

COM 368 — EDITING

Fall 2012 TR 9:30 – 10:45 CB 128

3 hours credit

Dr. Jim Martin

Office CB 120A

Office Hours: **MWF** 8:30 -10:30; **TR** 11:00-noon; other times by appointment.

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TEXTBOOKS

Bowles, Dorothy A. and Borden, Diane L. *Creative Editing*, Sixth Edition.

Boston, Mass.: Wadsworth Cengage Learning, 2011. [Text]

ISBN 13:978-1-4390-8269-0

The 2012 Associated Press Stylebook and Briefing on Media Law. New York: The Associated Press, 2012. [AP] (ISBN-10: 0917360567 ISBN-13: 978-0917360565)

(NOTE: Used copies of the Fourth and Fifth Edition of the text are still available and are acceptable for this class. Likewise, this is the 47th edition of the *AP Stylebook*. Any edition published in the last year or two will be fine. Page numbers of earlier or later editions may differ from those listed in the syllabus.)

Recommended:

Walsh, Bill. *Lapsing Into a Comma*. Lincolnwood, Illinois: Contemporary Books, 2000.

You will also need a flash (thumb) drive. Bring your flash drive and your textbooks, especially the AP Stylebook, to class every day.

SCOPE OF COURSE

The aim of this course is to teach you basic skills in copyediting, proofreading, headline writing and newspaper layout. We will also discuss in detail the concepts of accuracy, objectivity and fairness. We will explore news values and how the decisions made by editors affect the flow of news. The course will also stress how the skills and concepts learned in this course relate to other fields of communication such as radio, television, advertising and public relations, and for high school teachers who may be expected to sponsor school newspapers and yearbooks.

Normally, class sessions will alternate between lectures and labs.

COURSE OBJECTIVES

The prospective teacher will demonstrate:

Standard #	Standard Statement	Assessment
290-3-3-.10 (2)(a)6.(i)	Knowledge of:	
(2)(a)6.(i)(IV)	How students' experiences with various media can enhance their composing processes, communication, and learning.	Unit exams; Final exam; Lab writing assignments; Reporting assignments.
(2)(a)6.(i)(V)	Journalism, including:	Unit exams; Final exam; Lab writing assignments; Reporting

		assignments.
(2)(a)6. (i)(V)II	Processes of producing print and nonprint journalistic media.	Unit exams; Final exam; Lab writing assignments; Reporting assignments.
(2)(a)6.(i)(V)III	Ethical, moral and legal rights and responsibilities of journalists.	Unit exams; Final exam; Lab writing assignments; Reporting assignments.

Students will:

- understand concepts and apply theories in the use and presentation of images and information;
- 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.

In particular, students will:

1. Be able to simplify, clarify and correct language.
2. Know how to make copy conform to AP style.
3. Know how to adjust story length to space requirements.
4. Be able to write headlines.
5. To know how to size and crop photographs.
6. To understand the basic principles of newspaper design and layout.

Additionally, students will:

- learn to think critically, creatively and independently; and
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;

COURSE CONTENT

- A. The Editing Process
- B. Using Correct Grammar and Punctuation
- C. Editing Stories for Structure and Length
- D. Editing and Ethics
- E. Writing Headlines
- F. Editing Pictures and Graphics
- G. Newspaper Layout and Design

CLASSROOM POLICIES

The use of lab computers is a privilege, not a right. Do not turn on the computers until you have been given the go-ahead to do so. ***Do not attempt to change settings or configurations on the eMacs.*** Absolutely no food or drink is allowed in the lab at any time. Men, please remove your hats or caps in the classroom. Do not expect to use class time to balance your checkbook, read your e-mail, write letters home, study for other classes ***or check Facebook.*** CELL PHONE USE INCLUDING SENDING OR RECEIVING TEXT MESSAGES IS NOT ALLOWED DURING CLASS TIME. (Cell phones must be silenced and ***out of sight.***) Students urgently needing to do those things ***will be dismissed from class (unexcused)*** so as not to be distracted by the lecture or class discussion. Cheating is looked upon as a serious offence and will be dealt with immediately and severely. The Department's plagiarism policy is attached.

ATTENDANCE

Journalism professionals are expected to be dedicated and responsible on the job, so punctual attendance in this class is mandatory. Roll will be taken at the beginning of each class. The following written policy regarding absences will be followed in this class: “whenever a student’s cumulative absences (for any reason) — excused or unexcused — exceed the equivalent of three weeks of scheduled classes (six absences), no credit may be earned for the course.” An “F” will be given upon the seventh absence. Students with perfect attendance will have six points added to their lowest test or exam grade. Students with only one absence will have three points added to their lowest test or exam grade. One excused absence (official University absence with proper documentation) will be allowed and will not count against perfect attendance. Anyone arriving after roll call or leaving early will be counted tardy or, if by more than 10 minutes, absent). Three tardies equal one absence. It is the student’s responsibility to change an absence to a tardy if arrival to class is after roll has been taken. (Note: Past experience confirms that students with more than four absences are unlikely to receive more than a “C” grade for the course.) The “WP/WF” period begins Oct. 23 and ends Nov. 26. The last day to drop this class is Nov. 26.

GRADES

Grades for this class will be based on lab exercises, tests and quizzes, a mid-term exam and a final exam, with the exercises counting one-fourth of the final grade, tests and quizzes one-fourth, mid-term one-fourth, and the final exam one-fourth. A final project and any homework will count in with the lab exercises.

Both journalists and classroom teachers are expected to “get it right!” Factual accuracy—including correctly spelled names of people, places, organizations and institutions—is your special responsibility as an editor or teacher. On all written work, inaccuracy, misspelling, poor grammar and typographical errors will significantly affect your grade. When you graduate, they will affect your job.

Journalists also must be reliable. In the profession, missing assignments can cost you your job. Here if you miss a class you are likely to miss a graded assignment or quiz, which will affect your grade. *Quizzes and assignments missed due to unexcused absences may not be made up and no late work will be accepted. Work missed during an excused absence must be made up within two days.*

90-100=A

80-89=B

70-79=C

60-69=D

Below

60=F

ACCOMMODATION STATEMENT

In accordance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, the University offers reasonable accommodations to students with eligible documented learning, physical and/or psychological disabilities. Under Title II of the Americans with Disabilities Act (ADA) of 1990, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Amendment Act of 2008, a disability is defined as a physical or mental impairment that substantially limits one or more major life activities as compared to an average person in the population. It is the responsibility of the student to contact Disability Support Services to initiate the process to develop an accommodation plan. This accommodation plan will not be applied retroactively. Appropriate, reasonable accommodations will be made to allow each student to meet course requirements, but no fundamental or substantial alteration of academic standards will be made. Students needing assistance should contact Disability Support Services (256-765-4214).

DEPARTMENT OF COMMUNICATIONS ACADEMIC HONESTY POLICY (attached)

Academic Honesty Policy Department of Communications

Academic Honesty. All members of the university community are expected to be honorable and observe standards of conduct appropriate to a community of scholars. Students are expected to behave in an ethical manner. Individuals who disregard the core values of truth and honesty bring disrespect to themselves and the University. A university community that allows academic dishonesty will suffer harm to the reputation of students, faculty and graduates.

It is in the best interest of the entire university community to sanction any individual who chooses not to accept the principles of academic honesty by committing acts such as cheating, plagiarism or misrepresentation. Offenses are reported to the Vice President for Academic Affairs and Provost for referral to the University Student Discipline System for disposition. (*University of North Alabama Catalog.*)

Any act of dishonesty in academic work constitutes academic misconduct. That includes, but is not necessarily limited to, the following: (1) Cheating—using or attempting to use unauthorized materials, information, or study aids in any academic exercise; (2) Plagiarism—representing the words, ideas, or data of another as one's own in any academic exercise; (3) Fabrication—unauthorized falsification or invention of any information or citation in an academic exercise; (4) Aiding and Abetting Academic Dishonesty—intentionally or knowingly helping or attempting to help another student commit an act of academic dishonesty.

Plagiarism is the representation of the work of another person as one's own. In a digital world, the copying of text, graphics, audio and video, can be easily accomplished; the sharing or borrowing of ideas and information may seem perfectly legitimate but taking or borrowing those ideas and failing to provide reference information about the original source for the idea or information, is plagiarism.

Material used in student papers, speeches, electronic media productions or other assignments is expected to be the student's own work unless properly identified as the work of others. In written work, identification consists of quotation marks, footnotes or endnotes, indentation or spacing change, usually in combination. A speaker may indicate "according to ..." or other words to attribute quoted material. Electronic productions such as films, videos, etc., should use a means of citation appropriate to the work. Electronic productions are never exempt from the responsibility of identifying and citing appropriate sources.

In some cases attribution may not be necessary, for example, if a phrase or section is so commonly known that there could be no possibility of believing the student was claiming the work to be his/her own.

When a student attempts to present a speech or other assignment prepared by someone else as her/his own work, this could be plagiarism but it is more likely cheating. The instructors in the Department of Communications will never approve of the use of materials previously submitted by another student. If you attempt to reuse or recycle a speech or paper (and any accompanying materials such as PowerPoint presentations, handouts, etc.) written by someone else, this is cheating. If you give a paper or electronic document to another student, and that student uses or attempts to reuse that work in another course, you are guilty of aiding and abetting academic dishonesty.

If an instructor believes a student has committed cheating, plagiarism, fabrication or aiding and abetting academic dishonesty, he/she will refer the offender to the department head for investigation. The department head and instructor will meet to discuss the matter. If they concur that cheating, plagiarism, fabrication or aiding and abetting academic dishonesty has occurred, the student will receive a grade of F or WF in the course in which the offense occurred. During this process the student will be permitted to bring evidence that the plagiarism has not occurred. The Department of Communications will pursue issues of academic honesty for currently enrolled and former students.

Additional sanctions by the University are possible, including expulsion from the university.

My signature indicates that I have read and understand the Academic Honesty Policy from the Department of Communications. I agree to adhere to these guidelines, to the best of my ability, and I am aware of the consequences of policy violations.

Name (PRINT): _____ Class: _____

Signature: _____ Date: _____

A copy of this policy is provided with your syllabus for your records.

Course Content

<i>Week</i>	<i>Subject</i>	<i>Textbook Reading</i>
(Aug. 23)	Introduction	
1 (8/28 8/30)	“The Copy Editor’s Job”	Text Chap. 1
2 (9/4 9/6)	“Grammar and Punctuation” AP Stylebook: “A Guide to Punctuation” (Walsh ix-94)	Text Chap. 2
3 (9/11 9/13)	“Style”	Text Chap. 3 (Walsh 95-150)
4 (9/18 9/20)	“Checking Facts” [Test 1 Tentative]	Text Chap. 4 (Walsh 37-39)
5 (9/25 9/27)	“AP Stylebook”	AP Stylebook (Walsh 151-227)
6 (10/2 10/4)	“Editing Stories”	Text Chap. 5
7 (10/9 10/11)	TBA	
8 (10/16 10/18)	“Legal Concerns” [Mid-term] Manual”	Text Chap. 6 AP Stylebook: “Libel
9 (10/23 10/25)	“Ethics”	Text Chap. 7 (Walsh 41-64)
10 (10/30 11/1)	“Typography”	Text Chap. 8
11 (11/6 11/8)	“Writing Heads”	Text Chap. 9 (Walsh 65-69)
12 (11/13 11/15)	“Photos and Infographics” [Test 2 Tentative]	Text Chap. 10 AP: “Photo Captions”
13 (11/20)	“The High School Newspaper” [No class 11/22, Thanksgiving]	
14 (11/27, 11/29)	[Lesson Plan Project Due] Presentations Presentations <i>continued</i>	
15 (12/4)	“Layout and Design”	Text Chap. 11

[No class 12/6, Study day]

Final Exam: Monday, Dec. 10, 2012 — 10:15-noon.

COM 368

Quiz 1

This quiz is “open syllabus.” Use your handout to answer the following questions:

1. Name of course _____
2. Name of instructor _____
3. Primary textbook _____
4. First course objective _____
5. When will roll be taken? _____
6. How many tardies equal one absence? _____
7. What is the reward for perfect attendance? _____
8. What is plagiarism? _____
9. What materials should you bring with you to class each time? _____

10. What is the grading scale for an “A”? _____

I have received a copy of the syllabus for COM 368. I have read the syllabus and have been offered an opportunity to ask questions about it. I understand and agree to the requirements in this syllabus.

Name _____

Date _____

(The Department of Communications Honesty Policy is printed on the reverse side of this quiz. Please read, sign and date.)

Information Sheet

(Please Print)

Name _____

Major _____ Minor _____

Hometown _____

Local address _____

Permanent address _____

Cell phone number _____

Alternate E-mail address _____

List the newspapers and magazines you read as you were growing up.

Newspapers _____

Magazines _____

Do you know anyone famous? _____

What media experience do you have? _____

List two or three interesting facts about yourself:
