

A monthly newsletter brought to you by **JournalEdit** — your editing partner.

## What's new at JournalEdit?



**We're on WeChat!** Earlier this month, we launched a channel on WeChat to stay connected with our customers in China. We send subscribers weekly newsfeeds with English language tips, interactive content, and the latest headlines in science research. The newsfeeds are published in Mandarin. Our first post saw over 300 views! Scan the QR code (left) and join us.

Did you know that WeChat is one of the world's largest standalone mobile apps? With more than 900 million daily active users, it's rapidly growing in popularity—especially in Asia. Give it a try!

## Research Community Highlights

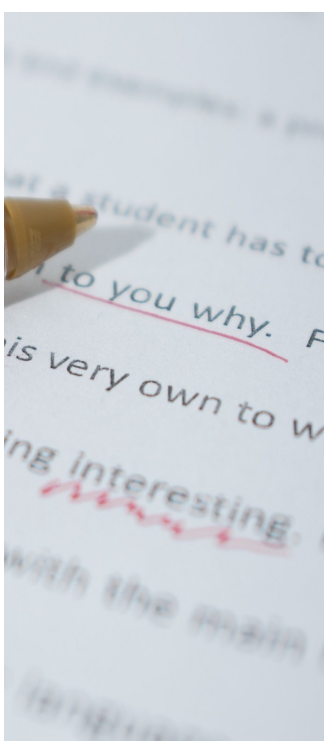


**Reversing autism?** New research from the University of Buffalo reveals the first evidence that it may be possible to alleviate the behavioral symptoms of autism using an FDA-approved anti-cancer drug. The treatment was validated in a laboratory study with mice. Clinical trials on humans are likely to be years away, but this is a promising breakthrough for a disorder that affects millions globally. [Read more.](#)

**Toothpaste marketing hype?** Consumer brands are increasingly promoting specialty toothpaste products offering protection against dental erosion or hypersensitivity—but do they actually work? A study conducted by the University of Bern found a limited mitigating effect and minimal statistical variation between products. The authors of the study note that specialty toothpastes can provide a benefit, but they should be used as a complement to other treatment measures (not as a stand-alone remedy). [Read more.](#)

**Goodbye to Stephen Hawking.** World-renowned physicist and celebrity academic Stephen Hawking passed away this week at the tender age of 76. Inspiring adults and children alike to explore the mysteries of space, Dr. Hawking will long be remembered for his contributions to cosmology and quantum theory. [Read more.](#)

## English Language Tips



**When referencing a decade in time (e.g., 1970-1980), which phrase is correct: "in the 1970's" (with apostrophe) or "in the 1970s" (without apostrophe)?**

Most modern style guides suggest omitting the apostrophe.

*Example #1 (correct): In the 1970s, airlines in the U.S. competed vigorously for passengers as domestic airline travel became increasingly popular among business travelers.*

**In the example above, is "the" required before 1970s?**

As a general principle, an article (a, an, the) is usually required preceding the referenced decade.

*Example #2 (incorrect): The business was founded in 1980s.*

*Example #3 (correct): The business was founded in **the** 1980s.*

*Example #4 (correct): **The** 1990s brought a step change in the wealth of many homeowners as property prices climbed rapidly.*

A notable exception to the 'rule of thumb' described above is when the decade is used as an adjective rather than as a noun.

*Example 4 (correct): The most commonly owned breed of dog in 1970s Britain was the Welsh Corgi.*

*Example 5 (correct): Every 1960s fashion icon contributed their own signature style to the decade.*

## Notable Quotes



### Inspiration for life:

"Life cannot just be about solving one sad problem after another. There need to be things that inspire you, that make you glad to wake up in the morning and be a part of humanity" - E. Musk, entrepreneur and founder of Tesla & SpaceX

### Research opens doors:

"Do research. Feed your talent. Research not only wins the war on cliché, it's the key to victory over fear and it's cousin, depression." - R. McKee, American writing instructor

### You have to read—to write:

"The greatest part of a writer's time is spent in reading, in order to write: a man will turn over half a library to make one book." - S. Johnson, English writer and poet

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