, President of the American Academy of Dermatology Social Names, a national academic degree should be used in the second link to the person. Use the full name followed by the degree acronym in the first link. Omit social names that do not denote academic degrees (Mr., Ms., Mrs., Ms., etc.): John Smith, MD Dr. Smith does not use commas to compensate for junior, senior, or Roman numerals after a person's name. Don't include just having a surname: John Smith Jr., MD Dr. Smith Stephen White III, MD Dr. White Pronouns: If your subject's gender is unknown or irrelevant, use them, them, and their sole pronoun. Use the pronouns he/him/him and she/she/she. Don't use one as a When the patient disagreed with their account, they complained to the administrator. Question marks: Question marks go inside quotes if they are part of the quote. Like periods, they go out into the street When the bracket is part of a larger sentence, and inside the bracket when the bracket stands alone. Quotes: Use quotes to refer to words and letters, short work titles (such as articles) and direct quotes. Periods and commas go in quotes. The question marks in the quotes follow the logic - if the question mark is part of the quote, it goes inside. If you ask a question that ends with a quote, it goes beyond the quote. Use single quotes for quotes in quotes. Who said: The fool and his doughnut easily part? Jennifer said: A wise man once told me: Fool and his doughnut easily parted . Citations: When quoting someone, use the appropriate tense. In Marketing Copy: Using the Practice Management Center has helped me master coding, says Jamie Smith, MD, FAAD. In the article: I used the Practice Management Center to master coding, said Jamie Smith, MD. In a dated press release: Many people with vitiligo do not have any other signs or symptoms and feel completely healthy, says certified dermatologist Anisha Patel, MD, FAAD. Race: Black and white. The academy will follow AP Style guidelines by capitalizing on black. Use the term as an adjective in a racial, ethnic or cultural sense. An African American is also acceptable to those in the U.S. African-Americans should not be hyphenated, the AP reported. The terms are African American and black are not necessarily interchangeable. The academy will follow AP Style guidelines, lower white. Ranges and ranges: Use a hyphen (-) to indicate the range or range of numbers. It will take 20-30 days. Links and quotes: Follow the AMA style guide. A copy of the manual is available in Integrated Communications. A quick guide is available online for . Scientific names: Must be italicized. The name of the genus should be capitalized when it appears with the name of a species such as Propionibacterium eels. Skin care vs. skin care: Skin care is preferred. Commas: Easy on commas. They usually support long, complex sentences that can be simplified. Try em dash (-) instead, or just start a new offer. Spelling (preferably): Use the following spellings (which are listed under individual entries throughout this style guide): accompanying letters, postcards, newsletter health homepage for life-long skin care website, webcam, webcam, webcam, PAGE SPOT me: AAD has registered the term SPOT me® to refer to its skin cancer screening program. He did not register the term SPOTME as one word without space, in any configuration of capital letters and the lower register. SPOTME should not be used in AAD materials. States, cities and countries: In the style of AP, all U.S. cities must be accompanied by their state, except: Atlanta, Atlanta, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Honolulu, Houston, Indianapolis, Las Vegas, Los Angeles, Miami, Milwaukee, Minneapolis, New Orleans, New York, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, St. Louis, Salt Lake City, San Antonio, San Antonio, San Antonio, San Francisco, State names must be spelled out, except for lists. At the first mention, write down the United States. On subsequent mentions, the US (with periods behind the AP style and to avoid confusion with all the caps version of the word us) is good. Any other country or federation with a common acronym (European Union, EU; United Kingdom, United Kingdom) can be reduced without periods of second and subsequent references. Summer Meeting: The Academy's preferred summer science meeting until 2020 was the AAD Summer Meeting, which was preceded by a date: Dr. Smith will be speaking at the AAD 2018 summer meeting. Starting in 2020, contact the AAD Innovation Academy instead. Dr. Smith will be speaking at the AAD Innovation Academy in Seattle on August 13, 2020. Teledermatology against telemedicine vs. telemedicine: All three conditions are acceptable. The use of one term in relation to another depends on the audience and the context. Teledermatology is used in contacting dermatologists using electronic platforms for medical care (primarily for aad.org information, internal publications). Telemedicine is the preferred term when it comes to electronic health care with external, non-dermatological audiences (legislation/legislators, regulatory policies/officials and publicly available content). Telemedicine can be used when it is used in formal external order (i.e. quote, government internet resource center, insurance code, name of bill legislation, etc.) Phone numbers: Use a dash without gaps between numbers. Use the country code if your reader is in another country. 555-867-5309 No1-404-123-4567 Temperature: Use the degree symbol and the acronym capital F for Fahrenheit. 98°F Thru/through: Always use to the end if spelling simplification is not preferable only to a marketing copy. Time: Use numbers and a.m. or p.m., with space in between. Do not use minutes for an hour. Noon and midnight are acceptable instead of 12am and 12pm, which can cause confusion. 7am 7:30pm Use a hyphen between times to indicate a period of time. 7am-10.30pm Enter time zones when writing about an event or something else people will have to plan. Reducing time zones in the

continental United States as follows: Eastern Time: ET Central Time: CT Mountain Time: MT Pacific Time: When treating international time zones, outline them: Nepal Standard Time, Australian Eastern Time. Titles: For the titles of complete works such as books, periodicals, public relations campaigns, meetings, brochures, etc., etc., basic words and other words more than four letters long. Italicize the title, but omit quotes: Atopic dermatitis brochure on the Internet. LeAnn Rimes is a spokesperson for the Stop Hiding, Start Living campaign. Dermatology World is published on a monthly basis. For titles of parts of works such as sessions at meetings, titles of chapters, articles, speeches, lectures, etc., capitalize on the main words present in quotes, and not italics. Her lecture Forty years of fun with contact dermatitis brought hearty applause. The headline of the article was the Top 10 Myths of Skin Care. For column names such as Cracking the Code, capitalize on the basic words, don't be quoted, and don't smear. Learn more about the 59 modifier in Dermatology World's Cracking the Code. For campaigns where branded design elements have a lower register, pre-capitalized the relevant nouns when they are mentioned in text/copies for readability (i.e. skinserious® in design; SkinSerious in text/copy). Trademark symbols: A registered trademark symbol ® used for any registered trademark, but only when first used, such as ® day codes. An unregistered trademark symbol ™ should be used for any unregistered trademark, but only when used first, such as the JAMA™ network. To correctly specify a character in an online copy, write it as: K/k: Use the website/website: Website, one word with the lower register w is correct. Also webcast, webcam, web page. Capitalization of website and webcast names. Not a whaler. Avoid setting up URLs, but when you need to, leave . When writing URLs, avoid capitalizing words in urls unless they are used in a campaign/strategic initiative (i.e. SPOTSkinCancer.org SkinSerious.org). SkinSerious.org). prepositions of place grammar practice worksheets

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