

JOMC 157: The Quest

(Version 33.1, Cloud, Spring 2014)



Side bets

Find a math error in a story

Bring in an article from a current daily, noncampus, newspaper or news website that has an error in calculation and earn 10 points! (First person to submit the error gets the points.)

Find a misused apostrophe in a printed document

Menus, ads, fliers, programs, signs all eligible. No websites, no newspapers or magazines. 5 points.

Maximum per student: 25 points.

All entries must be attached to a sheet of letter-size paper.

Deadline: Wednesday, April 23

The Wordista 25

Go to: <http://www.ibiblio.org/copyed/wordista/> and play Wordista.

Win a certificate and turn it in. It will give you 25 points toward your final grade.

The game:

Like word puzzles? Like trivia quizzes? Like working with a computer? JOMC 157 combines word and thinking skills and blends them with design and digital dexterity to present students with a challenge.

The goal

Not to get a good grade, but rather to improve in a field that can be both perplexing and pleasing.

The gains

- Greater grasp of grammar and word use.
- Accentuated analytical ability.
- Skill with software for layout.
- Pride in productive performance under pressure.

The grand prize

A career. Every semester, a few students find that copy editing fulfills them. They go on to jobs that have led to careers at such papers as The Washington Post, The Boston Globe and The New York Times, and websites such as ESPN.com.

The rules

- Be here on time.

I know that things happen occasionally to cause students to be late. Habitual tardiness, however, will not be tolerated.

Anyone one who is tardy, for any reason, will not earn points for that day's quiz (if there is one).

- Start the computer to the desktop only.
- Close your laptops.

✓Journalism students need to take notes on paper.

- Be here for every class.

You may not make up missed work in this class, with two exceptions:

✓Continuing documented illness, after one class is missed because of illness.

✓Prearranged absence for a university-related trip.

A missed daily assignment or quiz may be taken as a dropped grade, up to your allowable limit of drops.

The Professor:

George William "Bill" Cloud,
associate professor.

Spring '14 office hours:

2-2:15 a.m., MW
216 Carroll Hall.

E-mail address: bcloud@email.
unc.edu

Phone: Home: 919-929-1079.

Personal data: Two grown children, one cat. Former newspaper copy editor (Miami Herald, Newsday). Married to the former Margaret Alford, a longtime newspaper copy editor. Joined faculty in January 1982 after a newspaper career that included The Miami Herald and Newsday. I am now in phased retirement.

On Sakai

I'll post course documents and PowerPoint shows on Sakai.

I also plan to post your grades on Sakai.

Peripherals to possess

- The Associated Press Stylebook, a recent edition.
 - The School of Journalism and Mass Communication Stylebook (online).
 - "Working With Words, a Handbook for Media Writers and Editors," a recent edition, by Brooks, Pinson and Gaddy Wilson, Bedford / St. Martin's.
 - Webster's New World College Dictionary, fourth edition. (Optional, but highly recommended.) The New World College Dictionary also is online at Yourdictionary.com
 - News editing notebook. (*Available on Sakai or from Student Stores Print Stop.*)
- Pencils with soft lead or *erasable* pen.

The scoring system

Style and computer quizzes, scheduled, 50 points each, six total, drop one grade or absence250

(All quizzes may include current-events questions.)

Test on 50 common writing errors, punctuation..... 100

Midterm test 300

Editing assignments, most classes, 14 total (est.), drop two lowest grades or misses..... 1,200

Final editing assignment 300

Final online assignment 300

Completion of Wordista (due by April 23) 25

Total points (estimated) 2,475

In addition, bonus points will be added to your total.

I'll divide your point total, after drops, by the total of semester points, after drops, and award grades on this scale:

90-100 A 70-79 C 0-59 F

80-89 B 60-69 D

(Grades will not be rounded; Minuses and pluses will break at 3 and 7.)

Code of conduct:

As in other UNC-Chapel Hill classes, the honor code is in effect in this course. Here are guidelines for graded exercises in this class:

During style quizzes: You may use your stylebooks but no other references. (Exception: first style quiz.)

During editing exercises: Do not look at the exercises on screen until you are told to do so.

Use any references you wish. *You may not make phone calls in search of information. You may not share reference information with other students.*

You may leave the room and take a break at any time.

If you have questions about editing: Leave your desk and come to me. Ask me your questions quietly. *You may not share information with other students.*

If you are having computer problems: Hold up your hand and get my attention. I'll come to your computer to get the problem fixed.

You and other students: You may borrow a reference from another student. *You may not, however, ask another student how a word is spelled or what proper AP style is.*

Some small talk is all right. In general, you should not look at another student's computer screen.

Printouts: You may not change your work once you have looked at your printouts. If you see an error *on screen* after you've printed, make the change and print again. Notify me first.

Setbacks:

- Major factual error, -50. Lesser error, -10.)
- Misspelled name of a person, business, agency or institution (unless you can't check it), omitting a first reference, -50. (-10 for second misspelling.)
- Flagrant libel, -50.
- Unquoted material in quotation marks, altered quote, -10.
- Misspelled word (indicated by "Sp") -10.
- Garbled text from bad editing (Garble), -10.
- Bad word choice (WC), -5.
- Grammar error (common mistakes: verb, noun, pronoun disagreement; use of comma to separate subject and predicate) (Gram), -10.
- That/which error, -5.
- Major punctuation error (almost all punctuation errors, but especially failure to close appositives, end quotations, hyphenate compound modifiers or place a comma at the end of an introductory clause or phrase) (Punct), -5.
- Minor punctuation errors (including improper use or omission of a comma before an "and," stray extra periods) (Punct), -3.
- AP, local style error (AP, Loc), -3.
- Not New World Dictionary spelling (NWD), -3. (Note: Stylebooks take precedence over dictionary.)
- No name on story, -10.
- Wrong slug on story, -5.
- Late work, -10 or no credit.
- Too long or too short:
 - per line under desired length range: -5.
 - per line over desired length: -10.
- Other offense (Oops, Arrgh), -3 to -25.

Rewards:

I'll award what I deem to be good editing with 2, 4 or 8 points at each occurrence. You can earn these points by polishing ledes, tightening wordy copy, improving sentence structure and otherwise improving stories.

Headlines:

Headlines are worth 25 points each. I'll follow these guidelines:

- 25 (A) Headline shows special flair; it does an unusually good job of attracting readers, either through cleverness or by encapsulating the story clearly and forcefully.
- 23 (A-) Solid, publishable headline. It is clear, attracts interest in the first line, focuses precisely on this story.
- 21 (B) Headline might be usable, but it lacks precision or it delays stating the key words or giving the active elements in the story.
- 19 (C) Headline is too general or is too difficult to understand. It may



Taking style to heart

You must memorize these AP style points:

- The general rule for when to spell out a number and when to use a figure.
- The precise rule for using numbers or figures on ages.
- In what circumstances you abbreviate months, which months are then abbreviated and how they are abbreviated. How commas are used in conjunction with months.
- In what circumstances you abbreviate state names and how they are abbreviated. Which eight states are never abbreviated in text. How commas are used in conjunction with state names.
- In what circumstances you use abbreviations in addresses, and what abbreviations you use.
- What titles are capitalized and when they are capitalized.
- The rules for not using yesterday and tomorrow, and their equivalents.

split awkwardly from line to line; it lacks a “to be” form with the passive verb as the second verb in the headline.

17 (D+) Headline contains a major flaw; it’s a first-day headline on a second-day story; it splits very awkwardly from line to line; it contains a minor punctuation error, such as use of a semicolon where a comma belongs; it is misleading or very difficult to understand; it is offensive or has inappropriate double meanings.

0 (F) Headline contains a grammatical error, such as subject-verb, pronoun-antecedent disagreement, or it has a misspelled word or is blatantly libelous or inaccurate.

These are general guidelines; other factors not listed may affect your grade. In addition, a good quality may make up for a bad one, such as good content in a headline making a bad split more acceptable, or vice versa.

Cutlines:

Picture cutlines also are worth 25 points. Some guidelines:

25 (A) Cutline shows special flair; it does an unusually good job of attracting readers, especially by explaining the picture and complementing its related headline.

23 (A) Solid, publishable cutline that works well with the picture and the related headline to complement the story.

21 (B) Cutline might be usable, but it’s imprecise or incomplete.

19 (C) Cutline is too general; it leaves important points unexplained; it repeats information in the story’s headline or in other related elements.

17 (D+) Cutline contains a major flaw; it fails to identify people or important elements in the picture; it mislabels people in the picture.

In addition, grammar, spelling, style and name errors will be deducted from cutlines as they are from stories.

A long cutline is worth 50 points, 25 each for the headline and text block.

Layouts, pictures:

Your layout will be worth 25 points. Typical deductions:

- Photos not in aspect ratio, -3.
- Improper spacing, -3.
- Missing space, -3.
- Improper use of program, -3.

Point averaging:

Lab editing assignments will be worth 100 points. When headlines, cutlines, layouts, more than one story are included, your point total will be divided by the total points possible and multiplied by 100 to obtain your grade on that day’s work.

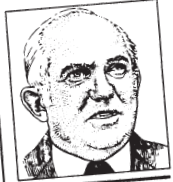
The schedule

The New Republic carried an article last February on Chief Justice John Marshall. Consider this sentence: "Although Marshall only attended college for a few months . . . , he was not without substantial learning."

Did you grit your teeth? Did you roll your eyes? No? Then this annual lecture on "only" is for you.

The sentence should have read, of course, "Although Marshall attended college for only a few months," and so forth. The point of the sentence was not that Marshall "only attended" college. The author was remarking the brevity of Marshall's formal edu-

From Parade sup-
piece about actor Cl
"Since 'Babe' (whic
one Oscar), Noonan
swamped with offer



JAMES J.
KILPATRICK

THE QUEST: UNLOCKING BASIC SECRETS

Do the readings before you come to class.

1. **Wednesday**, Jan. 8: Welcome to InDesign/InCopy, learning the red-flag rules.

Readings:

BLUE PAGES: Pages 1-15.

2. **Monday**, Jan. 13: Punctuation, grammar, picky things.

Readings:

BLUE PAGES: Editing cheat sheet, Page 1.

AP STYLEBOOK: Punctuation guide; who, whom; essential clauses, non-essential clauses; it's, its; their, there, they're.

WORKING WITH WORDS: Review Chapters 1, 9; recommended review, Chapters 2-7.

!!!CLOSED-BOOK QUIZ ON KEYBOARD COMMANDS.

3. **Wednesday**, Jan. 15: First style quiz; one word, two words, hyphenated?

Readings:

BLUE PAGES: Creating a multicolumn story box, Page 16.

SYLLABUS: Taking style to heart, Page 4.

AP STYLEBOOK: Ages, addresses, capitalization, months, numerals, titles, tomorrow, yesterday.

!!!Closed-book quiz on style basics.

Martin Luther King Jr. Day holiday

THE QUEST: SEARCHING FOR CLARITY AND ACCURACY

4. **Wednesday**, Jan. 22: Trimming wordiness; first graded exercise.

Readings:

SYLLABUS: Scoring system, Pages 2-3; Code of conduct, Page 3.

WORKING WITH WORDS: Chapter 12.

5. **Monday**, Jan. 27: Editing for sense.

Readings:

EDITING NOTEBOOK: Procedure for editing, Pages 9-10; About names and titles, Page 11.

WORKING WITH WORDS: Chapter 11.

6. **Wednesday**, Jan. 29: Editing for length, fact-checking.

Readings:

ONLINE READING: "Check the facts: 10 tips for copy editors": Click on Pam Nelson link in Sakai class materials (grammarguide.copydesk.org/2012/01/02/check-the-facts-10-tips-for-copy-editors/)

BLUE PAGES: Making a story fit, Page 17.

AP STYLEBOOK: All of A-E, especially abbreviations and acronyms, academic degrees, departments, composition titles, courtesy titles, date-lines, dimensions, distances, directions, ellipses.



LOCAL STYLEBOOK: Academic courses, academic titles, academic units, abbreviations and acronyms, courtesy titles, datelines, Indiana University, University of North Carolina, University of North Carolina at Chapel Hill.

!!!OPEN-BOOK QUIZ ON STYLE POINTS.

7. **Monday**, Feb. 3: Editing quotes.

Readings:

EDITING NOTEBOOK: *Editing quotes, Pages 13-28; 50 common writing errors, Pages 1-7.*

8. **Wednesday**, Feb. 5: Watching out for bias.

Readings:

WORKING WITH WORDS: *Chapter 13.*

AP STYLEBOOK: *foreign names; Arabic names; Chinese names; Russian names; Spanish and Portuguese names.*

!!! 100-POINT TEST: 50 COMMON WRITING ERRORS, PUNCTUATION.

9. **Monday**, Feb. 10: Crime and libel.

Readings:

AP STYLEBOOK: *Briefing on Media Law, beginning with "Legal PRINCIPLES OF PUBLICATION" through "Summary of practical points."*

THE QUEST: RIDDLE OF THE HEADLINE

10. **Wednesday**, Feb. 12: Headline basics.

EDITING NOTEBOOK: *Headlines, Pages 45-52.*

BLUE PAGES: *Creating a headline box, Page 18; Writing the headline, Page 19.*

Readings:

AP STYLEBOOK: *F-O, especially sections on fractions, governmental bodies, grades, highway designations, holidays, legislative titles, legislature, millions, billions, nicknames, organizations-institutions.*

LOCAL STYLEBOOK: *Fractions, General Assembly, legislative titles.*

!!!OPEN-BOOK QUIZ ON STYLE POINTS.

11. **Monday**, Feb. 17: Attribution, headline practice exercise.

12. **Wednesday**, Feb. 19: Dek headlines. Graded headline exercise.

THE QUEST: CODE OF THE WIRES

13. **Monday**, Feb. 24: Editing wire service copy; "this" vs. "that"

Readings:

BLUE PAGES: *Handling wire stories, Page 20; Using the find function, Page 21.*

EDITING NOTEBOOK: *Working with the AP wire, Pages 39-44.*

AP STYLEBOOK: *P-Z, especially sections on parentheses, party affiliation, percentages, political parties and philosophies, race, state names, temperatures, time element, times, weapons, weather terms, Web.*

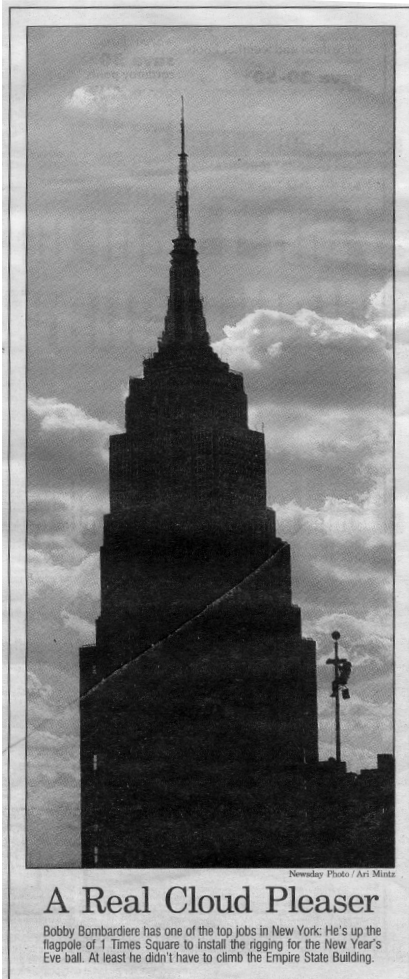
LOCAL STYLEBOOK: *Time, date, place, state names; that, this and that, Pages 16-17.*

!!!OPEN-BOOK QUIZ ON STYLE POINTS

Cattle meeting Feb. 8

Transvestite escaped killer
raised in N.C. is captured

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...AP-NC-03-01-94 1200EST...☞



THE QUEST: CONFRONTING THE NUMERICAL

14. **Wednesday**, Feb. 26: Dealing with numbers.
 Readings: EDITING NOTEBOOK: Dealing with numbers, Pages 29-38.
 Readings: WORKING WITH WORDS: Chapter 8.
15. **Monday**, March 3: Editing a graphic.
16. **Wednesday**, March 5: *300-POINT TEST: BIAS, WIRE TERMINOLOGY, "THIS" AND "THAT," NUMBERS PROBLEMS, MISUSED WORDS AND MIS-TAKEN PHRASES, CONFUSED WORDS.*

Spring Break

THE QUEST: MESSAGE UNDER THE PICTURE

17. **Monday**, March 17: Pictures.
 Readings:
BLUE PAGES: Placing a picture, Page 22; Placing a cutline, Page 23.
LOCAL STYLEBOOK: All of style section.
18. **Wednesday**, March 19: Cutlines.
 Readings:
EDITING NOTEBOOK: Cutlines, Pages 53-58.
!!!OPEN-BOOK QUIZ ON LOCAL STYLE.

19. **Monday**, March 24: Cutlines and stories.
20. **Wednesday**, March 26: More cutline, editing work.

THE QUEST: HIDDEN POWER OF PLACEMENT

21. **Monday**, March 31: Laying out pages.
 Readings:
EDITING NOTEBOOK: Newspaper page design, Pages 59-66. BLUE PAGES: Wrapping around a picture, Page 24; Picture-story relationships, Pages 26-27. Layout quick reference, Pages 28-29.
22. **Wednesday**, April 2: Putting it all together.
23. **Monday**, April 7: Practice on editing.
24. **Wednesday**, April 9: Final newspaper editing assignment.

THE QUEST: WORKING ONLINE

25. **Monday**, April 14: Doing a slide show.
 Readings:
BLUE PAGES: Creating a slide show, Page 25.
26. **Wednesday**, April 16: Online headlines and blurbs.
27. **Monday**, April 21: Breaking news and tweeting.
28. **Wednesday**, April 23: Final online and editing exercise. **Last day to submit bonus points, Wordista certificate**

Note: This class historically has not had a final during exam period. If weather or other circumstances force a class cancellation, then the 8 a.m. section will meet at 8 a.m. Monday, April 28, and the 11 a.m. class will meet at noon, Monday, April 28, for the last exercise.

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