

## **JRN 3045: EDITING | FALL 2019 SYLLABUS**

Department of Literature, Journalism, Writing, and Languages

**M & W:** 5:30–6:45 p.m. | BAC 104 | 3 units

**Professor Bethany Mavis** | [bmavis@pointloma.edu](mailto:bmavis@pointloma.edu) | 210-378-0078

**Office Hours:** By appointment

### **PLNU MISSION STATEMENT: To Teach. To Shape. To Send.**

PLNU exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

### **LJWL DEPARTMENT MISSION STATEMENT**

Welcome to the Department of Literature, Journalism, Writing, & Languages. Embodying the core values of a Christian liberal arts education in the Wesleyan theological tradition, and focusing on the power of language and story to shape us and our world, the LJWL Department and programs will provide students with knowledge, skills and experiences to equip them to understand, interpret, analyze, evaluate, and create texts as linguistic and/or artistic expressions of diverse human experiences. We value reading, writing, researching, speaking, and discussing as profound means of participating in the redemptive work of God in all of creation.

### **DIVERSITY STATEMENT**

Point Loma Nazarene University is committed to diversity in the classroom, in its publications and in its various organizations and components. Faculty and staff recognize that the diverse backgrounds and perspectives of their colleagues and students are best served through respect toward gender, disability, age, socioeconomic status, ethnicity, race, culture and other personal characteristics. In addition, the Department of Literature, Journalism, Writing, & Languages is committed to taking a leadership position that calls for promoting a commitment to diversity in and out of the classroom and in the practices of writing, journalism, and the study of literature and languages.

### **INCLUSIVE LANGUAGE**

Because the LJWL Department recognizes the power of language, all public language used in this course, including written and spoken discourse, will be inclusive. The standard is outlined by all major academic style guides, including MLA, APA and Chicago, and is the norm in university-level work.

## **COURSE DESCRIPTION AND GOAL**

*Designed to develop the student's ability to improve and clarify all forms of written expression. Genres include newspapers, magazines, books, Internet, as well as other forms of storytelling.*

This class is designed to teach the fundamentals of editing for a variety of print and digital media, from newspaper articles to infographics to social media posts. It intends to teach best practices for editing any type of material with the intention of equipping you to be a successful editor regardless of your area of expertise. It will focus on practical applications intended to prepare you for your future careers in journalism or writing. To accomplish this goal, we will learn by doing.

## **COURSE LEARNING OUTCOMES**

After completing this course, you will be able to do the following:

- Apply the fundamental principles of being an effective editor
- Demonstrate mastery in grammar, spelling, style and writing
- Improve the quality of your own and others' writing
- Recognize errors in a variety of written material types
- Exercise your role as an editor by utilizing tools common in the industry

## **CORE VALUES**

Respect, kindness and openness are essential to making our time together effective. We will value all opinions, points of view, writing styles and genres. We will treat all with kindness, and craft our comments or critiques carefully with thoughtful consideration. We will be open to feedback. We will not be defensive or closed off. We will be motivated to grow and improve, and we will support each other in our common goal. This will be a public discourse and safe environment.

## **REQUIRED TEXTBOOK**

Students will need a copy of *The Associated Press Stylebook 2019 and Briefing on Media Law*, published by Hachette Book Group, June 2019. You may also use the 2018 or 2017 editions of *The AP Stylebook*.

## **ASSIGNMENTS**

During the semester, there will be at least **five assignments** (including one in-class exercise) in addition to quizzes. Assignments include an editorial philosophy paper and two in-class presentations. For the presentations, you will present revisions you recommend based on a piece of writing of your choosing to the class for 10 minutes. In

addition to these assignments, there will be in-class activities and quizzes (announced and unannounced).

### LIST OF ASSIGNMENTS

- Editing philosophy #1
- Presentation
- Partner in-class activity
- Editing research paper
- Editing philosophy #2: final reflection

### GRADING BREAKDOWN

- Assignments: 20%
- Final exam: 20%
- Midterm: 20%
- Participation: 20%
- Quizzes/in-class exercises: 20%

<b>A:</b> 93 – 100	<b>C:</b> 73 – 76
<b>A-:</b> 90 – 92	<b>C-:</b> 70 – 72
<b>B+:</b> 87 – 89	<b>D+:</b> 67 – 69
<b>B:</b> 83 – 86	<b>D:</b> 63 – 66
<b>B-:</b> 80 – 82	<b>D-:</b> 60 – 62
<b>C+:</b> 77 – 79	

### LATE ASSIGNMENTS

All assignments are to be turned in at the beginning of the class session when they are due, including assignments posted in Canvas.

### ATTENDANCE POLICY

Be on time. Be here. Timeliness and attendance speak volumes about how much you care. I know things come up, so communicate with me in advance if you are going to miss class or have to leave early for some reason. **Twenty percent** of your course grade is based on participation, so keep this in mind. You are allowed **four total absences** per semester, and only **two of those absences may be unexcused**.

## EXTRA CREDIT POLICY

Extra credit is available. Please discuss with me if you are interested.

## CELL PHONE POLICY

No cell phones are permitted in class. One phone sighting results in an automatic five points off your next assignment. Be present. Pay attention. Don't make this an issue.

## CLASS SCHEDULE

\*Note: Schedule and topics are subject to change. Some topics covered may not be included on this list.

	<b>WED 9/4: INTRODUCTIONS, COURSE OVERVIEW</b>  <b>Assignment #1 description</b>
<b>MON 9/9: ON BEING AN EDITOR</b> <b>Editing philosophy and best practices</b>  <b>ASSIGNMENT #1 DUE:</b> Editorial philosophy	<b>WED 9/11: MARKS &amp; MARKUPS</b> <b>Editing symbols, tracked changes, PDF markups, InDesign editing, keyboard shortcuts</b>
<b>MON 9/16: COMMON ERRORS</b> <b>Misused and confused words</b>	<b>WED 9/18: COMMON ERRORS, CONT.</b> <b>Apostrophes, commas, semicolons, colons, dashes</b>  <b>Quiz #1: Editing symbols</b>
<b>MON 9/23: A MATTER OF STYLE</b> <b>What is style? Style guidelines, AP style review &amp; AP style changes for 2019</b>  Student presentations assignment description	<b>WED 9/25: STYLE &amp; COMMON ERRORS, CONT.</b> <b>Parallelism, modifiers, capitalization, subject-verb agreement, bulleted lists</b>
<b>MON 9/30: EDITING FOR THE WEB</b> <b>Best practices for editing web content, SEO basics</b>	<b>WED 10/2: GRAMMAR REVIEW</b> <b>Punctuation, hyphens/dashes, Q&amp;A, connective adverbs, conjunctions</b>

Guest speaker: Meghan Roos, Digital News Producer, FOX 5 San Diego	<b>Quiz #2: Common errors</b>
<b>MON 10/7: CLEAR &amp; CONCISE WRITING, PART 1</b> <b>Wordiness, repetition</b>	<b>WED 10/9: CLEAR &amp; CONCISE WRITING, PART 2</b> <b>Active voice, sentence structure</b>
<b>MON 10/14:</b> STUDENT PRESENTATIONS <b>Group 1</b>	<b>WED 10/16: STUDENT PRESENTATIONS</b> <b>Group 2</b>  MIDTERM REVIEW
<b>MON 10/21: MIDTERM</b>	<b>WED 10/23: SELF-EDITING, PART 1</b> <b>Best practices for editing your own work</b>
<b>MON 10/28: SELF-EDITING, PART 2</b> <b>Best practices for editing your own work</b>  Mid-semester grades due	<b>WED 10/30: SELF-EDITING EXERCISE</b>
<b>MON 11/4: DIGITAL &amp; SOCIAL MEDIA</b> <b>Social media, infographics, banner ads, landing pages</b>  Editing research paper assignment description  <b>Quiz #3: AP style review</b>	<b>WED 11/6: NO CLASS</b>  (Work on editing research paper)
<b>MON 11/11: MARKETING &amp; ADVERTISING</b> <b>Brochures, ads, flyers, event communications</b>  <b>Editing research assignment due</b>	<b>WED 11/13: PAIR EXERCISE</b> <b>Partner in-class editing exercise</b>  <b>Editorial philosophy paper #2 description</b>
<b>MON 11/18: PAIR EXERCISE, CONT.</b>	<b>WED 11/20: CITATIONS/REFERENCES</b>

<b>Partner in-class presentation</b>	<b>Credible vs. non-credible sources, formatting, legal considerations</b>  <b>Quiz #4: Miscellaneous topics</b>
<b>MON 11/25:</b> Guest Speaker: Rebecca Paynter, Senior Development Editor at Zovio	<b>WED 11/27:</b> NO CLASS Happy Thanksgiving!
<b>MON 12/2:</b> CUSTOM & SPONSORED CONTENT <b>How to approach paid content</b>	<b>WED 12/4:</b> PITCHING & ASSIGNING STORIES <b>How to work with freelance writers</b>
<b>MON 12/9:</b> MISC. STUDENT-CHOSEN TOPICS  <b>ASSIGNMENT #2 Due: Editing philosophy reflection</b>	<b>WED 12/11:</b> FINAL EXAM REVIEW
<b>MON 12/16:</b> FINAL EXAM 7:30–10:00 p.m.	

### **FINAL EXAMINATION POLICY**

Successful completion of this class requires taking the final examination **on its scheduled day**. The final examination schedule is posted on the [Class Schedules](#) site. No requests for early examinations or alternative days will be approved.

### **PLNU COPYRIGHT POLICY**

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the U.S. Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

### **PLNU ACADEMIC HONESTY POLICY**

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of

another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

### **PLNU ACADEMIC ACCOMMODATIONS POLICY**

While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center ([DRC@pointloma.edu](mailto:DRC@pointloma.edu) or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allow PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

### **PLNU ATTENDANCE AND PARTICIPATION POLICY**

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, the faculty member can file a written report which may result in de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. See [Academic Policies](#) in the Undergraduate Academic Catalog.