Journalism 61-224: Editing
Tuesday/Thursday 3 p.m. to 5:10 p.m.
Lecture and Lab / Sage Hall Room 3422 / Fall 2012

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Required Textbooks and Materials
The Art of Editing in the Age of Convergence, Brian S. Brooks, James L. Pinson (Pearson, Ninth Edition, 2009.) Both text and student workbook are required. Note: an electronic version of the text is available at a substantially lower price than the hardcover text.

The Associated Press Stylebook, most recent edition preferred.

You are expected to bring your textbook, student workbook, The Associated Press Stylebook, and pencils to every class. You must also have the ability to access and backup your electronic files with a jump drive, Titan Files or other means at every class.

Description and Objectives
Editing is a crucial skill in every facet of writing across print, broadcast and online media. People make mistakes. Editors help to identify and correct those mistakes whether they be errors in logic, fact, grammar or style. Editors also help make copy easier to digest by providing elegant layout solutions (print and online) as well as smooth flow and transitions (broadcast).

It goes without saying that this course is imperative for those of you considering a career as an editor. However, this course is just as important for those of you who do not plan on becoming editors. Why? Because you need to know how to skillfully enhance the work of others in order to become a valuable member of a production team. And perhaps most importantly, you must learn how to cast a critical eye on your own work.

The following course objectives have been identified by Dr. Vincent Filak and Mr. Miles Maguire. By the end of this class you should be able to:

- Know when and how to use the Associated Press Stylebook and other important reference works
- Evaluate and improve the copy of others by examining it for inaccuracies, missing content, poor word choice, spelling error, problems with grammar, structure and other issues
- Rewrite leads and rework copy to improve flow, structure and news value
- Recognize potentially libelous, unsubstantiated or imbalanced stories

- Compose accurate, strong and interesting headlines and broadcast leads
- Be able to use news judgment to categorize and rank a group of news items
- Make informed choices regarding photo selection, sizing and cropping
- Write photo captions, graphic chatter, refer boxes and other minor text elements
- Address issues of multiculturalism and understand the value of diversity in news coverage
- Understand the basics of good design and demonstrate some basic design skills
- Aggregate and curate appropriate articles for a Web audience
- Set hypertext links in individual articles to maximize usability
- Optimize headlines for search engines
- Respond to the time demands of the online environment
- Publish to the Web using a simple content management system

Academic Integrity
Be sure to read the following university policy:

University of Wisconsin Oshkosh Student Discipline Code

UWS 14.01 Statement of principles.
The board of regents, administrators, faculty, academic staff and students of the University of Wisconsin System believe that academic honesty and integrity are fundamental to the mission of higher education and of the university of Wisconsin system. The university has a responsibility to promote academic honesty and integrity and to develop procedures to deal effectively with instances of academic dishonesty. Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. Students who violate these standards must be confronted and must accept the consequences of their actions.

UWS 14.03 Academic misconduct subject to disciplinary action.

(1) Academic misconduct is an act in which a student:

(a) Seeks to claim credit for the work or efforts of another without authorization or citation;

(b) Uses unauthorized materials or fabricated data in any academic exercise;

(c) Forges or falsifies academic documents or records;

(d) Intentionally impedes or damages the academic work of others;

(e) Engages in conduct aimed at making false representation of a student's academic performance; or student's academic performance; or

(f) Assists other students in any of these acts.

(2) Examples of academic misconduct include, but are not limited to: cheating on an examination; collaborating with others in work to be presented, contrary to the stated rules of the course; submitting a paper or assignment as one's own work when a part or all of the a paper or assignment as one's own work when a part or all of the paper or assignment is the work of another; submitting a paper or assignment that contains ideas or research of others without appropriately identifying the sources of those ideas; stealing examinations or course materials; submitting, if contrary to the rules of a course, work previously presented in another course; tampering with the laboratory experiment or computer program of another student; knowingly and intentionally assisting another student in any of the above, including assistance in an arrangement whereby any work, classroom performance, examination or other activity is submitted or performed by a person other than the student under whose name the work is submitted or performed.

Plagiarism is the copying of information from a source without citing the source. This is especially applicable in this class and will result in a failing grade.

Attendance and Participation
Attendance will be taken regularly. Late major assignments will be subject to a point deduction equal to one letter grade per day. Exercises, minor assignments and quizzes done in class cannot be made up for credit if missed.

Attendance, however, is not enough. You should read assignments before class meetings in order to participate in class and perform adequately on quizzes and in-class assignments.

It is also unacceptable to check e-mail and otherwise use the Internet or other software applications on the computers or on personal electronic devices for non-related purposes during class. This is considered unprofessional behavior and is a distraction to other students as well as the instructor. Continual use of the computer or personal electronic devices on unrelated activities during class will lower your final grade.

Grading
Regular quizzes will cover material in reading assigned for that week, assignments, lecture and discussion. Major assignments will be described in an accompanying handout. Minor assignments will be graded with a check plus (worth 2 points), a check (worth 1 point) or a check minus (worth 0 points). Attendance, professionalism, and participation during class, lab and group projects will also be considered when determining final grades.

Quizzes:	10 percent
Class participation/minor assignments:	10 percent
Major assignments:	55 percent
Final:	25 percent

Reading Assignments
Reading assignments must be completed prior to class meetings. The following schedule may be subject to change:

Week 1	
Sept. 6	Chapter 1: Editing for Today's Changing Media
	Chapter 2: The Editor and the Audience
Week 2	
Sept. 11	Chapter 3: The Editing Process
	Quiz #1 (on Chapters 1, 2, 3 and 4)
Sept. 13	Chapter 4: Macro Editing for the Big Picture
Week 3	
Sept. 18	Chapter 5: Macro Editing for Legality, Ethics and Propriety
	Quiz #2 (on Chapter 5)
Sept. 20	Chapter 5 continued
	Major #1 due
Week 4	
Sept. 25	Chapter 6: Micro Editing for Precision in Language
	Quiz #3 (on Chapter 6)
Sept. 27	Chapter 6 continued
	Major #2 due
Week 5	
Oct. 2	Chapter 7: Holistic Editing: Integrating the Macro and the Micro
	Quiz #4 (on Chapter 7)
Oct. 4	Chapter 7 continued
	Major #3 due
Week 6	
Oct. 9	Chapter 8: Writing Headlines, Titles, Captions and Blurbs
	Quiz #5 (on Chapter 8)
Oct. 11	Chapter 8 continued
	Major #4 due
Week 7	
Oct. 16	Chapter 9: Using Photos, Graphics and Type
	Quiz #6 (on Chapter 9)
Oct. 18	Chapter 9 continued
	Major #5 due

Week 8	
Oct. 23	Chapter 10: Editing Newspapers
	Quiz #7 (on Chapter 10)
Oct. 25	Chapter 10 continued
	Major #6 due
Week 9	
Oct. 30	Chapter 11: Editing Magazines and Newsletters
	Quiz #8 (on Chapter 11)
Nov. 1	Chapter 11 continued
	Major #7 due
Week 10	
Nov. 6	Chapter 12: Editing for the Web
	Quiz #9 (on Chapter 12)
Nov. 8	Chapter 12 continued
	Major #8 due
Week 11	
Nov. 13	Chapter 13: Editing for the Broadcast Media
	Quiz #10 (on Chapter 13)
Nov. 15	Chapter 13 continued
	Major #9 due
Week 12	
Nov. 20	Chapter 14: Editing in Other Fields
	Quiz #11 (on Chapter 14)
Nov. 22	Thanksgiving: No Class
Week 13	
Nov. 27	Chapter 14 continued
Nov. 29	Chapter 14 continued
	Major #10 due
Week 14	
Dec. 4	Chapter 15: The Editor as Coach
	Quiz #12 (on Chapters 15 and 16)
Dec. 6	Chapter 16: The Editor as Manager and Leader
	Major #11 due
Week 15	
Dec. 11	Final
Dec. 13	Conferences