

Editing

JOUR 2123-01

Spring 2011

8-9:25 a.m. Tuesdays-Thursdays/Meeman 206

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9 to 11:30 a.m. Mondays, 1 to 3:30 p.m. Thursdays

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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 FOR EDITING:

- 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 and fairness, clarity, appropriate style and grammatical correctness.
- Apply tools and technologies appropriate for the communications professions in which they work.

PREREQUISITE:

Media Writing, Journalism 2121

TEXTBOOKS:

- Kessler, Lauren and McDonald Duncan *When Words Collide: A Media Writer's Guide to Grammar and Style* (Thomson-Wadsworth, 2001). Students should have this from Media Writing. No need to buy an updated version.
- *The Associated Press Stylebook* (New York: Basic Books, 2007).

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:**Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically):**

- Students will master AP style the use of proper grammar.
- Students will recognize the importance of accuracy and news worthiness.
- Students will learn the basics of presentation on a printed and web page.
- Students will 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 AP style, grammar and accuracy.
- Students complete assignments that teach the skills necessary to edit a newsletter or printed page.
- Students will complete a final project that pulls together all the skills taught in two courses.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR EDITING:

- Students will discuss in class the role of editors and how they work to ensure a free press and free speech.
- Students will discuss and present examples of quality work.
- Students will discuss how editors shape news judgment and help citizens make sense of the world.
- Students will complete weekly quizzes and two exams to apply the knowledge of grammar, style and editing issues.
- Students will 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/style quizzes** – Every Wednesday at the start of class students will begin with a grammar/style quiz focused on grammar, vocabulary and AP 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 schedule:
 - 1 – AP Style – Jan. 20.
 - 2 – Using Indesign – Jan. 27.
 - 3 – Fitting a story to a space – Feb. 3.
 - 4 – Writing headlines – Feb. 10.
 - 5 – Photos and cutlines – Feb. 17.
 - 6 – Stories with breakouts – Feb. 24.
 - 7 – Pulled Quotes – March 3
 - 8 – News Briefs – March 17.
 - 9 – News Jumplines – March 24.
 - 10 – Laying out a basic page- April 7.
 - 11- Putting things in a box – April 14.
- **Journals** – Students will keep an editing journal and update it weekly. The journals will be collected every Wednesday and discussed in class that day. Each journal entry will include a “word of the week,” a “catch of the week,” a favorite headline of the week and favorite passage of the week. Weekly journal entries should be short, just one to two pages not 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 AP news wires. The final project is designed to test all the skills students learned throughout the quarter. Late assignments will be accepted with a one letter grade per day penalty. It is due on April 28.

- **Mid-term Exam/final exam** – Students will complete two exams during the quarter to ensure all are understanding 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/style quizzes (10 at 15 points each)	150
Homework (11 at 15 points each)	165
Journals (10 of them at 5 points each)	50
Final project	40
Final/Mid-term exam (35 points for final, 35 for mid-term)	70
Attendance	25
TOTAL	500

**TENTATIVE TIMETABLE:
Class Schedule for Editing**

Date	Topic	Media Writer's Handbook AP Stylebook	Due this class
Jan. 13	Introduction to editing; philosophies of style		
Jan. 18	Importance of grammar; Using Indesign program		Homework 1- AP Style
Jan. 20			
Jan. 25	News judgment	MWH 1, 2 AP A,B	Grammar/Style Quiz 1 Journal 1
Jan. 27	Word usage; editing copy to fit a space		Homework 2 – Using Indesign
Feb. 1	Spelling; using wire copy	MWH 3, 4, 5 AP C	Grammar/Style Quiz 2 Journal 2
Feb. 3	Introduction to headlines		Homework 3 – Fitting a story into a space
Feb. 8	No class – Instructor is out		
Feb. 10	Punctuation; more on headlines		Homework 4 – Writing headlines
Feb. 15	Choosing photos	MWH 6, 7, 8 AP D, E, F	Grammar/Style Quiz 3 Journal 3
Feb. 17	Internet and digital curation; selecting breakouts		Homework 5 – Photos and cultines

Feb. 22	Checking facts; writing outlines	MWH 9, 10, 11 AP G, H, I	Grammar/Style Quiz 4 Journal 4
Feb. 24	A process for editing; deckheads, subheads		Homework 6 – Stories with breakouts
March 1	Using quotes	MWH 12, 13, 14 AP J, K, L	Grammar/Style Quiz 5 Journal 5
March 3			
March 15	Mid-term Exam		Mid-term Exam
March 17	Consistency; news briefs		Homework 7 – Pulled Quotes
March 22	Web search optimization	MWH 15, 16, 17 18 AP M, N, O	Grammar/Style Quiz 6 Journal 6
March 24	Video editing; article jumps		Homework 8 – News briefs
March 29	Editing for the Web; editing for broadcast	MWH 19, 20, 21 AP P, Q, R, S	Grammar/Style Quiz 7 Journal 7
March 31	Basic modular design		Homework 9 – News jumplines
April 5	Jargon, acronyms and cliches	MWH 22, 23, 24 AP T, U, V, W	Grammar/Style Quiz 8 Journal 8
April 7	Basic modular design for print, Web; putting things in a box		Homework 10 – Laying out a basic page
April 12	Typography and its relevance	MWH 25, 26, 27 AP X, Y, Z, Sports	Grammar/Style Quiz 9 Journal 9
April 14	Photos in design; photo editing		Homework 11 – Putting things in a box.
April 19			
April 21	Use of graphics; libel issues		
April 26	Privacy, copyright, trademark issues	MWH 28, 29, 30 AP Punctuation	Grammar/Style Quiz 10 Journal 10
April 28	Sensitivity in use of language	MWH Reference 1-5 AP whole book	Grammar/Style Quiz Make-up
May 3	Print out final projects		Final project due
May 5	Final Exam		Final Exam

DEPARTMENT POLICIES

EMAIL:

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.

CELLPHONES:

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 class. 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 this Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. 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 Hall 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 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 communications.
- 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;
- 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.