

Editing

JOUR 2123-001

Fall 2014

Tuesdays and Thursdays: 3:55 p.m. – 5:20 p.m.

Meeman Journalism Building Room 202

Kim S. Marks, APR

Available to meet by appointment

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COURSE 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.

PREREQUISITE:

JOUR 2121, Media Writing

TEXTBOOKS:

Required: *Copycrafting: Editing for Journalism Today* by Rosenauer, K. L. (Oxford University Press, 2014). ISBN: 978-0-199-76365-8.

Recommended: *The Associated Press Stylebook and Briefing on Media Law 2014* (The Associated Press, 2014). ISBN: 978-917360-58-9

CLASSROOM FORMAT:

Lecture, lab assignments and outside assignments.

COURSE REQUIREMENTS:

- Assignments will be completed both in and outside the classroom, so attendance and participation are vital. Class time is also valuable for discussions about news and upcoming assignments, so please be on time. **Students who arrive more than 15 minutes late will be counted as absent.**
- Here's how attendance works: You get **three** free passes during the semester. After you cash in the passes, missed classes are reflected in your final grade. For example, if you miss two additional classes, your final grade drops a letter grade. If you miss two more, your grade drops again. It is your responsibility to sign the attendance sheet if you arrive late to class.
- Check the **class eCourseware site** often. Outside reading resources and assignments and deadlines will be current on this site. If you miss a class, it is your responsibility to find out from a classmate or the class eCourseware site what is due. Do not count on me to answer messages about missed work.
- You must stay informed about the news and about newsmakers. It is impossible to be a good editor unless you are informed about local, national and international news.
- **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. All assignments must be filed to the

eCourseware drop box by midnight (11:59 p.m.) on the day they are due. **Late assignments will NOT be accepted.**

- **Grammar/AP style/ news quizzes** — Students will take weekly grammar/style/news quiz focused on grammar, news and Associated Press Style. Students will not be able to make up missed quizzes, but there will be a bonus quiz at the end of the semester.
- **Journals** — Students will keep a **weekly editing journal** in the blog format of their choice. Journals should be updated weekly by midnight (11:59 p.m.) Wednesday. Journals will be discussed in class on Thursday 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, a favorite photo and a favorite passage of the week. Weekly journal entries need to be insightful, not verbose. In other words, tell us **why** you like the work included. **Late journals will not be accepted.**
- **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/photos 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. An additional project may take the place of an exam.

GRADING:

Journals: 15 percent

Quizzes: 15 percent

Outside assignments: 30 percent

Mid-term/Final exams: 20 percent

Final project: 20 percent

CLASS SCHEDULE:

This schedule is subject to change. Any changes will be discussed in class and updated on the class eCourseware page. Readings will be posted on the class eCourseware page before the first day of class.

Week One – Focus: Introduction

- Aug. 26: Review syllabus
What do editors do?
AP Style overview – how the quizzes work
Look ahead – build blogs for journal
- Aug. 28: No class. First journal entry and self-assessment HW due by 11:59 p.m.

Week Two – Focus: Editing basics

- Sept. 2: Quiz 1: Abbreviations & Acronyms
Philosophies of style
News judgment
Using wire copy
- Sept. 4: 3 C's of editing
Self-editing & line editing
Copy editing for print & online

Week Three – Focus: Writing & Grammar

- Sept. 9: Quiz 2: Capitalization
Punctuation & Usage: Commas; Semicolons & Colons; Apostrophes;
and Quotation Marks, Question Marks & Exclamation Points; Hyphens,
Dashes, Ellipses & Parentheses
- Sept. 11: Punctuation & Usage: Irregular Verbs; Problem Pronouns; Prepositions;
and Agreement

Week Four – Focus: First impressions: the lead (AKA the lede)

- Sept. 16: Quiz 3: Numerals
Punctuation & Usage: Wordiness
What's a good lead?
- Sept. 18: Problems with leads
Checking facts
Spelling & word choice

Week Five – Focus: Headlines

- Sept. 23: Quiz 4: Plurals
Introduction to headlines
Writing headlines
- Sept. 25: Print vs. online headlines – What's the difference?
SEO & headlines

Week Six – Focus: Images & captions

- Sept. 30: Quiz 5: Commonly misspelled & misused words
Selecting & editing images
- Oct. 2: Writing captions

Week Seven – Focus: Mid-term

- Oct. 7: Quiz 6: Titles
Mid-term review
- Oct. 9: Mid-term exam

Week Eight – Focus: Design

- Oct. 14: No class – Fall Break
- Oct. 16: Introduction to design principles
Modular design
- Check out: For the top 10 daily front pages from around the world, visit the Newseum’s Daily Top 10 Front Pages. Each weekday, the Newseum chooses the Top 10 most interesting front pages. Selections may focus on dramatic headlines or sensational photos or innovative design. Saturday is reserved for U.S. front pages from the 10 most populous states. English-language newspapers from around the world are Sunday’s focus.

Week Nine – Focus: Typography and its relevance

- Oct. 21: Quiz 7: AP Potpourri & Inclusive Language
Font choices and text types
Type guidelines
- Oct. 23: Web typography
Pull quotes

Week Ten – Focus: Designing pages for print and online

- Oct. 28: Quiz 8
Photos in design
Using graphics
- Oct. 30: Designing for the web – What are the differences?
How web design has changed print

Week Eleven – Focus: Legal & Ethical Concerns

- Nov. 4: Quiz 9
Morals vs. Ethics
Ethics concerns: Diversity
Legal concerns: Privacy; libel; copyright
Inclusive language
- Nov. 6: No class. Journal and ethics blog entry due by 11:59 p.m.

Week Twelve – Focus: Social media

- Nov. 11: Quiz 10
Editing for social media
- Nov. 13: Breaking news
Twitter

Week Thirteen – Focus: Editing for the online audience

- Nov. 18: Quiz 11
Considerations for online editing
- Nov. 20: Content curation
Blogs

Week Fourteen – Focus: Broadcast

- Nov. 25: Bonus Quiz
Editing for broadcast
- Nov. 27: No class – Thanksgiving Break

Week Fifteen – Focus: Wrapping up

- Dec. 2: Final project due
Final exam review
- Dec. 4: No class – Study day

Week Sixteen – Focus: Final Exam

- Dec. 11: Final exam

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR 2123:

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.

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.

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.

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.