COM 293: Editing
Shippensburg University, Spring 2021

Introductory Zoom meeting: Thursday, Feb. 4, at 11 a.m.
Weekly class meetings on Zoom, Tuesdays at 11 a.m.
All course materials will be posted to the course D2L site (http://d2l.ship.edu)

Professor
Kyle Heim, Ph.D.

Email
krheim@ship.edu

Office hours
Mondays and Wednesdays, 10:30 a.m. – 1 p.m., via Zoom
Schedule an appointment at https://calendly.com/krheim/officehours.

You are always welcome to meet with me during office hours on Zoom. Sign up for an appointment at the link listed above. If none of the available times works for you, please email me, and we can set up an appointment for a different date and time.

The Zoom link for office hours is posted to the course D2L site in a Content folder labeled "Office Hours." When you click the Zoom link, you will be placed in a virtual "waiting room." Please be patient. I will bring you into the Zoom chat room when I am ready to meet with you.

Course description
This course is designed for students who plan to become professional writers or editors — whether in journalism, public relations or advertising. It teaches students how to edit news for multiple platforms, how to handle copy flow, how to improve written copy and how to design news pages. **Prerequisite:** Students must have achieved a C or better in COM 285 (News Writing and Reporting) to participate in COM 293.

REQUIRED materials

Dynamics of Media Editing (1st edition, 2020). Vincent F. Filak. ISBN: 978-1506379135.

Associated Press Stylebook, 2020 (55th) or 2019 edition, in any format.

Adobe InDesign access: During the second half of the semester, you will need to use Adobe InDesign to create and design newspaper pages. InDesign is part of Adobe's Creative Cloud suite of applications. InDesign is available for free in most campus computer labs and via the Remote Access Tool at https://labs.ship.edu, which provides remote access to campus lab computers. In order to use the Remote Access Tool, you will need a laptop or desktop computer. You cannot use InDesign on a phone or tablet. Alternatively, you may download InDesign (and other Adobe CC applications) at the student discount rate of $19.99 per month from https://www.adobe.com/creativecloud/buy/students.html.
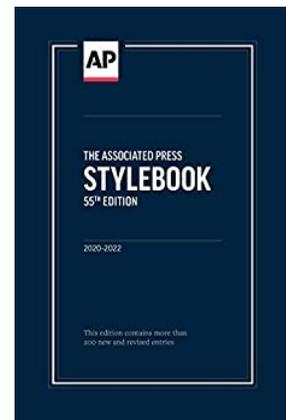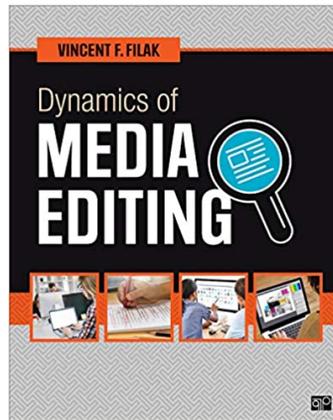
Course goals
COM 293 explores news editing and design. By the end of the semester students will be able to:
➢ develop and apply news judgment
➢ apply Associated Press style
➢ correct grammar and spelling errors in copy
➢ edit copy to improve story structure and flow
➢ edit wire service copy
➢ design and lay out pages using Adobe InDesign software
➢ write effective headlines for print and online
➢ select photos and write cutlines

Professional values and competencies for C/J majors and minors
The Communication/Journalism Department faculty sets the goal of developing within each student core professional values and competencies as defined by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC). The following competencies are addressed in this course:
➢ Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communication
➢ Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
➢ Think critically, creatively and independently
➢ Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
➢ Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
➢ Apply tools and technologies appropriate for the communications professions in which they work

Course format and weekly assignments

Because of the COVID-19 pandemic, COM 293 is **100% online** this semester, using the university's course management system, Desire2Learn (D2L) Brightspace (http://d2l.ship.edu), and Zoom online meeting software (http://ship.zoom.us). Although the course is online, it will cover all the same material as if it were face to face. More information about using D2L and Zoom, including "how-to" videos, is available at http://www.ship.edu/technology/student/resources/.

D2L site: All course materials will be posted to the course D2L site. **It is your responsibility to check the site regularly and make sure you are completing all work and meeting deadlines.**

Weekly content modules: Clicking "Content" in the menu bar at the top of the D2L site will bring up a vertical listing of "modules," organized by week. (NOTE: You will not see the modules for the full semester. As the semester progresses, I will make each week's module available.) Clicking on a weekly module will bring up a listing of all materials for the week.

Zoom meetings: Each module will include a link and the password for the week's Zoom meeting. (NOTE: It will be the same link and password each week.) **We will meet live ("synchronously") as a class Tuesdays at 11 a.m.** We may not meet every week, but you should always assume that we are meeting unless I notify you otherwise (via D2L and/or email). The Zoom meetings will be used for announcements, discussions, assignment explanations, and some editing exercises and practice. **Make sure that you have access to a laptop or desktop computer during the Zoom meetings so that you can complete any editing exercises.** You are strongly encouraged to share your video during the meetings, which will make the meetings more personal and more productive. Be sure to mute your audio when you are not speaking to the class. **NOTE:** If you need to miss a Zoom meeting because of illness, emergency, etc., please notify me via email.

I will keep track of your Zoom attendance and participation, which will be graded as follows at the end of the semester:

➢ **A (36-40 points):** Attended all (or nearly all) Zoom meetings, frequently participated by asking or answering questions, and completed all editing exercises.

➢ **B (32-35 points):** Attended all (or nearly all) Zoom meetings, but only occasionally participated by asking or answering questions.

➢ **C (28-31 points):** Attended all (or nearly all) Zoom meetings, but often did not complete editing exercises.

➢ **D (24-27 points):** Missed several Zoom meetings, or frequently left early or arrived late.

➢ **F (0-23 points):** Rarely attended the Zoom meetings.

Assigned reading: Most weeks will include assigned reading in the "Dynamics of Media Editing" textbook, plus some additional readings, which will be posted to D2L. Pay close attention to the key concepts and terminology. You are encouraged to take notes as you read.

Lecture videos: Watch any lecture videos posted to the week's module. I have uploaded the videos to YouTube and embedded them within D2L. (Let me know if a video is not playing properly.) These videos will expand on concepts introduced in the reading, provide editing tips, and offer advice for completing assignments. You are encouraged to take notes as you watch. YouTube provides captions for the videos (although the captions may have errors), and you may pause the videos and change the playback speed.

Quizzes: Most weeks will include a quiz **covering the week's assigned reading and lecture videos**. **Quizzes must be completed by the end of the day (11:59 p.m.) Sunday.** Failure to do so will result in a score of zero. **Each quiz will consist of 15 questions** in a variety of formats (multiple-choice, true-or-false, short answer, etc.). Some quiz questions may be "comprehension" questions assessing your understanding of the concepts discussed in the readings and videos. Others may be "application" questions assessing your editing skills. **The quizzes are open-book and open-notes, but you will have only 20 minutes to complete them.** If you exceed the 20-minute time limit, you will receive a score of zero. You must complete a quiz in its entirety the first time you open it, and you are not allowed to move back and forth between questions. If you leave the quiz to go to another web page, you may be locked out of the quiz. **You may not retake a quiz**, so make sure that you have a reliable Internet connection and are free from interruptions before you begin. You may not work on the quizzes with a classmate; that is a form of academic dishonesty (see "Plagiarism and academic dishonesty" below). **Your 8 highest quiz scores will count toward your semester grade, and your 2 lowest quiz scores will be dropped.** I drop the 2 lowest scores because I understand that problems such as illness, emergencies, computer glitches, etc., may arise. Because of the possibility that unforeseen problems will arise later in the semester, you should never skip a quiz. **There will be absolutely no make-up quizzes.**

Homework assignments: You will complete several assignments to assess your knowledge of AP style, grammar, spelling and punctuation; your ability to edit stories on deadline; and your ability to write effective headlines and photo cutlines.

Final editing and design project
In addition to the weekly work described above, you will produce a multipage newspaper layout as a final project for the semester. The pages will contain all necessary textual and visual elements, including news stories and accompanying headlines and photos. Stories for the project will be provided by students in the class and supplemented by wire-service copy. You will edit all the stories, write headlines and photo cutlines, and design the pages in Adobe InDesign.

Email communication
➢ In addition to checking the D2L site, please check your Ship email account regularly. I frequently use email to communicate important class information to students. I will contact you at your Ship email address (not your Gmail, Yahoo or other account).
➢ When corresponding with me by email, please **use your Ship account and include a subject line. I am teaching 3 other courses this semester, so always mention that the email is regarding COM 293**. Please allow 24 hours for a response or up to 48 hours on a weekend. I am always happy to answer a question, but check the syllabus and the D2L site to see if it can be answered there first.

Deadlines, course progress
It is your responsibility to make sure that you are completing all work and meeting deadlines. In an online-only course, it is easy to fall behind or become "invisible." **If you run into problems affecting your progress in the course or your ability to meet deadlines, let's chat. Please email me or meet with me on Zoom during office hours so that we can address the situation**.

Quizzes must be completed by the set deadlines. Failure to meet the deadline will result in a score of zero. Only in the most extreme of situations will I reopen a quiz after the deadline has passed, and my definition of "extreme situation" is probably much narrower than yours.

All assignments must be completed by the due dates. Late assignments will be penalized a full letter grade (e.g., from B+ to a C+) for each day past the deadline, unless appropriate arrangements were made in advance. Extensions are granted at my discretion and may require documentation of extreme

circumstances, such as illness or an emergency. Extensions must be requested at least 24 hours before the assignment is due.

Grading

A total of **400 points** are available during the semester, broken down as follows:

Homework Assignments	**total of 160 points**
Weekly Quizzes (top 8 scores; 15 points each)	**120 points**
Final Project	**80 points**
Zoom Attendance and Participation	**40 points**
TOTAL	**400 points**

Point totals at the end of the semester will be converted to letter grades using a percentage-based scale:

Point Total	Grade
372 – 400 (93%)	A
360 – 371.5 (90%)	A-
348 – 359.5 (87%)	B+
332 – 347.5 (83%)	B

Point Total	Grade
320 – 331.5 (80%)	B-
300 – 319.5 (75%)	C+
280 – 299.5 (70%)	C
240 – 279.5 (60%)	D

Point Total	Grade
0 – 239.5	F

NO incompletes will be issued for this course, except in emergency situations as defined by the University catalog.

Grades will be recorded on the course D2L site. It is your responsibility to monitor your grades. Questions regarding grades should be raised when an assignment or exam is returned, not at the end of the semester.

Work in this course will be evaluated and graded according to the following standards:

A/A- = Work that is publishable or usable as is. It has at most only one or two very minor errors in the editing of copy, grammar and spelling, AP style, headline writing, or design and layout. It shows a superior command of facts, news judgment, organization, writing and editing, and design.

B+/B/B- = Work that could be published with some revision. It has some minor writing or editing errors; a few grammar, spelling or AP style mistakes; or some minor flaws in design and layout.

C+/C = An average job. Not work that someone would stop and read or look at unless he or she really needs the information. Some basic organizational or writing problems and/or design and layout flaws.

D = Poor work. It lacks fundamental editing skills. It may have a factual error; major grammatical errors; or a misspelling or typo in a headline. Work is incomplete or omits key information. Contains major problems in organization and language usage. Fails to meet basic editing, writing and/or layout and design standards. Needs substantial editing, rewriting and reorganization.

F = Unacceptable work. Piece has too many fundamental problems in writing, editing, design and layout or fails to meet deadline. Contains several factual errors or major flaws in design and layout.

NOTE: A major factual error in a story, such as flawed or incorrect information (including misspelling the name of a person, place, company or organization, or giving a person the wrong title), will result in a 10% point deduction (approximately one full letter grade) for the assignment. Multiple factual errors will result in a failing (F) grade for the assignment.

Extra credit

Generally, I do not provide extra-credit work. However, some extra-credit opportunities may appear by surprise as "Easter eggs" during the semester.

Keeping copies of assignments and emails

Keep an electronic copy of all assignments and course-related email messages. Do not delete any course-related files or emails until you receive your final grade at the end of the semester. If there are questions about assignments, you may be asked to produce the original emails and files.

Technology help

I am happy to answer any questions regarding course content and assignments, but technical questions should be addressed to people who are much more knowledgeable about the technology:

Computer and Internet access: If you need access to a laptop or the Internet, please visit the university's "Spring 2021 Student Technology" page and click the "Request access to technology equipment" link to request a loaned laptop or mobile hotspot.

D2L assistance: If you need technical assistance with the D2L system, contact the SU Student Helpdesk at (717) 477-HELP (x4357) or helpdesk@ship.edu. After hours, you may contact D2L Technical Support at helpdesk@d2l.com or (866) 832-2319. An instructional video provides details on using D2L as a student.

InDesign access: You will use Adobe InDesign during the second half of the semester. You must access InDesign on a personal computer; you cannot use it on a phone or tablet. InDesign is available on most campus lab computers, or you may access it remotely on your own computer by logging in to a campus lab computer via the Remote Access Tool. NOTE: When you are asked to log in to the remote computer with your credentials, you may need to enter your FULL email address (e.g., krheim@ship.edu) as your username. If you receive any security warning messages, you may ignore them and click "OK" or "Connect." When using InDesign remotely, you should save all your work to your personal T drive or to the cloud so that you may access the files later on your own computer. Otherwise, you may lose your work. Always close the remote connection when you are finished. If you are having trouble using the Remote Access Tool, contact the Student Helpdesk. Alternatively, you may download and purchase access to InDesign (and other Adobe Creative Cloud apps) for the student discount rate of $19.99 per month.

Using InDesign: Adobe offers a Get Started site (which includes the basic tutorials in the use of InDesign), a full listing of InDesign tutorials and a user guide to InDesign, which provides quick answers and step-by-step instructions.

Zoom assistance: Information is available on how to download and set up the Zoom application and how to join a Zoom meeting. An instructional video provides details on using Zoom as a student, and additional information is available through the Zoom Help Center.

General information: More information about Spring 2021 technology at Ship is available at this site.

Withdrawing from the course

A student may drop a course within the drop/add period without ramifications to the student's transcript, but after that time frame, a withdrawal from the course will result in a W grade on the transcript. **The deadline to withdraw with a W grade is Monday, April 19**. More information is available at the Registrar's site.

Plagiarism and academic dishonesty

Students are expected to complete individual and original work for this class. Plagiarism, cheating and

other forms of academic dishonesty will not be tolerated and will be handled according to the university's [Academic Dishonesty Policy](#). All instances of academic dishonesty will be reported to the department, Dean's Office and Office of Student Affairs. Penalties for violation of the Academic Dishonesty Policy include grade reduction, assignment of a failing grade for the course, suspension and expulsion from the University.

Academic resources

The Learning Center: If you feel you need extra help to improve your academic performance in this course or in any of your other courses, please consider making an appointment with a tutor or learning specialist in the Learning Center. The Learning Center is located in Mowrey Hall and can be reached at (717) 477-1420. Tutoring and most other services will be offered via Zoom. More information is available at the [Learning Center's website](#).

The College of Arts & Sciences Advising Center (CASA): Located in DHC 216, CASA is a walk-in office that offers several types of academic support, from advice and help on time management, test anxiety and study skills to discussions about what major might be right for you. Email casa@ship.edu or call (717) 477-1150 to set up a time to meet with a success coach or faculty adviser.

Student Success: The Elnetta G. Jones University Center for Student Success and Exploratory Studies uniquely supplements and reinforces the university's commitments to serve a more diverse student population and to cultivate a learning-centered environment where students persist to graduation. We enrich the teaching and learning mission of the university by delivering specialized, high-impact academic and student enrichment services that empower students to successfully attain their educational goals. See [the Student Success Center website](#) for more information.

Accessibility resources

Shippensburg University is committed to providing equal opportunity for participation in all programs, services and activities. The University welcomes all students with disabilities into all of the University's educational programs and strives to make all learning experiences as accessible as possible. Any student who feels they may need an accommodation based on the impact of a disability should contact the Office of Accessibility Resources (OAR) to discuss specific needs. OAR is located in Mowery Hall 252 and can be reached by phone at (717) 477-1364 or via email at oar@ship.edu.

Preferred name policy

In an effort to continue building a more inclusive and affirming campus climate, the LGBTQ+ Concerns Committee collaborated with APSCUF's Social Justice Committee to develop a preferred name policy at Shippensburg University. This policy was unanimously approved by President's Cabinet in September, 2017. View specific details about [Shippensburg University's Preferred Name Policy](#). Although a legal name and/or gender marker change is determined by the state in which a student, staff, or faculty resides in, the LGBTQ+ committee has worked to increase access for campus community members to utilize a preferred name in situations where a legal name is not required.

Title IX - Commitment to a safe learning environment

Shippensburg University and its faculty are committed to ensuring a safe and productive educational environment for all students. In order to comply with the requirements of Title IX of the Education Amendments of 1972 and the University's commitment to offering supportive measures in accordance with the 2020 regulations issued under Title IX, the University requires faculty members to report incidents of sexual violence shared by students to the University's Title IX Coordinator at title9@ship.edu or by calling (717) 477-1161.The **only exceptions** to the faculty member's reporting obligation are when incidents of sexual violence are communicated by a student **during**: 1. A classroom

discussion; 2. in a writing assignment for a class; 3. or as part of a University-approved research project. Faculty members are **obligated** to report sexual violence or any other abuse of a student who was, or is, a child (a person under 18 years of age) when the abuse allegedly occurred to the person designated in the University protection of minors policy found here: https://www.ship.edu/globalassets/no-more/su-protection-and-supervision-of-minors-on-campus.pdf. Information regarding the resources that are available to victims of sexual violence are set forth here: https://www.ship.edu/life/resources/womens-center/resources/ and reporting processes and resolution can be found here: https://www.ship.edu/globalassets/administration-finance/policies/701-002-sexual-misconduct-policy.pdf

Tentative Course Schedule

This schedule is subject to change. The timeline for this course may need to be adjusted due to unforeseen circumstances. Changes will be announced via Zoom, email or D2L.

NOTE: This is an <u>abbreviated schedule</u>**. Please see each week's module (on the D2L course site under "Content") for due dates and the full list of assignments, videos and other materials for the week.**

Thursday, Feb. 4: Introduction
       Zoom meeting (Thursday at 11 a.m.)

Week 1 (Feb. 8-14): The role of editors
       Zoom meeting (Tuesday at 11 a.m.)
       Read Chapter 1 (Audience-Centric Editing)
       Read "Let Us Now Praise Editors"
       Videos
       Quiz
       Front Page Comparison Assignment #1 – due end of the day Monday, Feb. 15

Week 2 (Feb. 15-21): Micro editing, Part 1
       Zoom meeting (Tuesday at 11 a.m.)
       Read Chapter 5 (Punctuation)
       Read "Edit for AP Style"
       Videos
       Quiz
       AP Style Assignment – due end of the day Monday, Feb. 22

Week 3 (Feb. 22-28): Micro editing, Part 2
       Zoom meeting (Tuesday at 11 a.m.)
       Read Chapter 6 (Improving Sentences and Using Proper Grammar)
       Videos
       Quiz
       Grammar and Punctuation Assignment – due end of the day Monday, March 1

Week 4 (March 1-7): Macro editing
       Zoom meeting (Tuesday at 11 a.m.)
       Read Chapter 7 (Editing for the Bigger Picture) AND Chapter 12 (Editing for News), pp. 162-169 only (stop at "Hyperlinking")
       Read "Holding a Story"
       Videos
       Quiz
       Story Editing Assignment – due end of the day Monday, March 8

Week 5 (March 8-14): Taste and sensitivity; Working with writers
       Zoom meeting (Tuesday at 11 a.m.)
       Read Chapter 2 (Editors as Leaders and Managers) AND Chapter 4, pp. 45-47 (the section on "Working with Staff Members")
       Read "Sensitivity"
       Videos
       Quiz

Week 6 (March 15-21): Wire editing and localizing stories
Zoom meeting (Tuesday at 11 a.m.)
Read "Trim a Story" AND "Wire Stories vs. Local Stories"
Videos
Quiz
Wire Editing Assignment – due end of the day Monday, March 22

Week 7 (March 22-28): Writing headlines
Zoom meeting (Tuesday at 11 a.m.)
Read Chapter 8 (Headlines)
Videos
Quiz

Week 8 (March 29-April 4): SEO; Editing for the Web
Zoom meeting (Tuesday at 11 a.m.)
Read "Headlines, Keywords and Metadata"
Read "10 Tips for Writing Effective Headlines for the Web"
Read Chapter 12 (Editing for News), pp. 169-171 only (section on "Hyperlinking")
Videos
Quiz
Headline Writing Assignment – due end of the day Monday, April 5

Week 9 (April 5-11): Working with visuals
Zoom meeting (Tuesday at 11 a.m.)
Read Chapters 9 (Photography) AND 10 (Information Graphics)
Videos
Quiz
Reporting Assignment – due end of the day Monday, April 12

Week 10 (April 12-18): News design, Part 1
Zoom meeting (Tuesday at 11 a.m.)
Read Chapter 11 (Publication Design)
Videos
Quiz
Photo Editor Assignment – due end of the day Monday, April 19

Week 11 (April 19-25): News design, Part 2
Zoom meeting (Tuesday at 11 a.m.)
Reading: To Be Announced
Videos
Peer Review Editing Assignment – due end of the day Monday, April 26

Week 12 (April 26-May 2): Using InDesign, Part 1
Zoom meeting (Tuesday at 11 a.m.)
Videos
Front Page Comparison Assignment #2 – due end of the day Monday, May 3

Week 13 (May 3-9): Using InDesign, Part 2
Zoom meeting (Tuesday at 11 a.m.)
Videos

Week 14 (May 10-16): Work on final project
Zoom meeting (Tuesday at 11 a.m.)

May 17-21: Finals week (There is NO final exam in this course.)
FINAL PROJECT DUE – due date to be announced