MCJ-454 News Editing (3 credit hours)

Pre-requisites: None

Course Objectives

1. The course covers copyediting, headlines and design. The course will focus on concepts, issues and rules of news editing. The students will be editing copy, writing headlines, captions and other display elements and designing pages. Meeting deadlines will be a big part of the course.

Learning Outcomes

2. Students will learn to meet tight deadlines, write precise and accurate copy, and learn to design a front page of a newspaper.

Contents

3. Introduction to editing
   a. Accuracy and precision writing: Word editing, clarity, numeracy
   b. Tone, sexism, stereotyping, fairness, libel
   c. Leads, organization, holes, inconsistencies
   d. Cutting stories, combining stories, working with writers Headlines, "rules," old and new
   e. Writing good heads: News, features Print and online--similarities and differences
   f. Display elements: captions, lift outs, summaries Making display elements work together
   g. Thinking visually, simple inside pages, web design Layout: principles, basic elements, history and technology
   h. Layout: Story design, larger inside pages Use of photos, cropping, sizing
   i. Layout: Section fronts, story selection Feature page design
      Section fronts: photo packages

References

1. Strategic Copy Editing, Russia, 2004
2. The Newspaper Designer's Handbook (recommended, especially if you are interested in design and might eventually take Advanced News Editing), 6th ed., Tim Harrower, (McGraw-Hill, 2008)
3. Rob Bowdery (2008) Basics Advertising: Copywriting; AVA Publishing

4. Robert W. Bly (2006) The Copywriter's Handbook, Third Edition: A Step-By-Step Guide To Writing Copy That Sells; Holt Paperbacks.

5. Wilcox, Nolte (1997). Public Relations Advertising, Writing & Media Techniques. 3rd Edition, New York: Longman Publications