

AMA Manual of Style

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Advertorials

Annette Flanagin

Print Publication Year: 2007 Published Online: 2009
ISBN: eISBN:
Item type: section

Publisher: Oxford University Press
DOI: 10.1093/jama/9780195176339.022.253

An advertorial is an ad that imitates editorial content or presents content in an editorial-like format, such as using text, tables, or figures in a manner similar to the journal's editorial content. During the early 1990s, following a decline in the biomedical advertising market, advertorials became more common. The ASME developed guidelines for special advertising sections, which may help a publication maintain its integrity if it publishes advertorials (see Table). Companies may submit advertisements that provide information on a topic pertaining to a product the company markets (or plans to market) but that do not name any commercial product.

Affiliation Notes That Would Not Fit on Page 1

Cheryl Iverson

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Limited space on the first page of an article may sometimes not allow the author affiliation footnote to appear on the first page. If the author affiliation footnote does not fit there, it would appear at the end of the article, after the acceptance date and the online-publication-ahead-of-print information, if applicable. |

Age

Roxanne K. Young

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Discrimination based on age (young or old) is ageism. Because the term elderly connotes a stereotype, avoid using it as a noun. When referring to the entire population of elderly persons, use of the elderly may be appropriate (as in the impact of prescription drug costs on the elderly, for example). Otherwise, terms such as older persons, older people, elderly patients, geriatric patients, older adults, older patients, aging adults, persons 65 years and

older, or the older population are preferred. Note: In studies that involve human beings, age should always be given specifically. Researchers in geriatrics may use defined terms

Age and Sex Referents

Roxanne K. Young

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Use specific terminology to refer to persons' age. See also , Inclusive Language, Age. Neonates or newborns are persons from birth to 1 month of age. Infants are children aged 1 month to 1 year (12 months). Children are persons aged 1 to 12 years. Sometimes, children may be used more broadly to encompass persons from birth to 12 years of age. These persons may also be referred to as boys or girls. Adolescents are persons aged 13 through 17 years. They may also be referred to as teenagers or as adolescent boys or adolescent girls, depending on context. Adults

Agencies and Organizations

Roxanne K. Young

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Many organizations (eg, academies, associations, government agencies, research institutes) are known by abbreviations or acronyms rather than by their full names. Some of these organizations have identical abbreviations (eg, AHA for both American Heart Association and American Hospital Association). Therefore, to avoid confusion, the names of all organizations should be expanded at first mention in the text and other major elements of the manuscript, with the abbreviation following immediately in parentheses, in accordance with the guidelines offered in , Clinical, Technical, and Other Common Terms. The article the is often used with abbreviated forms of agencies and organizations (eg, the

Allegations Involving Manuscripts Under Editorial Consideration

Annette Flanagin

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with authors and institutional authorities, the editor should take care to maintain confidentiality and should follow the same procedures described in , Editorial Policy and

Allegations Involving Unresolved Questions of Scientific Misconduct

Annette Flanagan

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Alphabetization and Sorting

Bruce McGregor and Harriet S. Meyer

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Alphabetization in indexes begins with the first letter of the term, eg, G period G phase G protein Commas precede letters in sorting order (examples from Thomas).cold, common cold agglutinin disease Vibrio, noncholera Vibrio cholerae infection Other punctuation is ignored. Omsk hemorrhagic fever virus O'nyong-nyong virus For entries that are identical except for case, choose whether uppercase or lowercase will take precedence in sorting and be consistent throughout the index. ab11, 99, 106 110 Ab11, 95, 100 103 Brca1, 112 BRCA1, 54, 804 809 When an identifier in parentheses is used to clarify similar terms, the identifier may be included

Anatomy

Roxanne K. Young

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Authors often err in referring to anatomic regions or structures as the “right heart,” “left chest,” “left neck,” and “right brain.” Generally these terms can be corrected by inserting a phrase such as “part of the” or “side of the.” right side of the heart; right atrium; right ventricle left side of the chest; left hemithorax left aspect of the neck right hemisphere [query author] ascending [not right] and descending [not left] colon Where appropriate, use

specific anatomic descriptors: The upper extremity comprises the arm (extending from the shoulder to the elbow), the forearm (from the elbow to the wrist),

Apgar Score

Harriet S. Meyer

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,This score is an assessment of a newborn's physical well-being based on the 5 parameters of heart rate, breathing, muscle tone, reflex irritability, and color, each of which is rated 0, 1, or 2; the 5 ratings are then summed. The Apgar score is often reported as 2 numbers, from 0 to 10, separated by a virgule or forward slash, reflecting assessment at 1 minute and 5 minutes after birth. In general medical journals, however, it is best to specify the time intervals, especially as the Apgar score may be assessed at other intervals, eg, 10, 15, or 20 minutes.