

JRN 345: EDITING | FALL 2018 SYLLABUS

T & TH: 5:30–6:45 p.m. | BAC 156

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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 banner ads to Facebook 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.

ASSIGNMENTS

During the semester, there will be **four 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
- Presentation
- Partner in-class activity
- Editing philosophy #2: final reflection

GRADING BREAKDOWN

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

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

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 **two unexcused absences** per semester.

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.

EXTRA CREDIT POLICY

Extra credit is available. Discuss options with me.

CLASS SCHEDULE

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

	<p>THURS 8/30: INTRODUCTIONS, COURSE OVERVIEW</p> <p>Assignment #1 description</p>
<p>TUES 9/4: ON BEING AN EDITOR Editing philosophy and best practices</p> <p>ASSIGNMENT #1 DUE: Editorial philosophy</p>	<p>THURS 9/6: MARKS & MARKUPS Editing symbols, tracked changes, PDF markups, InDesign editing, keyboard shortcuts</p>
<p>TUES 9/11: COMMON ERRORS Misused and confused words</p>	<p>THURS 9/13: COMMON ERRORS, CONT. Apostrophes, commas, semicolons, colons, dashes</p> <p>Quiz #1: Editing symbols</p>
<p>TUES 9/18: A MATTER OF STYLE What is style? Style guidelines, AP style review</p> <p>Student presentations assignment description</p>	<p>THURS 9/20: STYLE & COMMON ERRORS, CONT. Parallelism, modifiers, casing, subject-verb agreement, bulleted lists</p>
<p>TUES 9/25: EDITING FOR THE WEB Best practices for editing web content, SEO basics</p> <p>Guest speakers: Meghan Roos, Web Editor, Womensrunning.com</p> <p>Nicolle Monico, Senior Digital Editor, Competitor.com</p>	<p>THURS 9/27: CLEAR & CONCISE WRITING, PART 1 Wordiness, repetition</p> <p>Quiz #2: Common errors</p>
<p>TUES 10/2: STUDENT PRESENTATIONS Group 1</p>	<p>THURS 10/4: STUDENT PRESENTATIONS Group 2</p>
<p>TUES 10/9: CLEAR & CONCISE WRITING,</p>	<p>THURS 10/11: SELF-EDITING, PART 1</p>

<p>PART 2 Active voice, sentence structure</p> <p>Quiz #3: Miscellaneous topics so far</p>	<p>Best practices for editing your own work</p> <p>MIDTERM REVIEW</p>
<p>TUES 10/16: MIDTERM</p>	<p>THURS 10/18: SELF-EDITING, PART 2 Best practices for editing your own work</p>
<p>TUES 10/23: SELF-EDITING EXERCISE</p>	<p>THURS 10/25: NO CLASS</p>
<p>TUES 10/30: DIGITAL & SOCIAL MEDIA Social media, infographics, banner ads, landing pages</p> <p>Quiz #4: AP style review</p>	<p>THURS 11/1: MARKETING & ADVERTISING Brochures, ads, flyers, event communications</p>
<p>TUES 11/6: GRAMMAR REVIEW Punctuation, hyphens/dashes, Q&A</p>	<p>THURS 11/8: PAIR EXERCISE Partner in-class editing exercise</p> <p>Assignment #2 description</p>
<p>TUES 11/13: PAIR EXERCISE, CONT. Partner in-class presentation</p>	<p>THURS 11/15: CITATIONS/REFERENCES Credible vs. non-credible sources, formatting, legal considerations</p>
<p>TUES 11/20: NO CLASS Enjoy the break!</p>	<p>THURS 11/22: NO CLASS Happy Thanksgiving!</p>
<p>TUES 11/27: VIDEOS & DIGITAL MEDIA Video scripts, transcripts, YouTube descriptions</p>	<p>THURS 11/29: Guest Speaker: Rebecca Paynter, Senior Development Editor at Bridgepoint Education</p>
<p>TUES 12/4: MISC. STUDENT-CHOSEN TOPICS</p> <p>ASSIGNMENT #2 Due: Editing philosophy reflection</p>	<p>THURS 12/6: FINAL EXAM REVIEW</p>

TUES 12/11: FINAL EXAM 7:30–9:00 p.m.	
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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

If you have a diagnosed disability, please contact PLNU's Disability Resource Center (DRC) to demonstrate need and to register for accommodation by phone at 619-849-2486 or by e-mail at DRC@pointloma.edu. See [Disability Resource Center](#) for additional information.

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.