

## **JRN345: EDITING • FALL 2017 SYLLABUS**

**T TH:** 5:30 PM to 6:45 PM • BAC 156

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**OFFICE HOURS:** Tuesdays 6:45 PM to 7:45 PM or by appointment

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

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

### **LJML DEPARTMENT MISSION STATEMENT**

Welcome to the Department of Literature, Journalism and Modern 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 LJML 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, and Modern 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 Literature, Journalism, and Modern Language department recognizes the power of language, all public language used in this course, including written and spoken discourse, will be inclusive. This 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**

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:

- Understand 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
- Possess a keen eye for spotting 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 15-20 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%

<b>A:</b> 93-100	<b>C:</b> 73-76
<b>A-:</b> 92-90	<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	

### 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.

	<b>THURS 8/31:</b> INTRODUCTIONS, COURSE OVERVIEW <b>Assignment #1 description</b>
<b>TUES 9/5:</b> ON BEING AN EDITOR <b>Editing philosophy and best practices</b>  <b>ASSIGNMENT #1 DUE:</b> editorial philosophy	<b>THURS 9/7:</b> MARKS & MARKUPS <b>Editing symbols, tracked changes, PDF and PPT markups, keyboard shortcuts</b>

<p><b>TUES 9/12: COMMON ERRORS</b>  <b>Misused and confused words</b></p> <p><b>QUIZ #1: Editing symbols</b></p>	<p><b>THURS 9/14: COMMON ERRORS, CONT.</b>  <b>Apostrophes, commas, semicolons, colons</b></p>
<p><b>TUES 9/19: A MATTER OF STYLE</b>  <b>What is style? Style guidelines, AP style review</b></p>	<p><b>THURS 9/21: NO CLASS</b></p>
<p><b>TUES 9/26: STYLE &amp; COMMON ERRORS, CONT.</b>  <b>Parallelism, modifiers, casing, subject-verb agreement, bulleted lists</b></p> <p><b>QUIZ #2: Common errors</b></p>	<p><b>THURS 9/28: STUDENT PRESENTATIONS</b>  <b>Group 1</b></p>
<p><b>TUES 10/3: CLEAR &amp; CONCISE WRITING, PART 1</b>  <b>Wordiness, repetition</b></p>	<p><b>THURS 10/5: STUDENT PRESENTATIONS</b>  <b>Group 2</b></p>
<p><b>TUES 10/10: CLEAR &amp; CONCISE WRITING, PART 2</b>  <b>Active voice, sentence structure</b></p> <p><b>QUIZ #3: Misc topics so far</b></p>	<p><b>THURS 10/12: EDITING FOR THE WEB</b>  <b>Best practices for editing web content, SEO basics</b></p> <p><b>Midterm review</b></p>
<p><b>TUES 10/17: MIDTERM</b></p>	<p><b>THURS 10/19: SELF-EDITING PT 1</b>  <b>Best practices for editing your own work</b></p>
<p><b>TUES 10/24: SELF-EDITING PT 2</b>  <b>Best practices for editing your own work</b></p> <p><b>Midyear class evaluation</b></p>	<p><b>THURS 10/26: GUEST SPEAKERS</b>  <b>Ryan Kelley, Sr. Editor, Journal of Emergency Medical Services (JEMS)</b></p> <p><b>Jennifer Sturak, Editor, UCSD Health System</b></p>
<p><b>TUES 10/31: SELF-EDITING EXERCISE</b></p> <p><b>HALLOWEEN FUN</b></p>	<p><b>THURS 11/2: DIGITAL &amp; SOCIAL MEDIA</b>  <b>Social media, infographics, banner ads, landing pages</b></p>

<p><b>TUES 11/7: MARKETING &amp; ADVERTISING</b>  <b>Brochures, ads, flyers, event communications</b></p> <p><b>QUIZ #4: AP style review</b></p>	<p><b>THURS 11/9: GRAMMAR REVIEW</b>  Punctuation, hyphens/dashes, Q&amp;A</p>
<p><b>TUES 11/14: PAIR EXERCISE</b>  <b>Partner in-class editing exercise</b></p> <p><b>Assignment #2 description</b></p>	<p><b>THURS 11/16: PAIR EXERCISE, CONT.</b>  <b>Partner in-class presentation</b></p>
<p><b>TUES 11/21: NO CLASS</b>  Have fun</p>	<p><b>THURS 11/23: NO CLASS</b>  Happy Thanksgiving!</p>
<p><b>TUES 11/28: CITATIONS/REFERENCES</b>  <b>Credible vs non-credible sources, formatting, legal considerations</b></p>	<p><b>THURS 11/30: VIDEOS &amp; DIGITAL MEDIA</b>  <b>Video scripts, transcripts, YouTube descriptions</b></p>
<p><b>TUES 12/5: MISC STUDENT-CHOSEN TOPICS</b></p> <p><b>ASSIGNMENT 2 DUE: Editing philosophy reflection</b></p>	<p><b>THURS 12/7: FINAL EXAM REVIEW</b></p>
<p><b>TUES 12/12: FINAL EXAM</b>  <b>6 PM to 8:30 PM</b></p>	