

PELLISSIPPI STATE COMMUNITY COLLEGE  
MASTER SYLLABUS

**EDITING  
JOU 2030**

**Class Hours: 3.0**

**Credit Hours: 3.0**

**Laboratory Hours: 1.0**

**Revised: Fall 2012**

**Catalog Course Description:**

Methods and practice in judging news, editing copy, writing headlines and designing newspapers and magazines. Emphasis on precise word use and news display. Writing skills specific to newspapers and magazines.

**Entry Level Standards:**

Prior course work is required in ENGL 1010. Prior course work in mass communications or journalism is not required. However, it is suggested that prior work in either CMN 1500 or JOU 2000 will be extremely helpful. Editing may serve the student as the foundation course for further work in mass communications and journalism. Minimal typing skills are also required (i.e., keyboarding skills). Specific knowledge of the word processing program used is not required, but is suggested. Unless otherwise specified for a given assignment all work **MUST** be typed, and most of it must be done on computer.

**Prerequisite:**

ENGL 1010 or COMM 1020

**Textbook(s) and Other Course Materials:**

Christopher Harper and The Indiana Group, *Journalism 2001* (Boulder, Colo.: Coursewise Publishing Inc., 1998), and the latest edition of the AP Stylebook & Libel Manual are the required textbooks for the course. Students should also have a copy of Webster's New World Dictionary.

**I. Week/Unit/Topic Basis:**

<b>Week</b>	<b>Topic</b>
1	Introduction to the course. Reporting as _story._ The job of a reporter. The job of a copy editor.
2	Finding the story.
3	Researching the story. Computer-assisted reporting.
4	The interview. Beats. Covering the big story.
5	Writing the story.
6	Editing the written word.
7	Editing the written word, continued.

- 8 Review and midterm
- 9 Reading to write. Writing headlines.
- 10 Editing photos, art, infographics. Writing cutlines.
- 11 Basic layout.
- 12 Online journalism.
- 13 Employment in the world of journalism.
- 14 Overview and review. Projects.
- 15 Final Exam Period

## II. Course Goals\*:

The course will:

- A. Enable students to exercise professional judgment in editing news and feature articles for publication. III, IV
- B. Guide students to a working knowledge of writing for journalistic effectiveness. I
- C. Enhance student skills in using a computer-based editing system. I. 4, 5; VII. 1
- D. Encourage students to develop facility in the use of professional terminology. III.
- E. Lead students to follow accepted standards of journalistic editing, such as *The Associated Press Stylebook*. I. 4, 5; III.
- F. Enhance students' understanding of the roles played and responsibilities shouldered by various news professionals. III.
- G. Guide students' design sense as it relates to story impact in the selection of photographs and graphic elements to accompany news and feature stories. I. 4, 6; II. 6

\*Roman numerals after course objectives reference TBR general education goals.

## III. Expected Student Learning Outcomes\*:

The student will be able to:

- 1. Write a news article following standards established by the Associated Press style manual and incorporating industry traditions in terms of pyramid style, proper grammar, punctuation, and spelling. B
- 2. Write an effective lead for a news article. B
- 3. Write a news article that is free of factual errors, based on several sources. B
- 4. Write a feature article following standards established by the Associated Press style manual and incorporating industry traditions in terms of feature style, proper grammar, punctuation, and spelling. B
- 5. Write an effective lead for a feature article. B

6. Write a feature article that is free of factual errors, that explains or clarifies its subject in an engaging fashion. B
7. Edit the articles s/he has produced, using standard proofreader's marks. A,D,E
8. Make corrections to articles on the basis of interpreting another student's proofreader's marks. C,D
9. Describe the various duties of copy editors, reporters, and other editors. F
10. Write a headline that encapsulates its associated story according to accepted journalistic standards. A,B,E
11. Demonstrate a mastery of mechanical considerations in writing of headlines. A,C,E
12. Rewrite wire service copy for use by a hypothetical target publication. A,B,E
13. Explain practical implications of legal strictures on media in the 90s. E
14. Size and crop news and feature photographs for most effective presentation. G
15. Write an effective cutline for a photograph according to accepted journalistic standards. B,G
16. Select typefaces for greatest readability. G
17. Choose most effective size and number of lines for headlines. G
18. Formulate a set of questions to effectively elicit needed information during an interview. B,F
19. Use the telephone effectively as an information-gathering technique. B,F
20. Demonstrate self-control in the face of hostile sources. B,F

\* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

## **V. Evaluation:**

### **A. Testing Procedures: 25% to 35% of grade**

There will be at least one written exams encompassing lecture, text and handouts.  
 The tests will cover both theory and practical application via objective test items, discussion items, and performance items.  
 Each test will cover text material and associated lecture material.

### **B. Laboratory Expectations: 45% to 55% of grade**

Student will write between 4 and 6 articles minimum during the course.  
 Student must submit at least one article per month to the student newspaper for consideration for publication.  
 Student will edit his/her own articles plus several other articles.  
 Student will take part in in-class editing exercises and projects.  
 Student will analyze several newspaper and magazine articles to understand current practice.  
 The analysis may be evaluated through group discussion or through a paper.

### **C. Field Work: 0% to 10% of grade**

The instructor may require a student to interview a working professional in the field or observe the operation of a newspaper or magazine.  
If used, this option may be worth up to 10% of the final grade.

D. Other Evaluation Methods: 10% to 30% of grade

The instructor may, at his/her discretion, give news (current events) and grammar quizzes. The instructor will give a number of AP style quizzes throughout the semester. The quiz portion will comprise 10% to 20% of the final grade. Because the learning methodology requires active participation, another 10% of the final grade will be determined by the instructor on the basis of the student's participation in small group work and in class.

**VI. Policies:**

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

C Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at <http://www.pstcc.edu/sswd/>.

