1. Catalog Description
   (a) Journalism 3800
   (b) Advanced Editing
   (c) 2-2-3
   (d) On demand
   (e) Advanced Editing
   (f) A critical study of publication content, management and copy editing for those preparing to work in print or online publications.
   (g) Prerequisite: A minimum grade of “C” in JOU 2901 or permission of the instructor

2. Objectives and Evaluation of the Course
   (a) Course objectives:
   • To further develop news judgment of stories, graphics, photos and cutlines, based on accuracy, clarity, style and veracity, and on legal and ethical principles
   • To practice presentation skills involving display text, feature and visual content, indexes and news briefs
   • To increase knowledge of local, state, national and world events in order to make better news decisions
   • To analyze the roles of editors and the needs of diverse readers now and in the future
   • To understand the functions of wire services to prepare wire copy
   (b) NA
   (c) Methods of assessing students’ achievement of objectives:
   • Exams assessing student knowledge and skills involving news judgment, editing skills, news decision-making and principles of effective editing for content and style.
   • In-class and out-of-class assignments designed to assess student skills in editing diverse content. Some assignments will require revision.
   (d) NA
   (e) NA

3. Outline of the Course (two 100-minute class sessions per week):
   (a) Week 1: Understanding the role of the editor, the needs of audiences, readership surveys
   Week 2: Critically analyzing news and issues in copy editing
   Week 3: Making news decisions based on news values, ethical and legal considerations, and staffing issues. Reviewing the standards and missions of publications. Evaluating the placement of stories.
   Week 4: Verifying facts and editing for accuracy
   Week 5: Using numbers – challenging statistics, percentages and other numbers; developing and using polls and surveys
   Week 6: Editing for structure. Revise poorly written stories; review story structure models.
   Week 7: Editing for clarity regarding use of words and leads. Eliminating imprecise and wordy sentences. Revamp leads for clarity and creativity. Review and evaluate leads.
   Week 8: Rewriting press releases. Challenging content and language of releases; how to find the news in releases; what to avoid when using press releases.
   Week 9: Critically evaluating content, collaborating with staff, addressing conflicts and challenges in order to redesign a publication.
   Week 10: Developing visual elements to tell the story; editing graphics. Working with editors, reporters and graphic artists to present news. Students will use actual stories to develop visual elements.
Week 11: Using wire services, compiling roundups, combining stories. Review news values to evaluate what can and should be used in roundups. Techniques for combing information from several stories into a single piece.

Week 12: Developing with reporters, graphic artists, editors and designers in-depth and enterprise projects that serve readers.

Week 13: Connecting to the community. Responding to community needs, finding experts in the community. Managing smaller staffs.

Week 14: Editing opinion pages. Review actual sections to discuss traditional and alternative methods for creating the opinions pages. Offer guidelines for opinion pieces.

Week 15: Working with reporters to improve content and style. Address techniques for planning and ways editors can work as teachers in the news room to improve their reporters’ content.

(b) NA

4. Rationale
   (a) Assessment data indicate that students need additional coursework in editing. This course is designed as a macro editing class, focusing on ways to improve the overall content and presentation of the newspaper or informational Web site. In the end, these students should be able to make more informed news decisions, manage a copy desk and reporters and better serve the needs of their audience.
   (b) Since the course requires writing and editing skills acquired in 2000-level courses, the 3000-level designation is appropriate. Prerequisite: A minimum grade of “C” in JOU 2901 or permission of instructor.
   (c) Similarity to existing courses and/or effect upon programs in other departments: None.
   (d) This course, or JOU 3301 is required for journalism majors seeking a concentration in Reporting, Editing or Design

5. Implementation
   (a) Howard Price, Joe Gisondi, Mary Wohlrabe, John Ryan, David Reed, James Tidwell
   (b) NA
   (c) • Baskette, Floyd K., Jack Z. Sissors, and Brian S. Brooks. *The Art of Editing, 7th ed.*, Boston: Allyn and Bacon, 2002
   (d) Spring 2004

6. Community College Transfer: A community college course will not be judged equivalent to this course.

7. Date approved by the department: December 2, 2002

8. Date approved by CAH Curriculum Committee: December 18, 2002

9. Date approved by CAA: January 30, 2003