

Nine Dates with Content and Coffee

Date 6

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香港中文大學

The Chinese University of Hong Kong

- Photo captions
- Headlines
- Management of Freelancers



What is a caption?

- A caption is the explanatory material that appears outside (usually below) an illustration
- It is not a key, a label or a legend
- Punctuations?
- Locators (*above, below, top, bottom, left, right, clockwise*) in italic or bold



ISO Style Guide on Photo Captions

- may be a word or more, a complete or incomplete sentence, or several sentences
- no period required if the caption consists solely of an incomplete sentence
- the sentence in a caption should normally be in the present tense



An example from *Time*



An example from *Time*

A man, a machete, a meal

*In the rain forest outside Sao Paulo,
Atala harvests the tuber manioc*



An example from *The Economist*



Slim pickings

Began purchasing 3,000 tonnes of potatoes directly from farmers at better than-market prices.

Meeting every week in different cities, farmers and government officials are trying to formulate a national agricultural policy by the end of this year. But they are trying to solve a problem before a disaster has been made. Colombia has not conducted a nationwide agricultural census since 1973. The government is ploughing ahead with plans to carry one out next year (through the hand of the national statistics agency, DANE, resigned on October 27), arguing that a census should not be held in an election year. President Juan Manuel Santos says the country can wait no longer, arguing that it is "flying without instruments" in setting agricultural policy.

In the four decades since the previous agricultural census, Colombia's conflict between leftist guerrillas, right-wing paramilitaries and the armed forces has flared. The most notable effect on the country's fields has been the loss of so many arable acres. Since 2005 an estimated 820,000 hectares (two acres) of farmland have been abandoned or illegally seized.

A lesser-known result of the conflict is lower productivity. A two-year study led by Ana María Iñáñez of the University of the Andes in Bogotá found that farmers who have not been direct victims of the conflict, but who live with the presence of armed fighters, tend to favour fast-growing crops that offer several harvests a year. Many also tend to plant pasture for cattle, which are easily sold if things become nasty. They stay away from perennial crops, such as cocoa, coffee, rubber and fruit trees, which require more investment and time to yield a harvest, though say are more profitable in the long run. His strategy seeks to "minimise the risk of an conflict but does not maximise profits",

Argentina's wealth gap

Barbarians at the gate

By **CHRISTOPHER CLAPHAM**

The capital's exclusive closed neighbourhoods face a heavy new tax

RICHMOND of the Mayday Country Club, a gated community on the outskirts of Buenos Aires that boasts tennis courts, a polo field and a private restaurant, often carp about the *Financiera*, which runs through four holes of their wealth on the golf course. If one doesn't aim carefully, the river, which is flanked by weeping willows and navigated by ducks, swallows all the balls launched in vain.

A few miles downstream, residents of *Paraná*, an informal settlement that has sprung up along the riverbank, have very different complaints. During heavy rains the river overflows, muddering their makeshift aluminium and brick homes with sewage. Its gangs are so tough that even police fear to enter, says Pablo Aich, who runs the local health centre.

Such inequality is the norm in the suburbs of Buenos Aires, where a quarter of Argentina's 40m citizens live. For the majority, life is hard. Less than half of homes have sewage and a quarter lack access to piped water. A third have no gas, almost as many stand on unpaved streets. But amid this poverty, islands of luxury are popping up. A report by the provincial tax office in 2011 suggested that there were more than 400 gated developments around the capital, containing 20,000 homes. Most manage their own utilities and security, with 24/7 and guards patrolling at all hours. Some are small towns in their own right. *Nordelta*, a secure mega-estate on the capital's northern edge, is home to more than 20,000 people and has its own schools, hospitals and hotels.

A new law proposed to prise open the gates. The Law of Free Access to Habitat, promulgated on October 27, allows the provincial government to tax new gated communities a tenth of their land, or the equivalent in cash, to pay for social housing. It also cuts by 20% the tax levied on vacant lots in gated neighbourhoods, and

allows the government to expropriate lots that have lain undeveloped for five years, after a three-year grace period. "The idea is to give the government more power to intervene in the regulation of land, and therefore decrease the unbearable inequality," argues Eduardo Rosen, an urban management professor at the National University of General San Martín, who lobbied for the new law.

Fernando de Marval, an opposition congressman from Buenos Aires, has lodged a complaint that the law is unconstitutional. It "violates the right to private property and opens a dangerous door", he says. Eduardo Cusumani, the developer behind *Paraná*, worries about the crackdown on empty lots. Because mortgages barely exist in Argentina, many families have to build on the land for years before they can afford to build, he says. "The government should focus less on excessively taxing closed neighbourhoods, and instead decrease the need for them by investing more in infrastructure and security." Whichever the impact of the new law, the rich and poor of Buenos Aires will continue to live jammed close together but worlds apart.



Pedal harder, mum, it's the plaza!

Mr Iñáñez says. That leads to low investment and low productivity.

Colombia has made tremendous progress over the past decade in reducing the scale and intensity of the conflict. Since last year Mr Santos's government has been engaged in peace talks with the *FARC* rebels, aiming for a permanent ceasefire. The one point on which they have reached a draft agreement is rural development.

Ending the conflict would not necessarily reverse the substantial mortality. There

in areas where guerrillas are no longer so active, farmers continue to favour crops that offer a quick turnaround out of what Mr Iñáñez says is "rice inertia". It is also a matter of finances. After years of this war-torn, few farmers have the funds to reap their crops for something more profitable. In a post-conflict Colombia, politicians would have to reach beyond reconstruction and reparations in the countryside to get farmers back on their feet. A fourth harvest is still many seasons away. ■

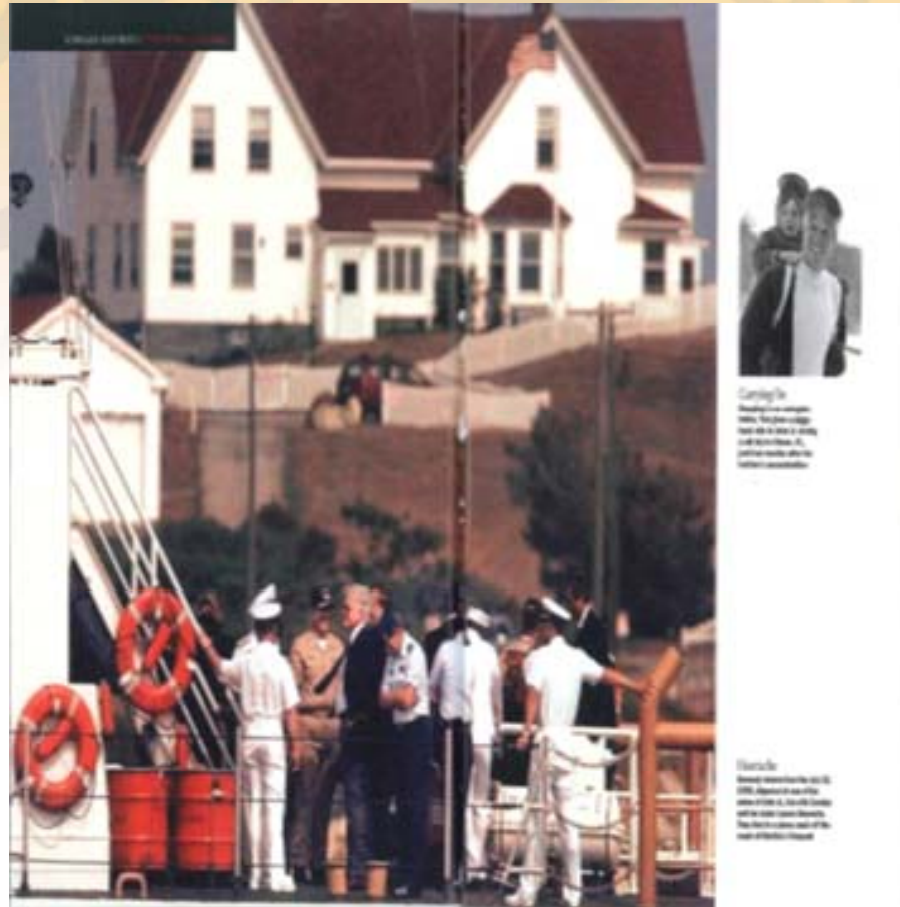


An example from *The Economist*

Pedal harder, mum, it's the plebs!



Examples from *Time* Book



Examples from *Time Book*

Carrying On

Stepping in as surrogate father, Ted gives a piggyback ride to John Jr. during a ski trip to Stowe, Vt., just four months after his brother's assassination



Examples from *Time Book*

Heartache

Kennedy returns from the July 22, 1999, dispersal at sea of the ashes of John Jr., his wife Carolyn and her sister Lauren Bessette. They died in a plane crash off the coast of Martha's Vineyard



Examples from *Time* Book



Examples from *Time Book*

Kennedy arrives at the Capitol for the swearing-in ceremony of President Barack Obama. His impassioned endorsement of Obama early in the 2008 campaign was seen by many as a passing of the Kennedy torch



Some observations

- caption not necessarily outside photo
- no end period, but other marks OK
- present tense the norm
- heading within caption



Chinese Captions?: an example from *Ming Pao Monthly*

傅斯敦食智慧曰：不時不食，當地的食物才是大自然的真正出產，最新鮮。那音樂又是不是不時不聽呢？

雖說音樂是抽象的語言——並非所有作品都是標題音樂——但音樂能引發情感，而另一方面情感亦引起我們對不同音樂的嚮往。維也納新年音樂會總會，雖然在任何地方聽也能感受到其歡愉，但到了二四月便聽不入耳了。同樣地，盛夏躺在沙灘椅上聽冰冷的西貝琉斯第七交響曲，感覺就是不對。英國的古典音樂作品出了英國便不太流行，一大原因是題材太重地方色彩；佛漢·威廉斯的《倫敦交響曲》不能引起非英國人的共鳴，但德國作曲家較普世和抽象的主題如悲劇、命運、失戀等，卻一年四季皆聽得入耳！蕭斯達高維契第七交響曲《列寧格勒》於二戰後漸漸不甚流行，當時的解釋並不只是其戰爭題材已不合時宜，而是作品內容和結構都流於空泛，其實二戰時巴托克便在其《樂團協奏曲》中模仿交響曲首章的重複主題來挖苦蕭氏！但近年來該作又好像再度流行起來：只是聽眾開始用一種抽象的歷史心態去欣賞作品。


說到蕭斯達高維契，不能不談談筆者聽過的兩場音樂會，都由在蘇聯接受教育的拉脫維亞名指揮馬勒斯指揮，分別是維也納愛樂樂團演奏第五交響曲和皇家阿爾伯特音樂廳演奏第七交響曲。這兩部歷史悠久的樂團，藝術地位當然毋庸置疑，發聲更是出奇地修飾、華美。但蕭氏的交響曲需要的卻正正是血淋淋的粗獷，貴族樂團演奏根本音樂，不只格格不入，甚至聽起來讓人覺得有點涼涼；相反，聲粗氣厲的紐約愛樂（資本主義又怎麼樣），能把蕭氏作品演奏得更有聲有色。

有說音樂家年紀越大，其藝術越成熟。看過一篇登於《留聲機》雜誌的雜評，評論的是芬蘭天才指揮米高·法朗克的柴可夫斯基第六交響曲錄音。法朗克錄音時只二十多歲，但演繹出奇規模而深厚、慧故藏深，完全不像出自年輕人之手。樂評聽後的反應是「Good on you」；想不到他年紀輕輕便能做到那般看透人情世故的演繹。其實法朗克的慧故跟他年輕時患重病有關。布魯克的交響曲，指揮最老、演繹大多越精緻；未年老亦不能奏好馬勒第九。相反，卡拉揚

德國作曲家較普世和抽象的主題如悲劇、命運、失戀等，卻一年四季皆聽得入耳！

不時不聽、不時不演

蕭斯達高維契



聲粗氣厲的紐約愛樂，能把蕭斯達高維契的作品演奏得更有聲有色。圖為蕭氏。

八十年代替「召見」晚輩指揮沙伊，詢問他對馬勒第十交響曲的看法。沙伊表示次樂章難度不亞於史特拉汶斯基《春之祭》中的原歌舞，卡氏立即決定不去研究該作，並指出有些事情過了一定年紀便不能做了。

還是莫札特最好！作品天真無邪，老幼咸宜；除了《安魂曲》外，四季皆聽。

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Chinese Captions?: an example from *Ming Pao Monthly*

聲粗見稱的紐約愛樂，能把蕭斯達高維契的作品奏得有聲有色。圖為蕭氏。



Chinese Captions?: an example from 《天下雜誌》



Chinese Captions?: an example from 《天下雜誌》

證嚴法師與在澳洲奉獻60年的安琪拉修女牽手而行，儘管語言、宗教不同，對人群的愛却是相通的。



Observation

- Distinction between caption and text blurry



Our Challenges

- Chinese caption style to follow English?
- Full names and titles

(Titles are not necessary in headings or captions, although surnames are – *The Economist Style Guide*, p. 142)

- Photos and captions to tell a story



Headlines

Sentence style

- CUHK geophysicist explains the science of earthquakes



Headline style

- CUHK Geophysicist Explains the Science of Earthquakes



Headline Style

Chicago recommends:

- Always capitalize the first and last words and all other major words (nouns, pronouns, verbs, adjectives, adverbs)



- Lowercase articles (*a, an, the*)
- Lowercase prepositions (some exceptions)
- Lowercase conjunctions
- Lowercase *to* and *as*
- Lowercase second word in a species name, e.g., *Homo sapiens*



Headlines

Avoid long headlines or headings

Example: University X received donations from Mr. Y and Z Foundation to boost study on Asian family business and international business cases

Rewrite to: Asian family business studies boosted by generous donations



Alliterative Headings

- 'Hunting for the Higgs', *Time*, 9 April 2012.
- 'Helping hunt for the Higgs', *Harvard Gazette*, 11 July 2012
- 'Still Harping on the Higgs?', *CUHK Newsletter*, 3 September 2012



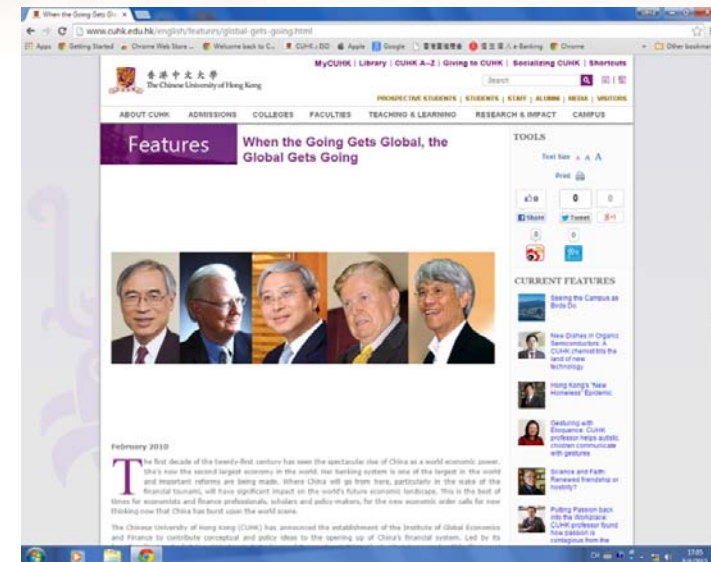
尋找中微子

朱教授是大亞灣中微子振盪實驗國際團隊香港研究組的首席研究員。這個實驗共有二百多位科研人員參與，他們來自中國內地、美國、台灣、俄羅斯及捷克的三十九所院校。大亞灣的實驗有助解答一些令科學家困惑已久的有關中微子的問題。

Thirty-three years after his *Alien* started the cult of the thorax-bursting body snatchers, director **Ridley Scott** gave us a prequel to the saga in the form of *Prometheus*. The actions in the latter film have not only gone back in chronological time but also redirected the seemingly doomed space journey towards the origin of the human race.

Use familiar, attractive headlines (from well-known phrases, songs, books and movies)

- 'When the Going Gets Global, the Global Gets Going'
(CUHK web article, Feb. 2010)



- 'Streets of London'
(CUHK web article, Oct. 2011)



Who are the Freelancers?

- Writers
- Translators
- Photographers
- Designers
- Printers?
- Student helpers?



How are they engaged?

- By the hour
- By the job
- By retainer



PROS

- Affordable
- Flexible
- Added resource
- Industry standards (e.g., photography, design, IT trends and practices)



CONS

- Busy or choosy
- Mercenary or artsy
- Not so competent / quality control
- Companies have their own rules and/or contracts



A Few Protocol Tips

- Lists of freelancers / contractors
- Referral and declaration of interest
- Standard contract (deliverable, deadline, deposit, revisions, payment, termination, credit, copyright, etc.)



A Few Management Tips

- Know their strengths and weaknesses
- Keep them alive (refer other jobs at times)
- Grow them or learn from them



- Give clear instructions and timeline
- Check progress from time to time
- Style edit them
- Allow enough lead time (avoid last-minute job)

