

Editing
JOUR 2123-001
Fall 2011
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COURSE-SPECIFIC REQUIREMENTS

CATALOGUE/COURSE DESCRIPTION:

Practice in copy editing, headline writing, photo editing, and presentation of news for print and online publications; issues faced by editors in all media are addressed.

PROFESSIONAL VALUES AND COMPETENCIES:

Students will be able to:

- understand and apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy, appropriate style and grammatical correctness; and
- apply tools and technologies appropriate for the communications professions in which they work.

PREREQUISITE(S):

JOUR 2121 – Media Writing

TEXTBOOKS:

When Words Collide: A Media Writer's Guide to Grammar and Style by Kessler, Lauren, and McDonald, Duncan (Thomson-Wadsworth, 2001). ISBN -13: 978-0-495-05025-4. Students should have this textbook from Media Writing (JOUR 2121). There is no need to purchase an updated version.

The Associated Press Stylebook and Briefing on Media Law, Christian, D. (ed.) The Associated Press, 2010. ISBN: 978-0-917-36054-1

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

Cognitive Objectives To Be Mastered (Ability to Explain, Analyze, Understand, Think Critically):

Students will:

- master Associated Press style and the proper use of grammar;
- recognize the importance of accuracy and news worthiness;
- learn the basics of presentation on a printed and web page; and

- be able to work as an editor for a printed or web publication.

Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):

Students will:

- complete weekly editing assignments to test Associated Press style, grammar and accuracy;
- complete assignments that teach the skills necessary to edit a newsletter or printed page; and
- complete a final project that pulls together all of the skills taught in two courses.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR 2123:

Students will:

- discuss in class the role of editors and how they work to ensure a free press and free speech;
- discuss and present examples of quality work;
- discuss how editors shape news judgment and help citizens make sense of the world;
- complete weekly quizzes and two exams to apply the knowledge of grammar, style and editing issues; and
- complete weekly assignments and a final project to teach them the basics of editing, headline writing and modular design. The assignments and final projects will be completed using basic page layout and photo editing programs.

CLASSROOM FORMAT:

- **Grammar/AP style quizzes** — Students will take a weekly grammar/style quiz focused on grammar, vocabulary and Associated Press Style. Students will not be able to make up a missed quiz, but there will be an extra quiz at the end of the semester for students who miss one.
- **Homework** — Each homework assignment is designed to prepare students for the next class period. Some homework assignments will require students to use the InDesign computer program for layout and sizing. Late homework assignments will be accepted the next class period with a one letter grade penalty for each class period it is late.

Here is the homework schedule:

- + Associated Press style: September 6
- + Using InDesign: September 8
- + Fitting an article to a space: September 15
- + Writing headlines: September 22
- + Photos and cutlines: September 29
- + Articles with breakouts: October 4
- + Pulled quotes: October 13
- + News briefs: October 25
- + News jumplines: November 1
- + Layout out a basic page: November 10
- + Putting things in a box: November 17

- **Journals** — Students will keep an editing journal and update it weekly. The journals will be discussed in class and reviewed by the instructor. Each journal entry will include a “word of the week,” a “catch of the week,” a favorite headline of the week, and a favorite passage of the week.

Weekly journal entries should be short—one to two pages including the examples. Late journals will be accepted the next class period with a one point penalty for each class period it is late.

• **Final project** — A final project is due at the end of the semester. It will be a project that calls for students to produce sample pages using articles and art from the Associated Press news wires. The final project is designed to test all of the skills students learned throughout the semester.

• **Mid-term Exam/Final exam** — Students will complete two exams during the semester to ensure they understand the material. The exams will require a modest amount of preparation and study. There will be no opportunities to make up an exam, so students who know they will miss exam days should contact the instructor in advance.

GRADING:

Grammar/AP style quizzes (10 x 15 points each) — 150 points

Homework (11 x 15 points each) — 165 points

Journals (10 x 5 points each) — 50 points

Final project — 40 points

Mid-term/Final exams (35 points each) — 70 points

Attendance — 25 points

TOTAL: 500 points

A = 450-500 points

B = 400-449 points

C = 350-399 points

D = 300-349 points

F = 299 and fewer points

TENTATIVE TIMETABLE:

August 30: Introduction to editing

September 1: Philosophies of style

September 6: Importance of grammar; using InDesign

September 8: News judgment

September 13: Word usage; editing copy to fit a space

September 15: Spelling; using wire copy

September 20: Introduction to headlines

September 22: Punctuation; more on headlines

September 27: Choosing photos

September 29: Internet and digital curation; selecting breakouts

October 4: Checking facts; writing outlines

October 6: A process for editing; deckheads, subheads

October 11: Using quotes; review for Mid-term Exam

October 13: Mid-term Exam

October 18: Fall Break (no class)

October 20: Consistency; news briefs

October 25: Web search optimization

October 27: Video editing; article jumps

November 1: Editing for the Web; editing for broadcast

November 3: First Amendment conference @ University Center

November 8: Basic modular design

November 10: Jargon, acronyms and clichés

November 15: Basic modular design for print and Web; putting things in a box

November 17: Typography and its relevance

November 22: Photos in design; photo editing

November 24: Thanksgiving Holiday (no class)

November 29: Use of graphics; libel issues

December 1: Privacy, copyright, trademark issues; sensitivity in use of language; review for Final Exam

December 6: Turn in final projects; Final Exam

DEPARTMENT POLICIES

E-MAIL:

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

CELL PHONES:

You must turn them off during class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g., with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another course. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

CHEATING:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

ONLINE SETEs:

You are urged to complete the SETEs evaluation of the course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that course. How to access your evaluation forms: Log in using your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower to coordinate reasonable accommodations for students with documented disabilities.

EXIT EXAM FOR ALL JOURNALISM MAJORS:

All Journalism majors are required to take the Journalism Exit Exam their last semester before graduation. Please contact the Journalism office staff anytime during the semester to sign up. You may take the test anytime there are open lab hours during the semester. You will not be certified to graduate until you have completed the test.

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to:

- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communication;
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts; and
- apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.