

**SJSU School of Journalism and Mass Communications**  
**Journalism 133, Section 1**  
**Editing and News Management**  
**Spring 2019**

**Contact Information**

<b>Instructor:</b>	Richard Craig
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<b>Office Hours:</b>	Wednesday 3:00-6:00 p.m. (DBH209H); Thursday 10:30-11:30 a.m. (DBH108), and by appointment
<b>Class Days/Time:</b>	Tuesday-Thursday 12 noon - 1:15 p.m.
<b>Classroom:</b>	DBH224

**Faculty Web Page**

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on my faculty web page at <http://www.profcraig.com>. You may follow me on Twitter at [@SJSUProfCraig](https://twitter.com/SJSUProfCraig) or on Facebook at <https://www.facebook.com/Profcraig>, but it is not required. You are responsible for regularly checking your e-mail or my Facebook or Twitter to learn any updates.

**Syllabus Supplement**

You are required to read all information on this syllabus and on the syllabus supplement, which lists policies that apply to all my classes. It is available on the class home page and on the Web at <http://www.profcraig.com/syllsup.html>.

**Course Description**

**Instructor description:** Students will be taught the most important elements of being an editor in a daily newsroom setting. Subjects will include:

- Editing for spelling, grammar, context and accuracy;
- Writing headlines, decks, kickers, cutlines, link text and other teasers;
- Generating and focusing story ideas;
- Working with reporters and other editors to produce high-quality stories.

**Catalog description:** Media lab. Designed for the editor serving as wordsmith and coach, a hands-on approach to copy editing and headline writing for online and print media.

## Learning Objectives

**Course Learning Outcomes (CLOs)** specific to this course. Upon completion of this course you will demonstrate the ability to:

1. Demonstrate knowledge about ethical principles and issues in mass communications as they relate to working ethically in pursuit of truth, accuracy, fairness and diversity in our three fields of study.
2. Apply appropriate journalistic standards in the evaluation of news stories.
3. Demonstrate the ability to conduct research essential to the effective reporting of stories.
4. Write correctly and clearly in a style appropriate to various journalistic platforms.
5. Students will demonstrate mastery of current journalistic tools and technologies.

## Required Texts/Readings

[Associated Press Stylebook, 2017 edition \(or newer\).](#)

ISBN-10: 0917360664| ISBN-13: 978-0917360664

Either print or digital edition is fine, but you'll need access to it during class meetings.

The stylebook will be used for reference and not as the backbone for each day's class instruction. **The textbook will be supplemented by readings on the class Web page. Please get in the habit of regularly checking for new readings.**

Textbook is available from the Spartan Bookstore and numerous online outlets. Other required online readings will be posted on the class home page throughout the semester. You will receive advance notice for all additional readings.

## Assignments and Grading Policy

Students will be required to participate in in-class exercises involving news writing and editing. This includes self-editing and peer editing.

Class time will be dedicated to lecture and discussion as well as individual and team exercises in story development, writing and editing.

### Grading:

- **In-class assignments: 40 percent**
- **Midterm exam: 20 percent**
- **Final project: 25 percent**
- **Class discussion/participation: 15 percent**

**In-class assignments:** Exercises involving writing and editing will most commonly assigned in the Tuesday class and turned in or presented on Thursday. These will be done both individually and in teams.

**Midterm exam:** This will be held Tuesday, March 26 in class. Please clear your schedule – there are no provisions for makeups.

**Final project:** This will involve teams of students being assigned to write and edit an in-depth story over the last week or two of class. You will receive a detailed handout on this in the coming weeks.

**See syllabus supplement for information on attendance, deadlines, academic honesty and other issues not covered here.**

### **Classroom Protocol**

This class is designed to prepare you to operate and lead within a newsroom setting, so please conduct yourself with some responsibility. Regular class participation in discussions and exercises is required, as are readings from the text and assorted handouts and/or assigned online articles. If you must miss a class, please be sure to contact me beforehand and arrange to get notes from a classmate. Regular class attendance and showing up on time are vital – repeated unexcused absences and/or lateness will be noted and hurt your participation grade.

### **Diversity and Controversial Issues**

Throughout the semester, we will discuss matters relating to differences in race, culture, social class, sexuality and many other issues. In the beginning, this may seem uncomfortable, but my goal is to create an environment where we can talk about such matters thoughtfully, frankly and with respect and empathy.

Likewise, we will deal with matters involving social standards of what is deemed acceptable and unacceptable by media audiences and society in general. The objective is to enlighten, not offend, but we will talk about why certain types of content might upset certain audiences and not others. The aim is to create an atmosphere of respectful discussion, where all can express their opinions. The class works best when we all feel free to contribute.

### **University Policies**

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' Syllabus Information web page at <http://www.sjsu.edu/gup/syllabusinfo/>.

## JOUR133: Editing and News Management, Spring 2019 Course Schedule

Schedule is subject to change; any changes will be announced a minimum of one week in advance, with students notified via e-mail.

Week	Dates	Topics, Readings, Assignments, Deadlines
1	Jan. 29-31	The role of the copy editor: Grammar, spelling and general cleanup; clarity and focus
2	Feb. 5-7	Accuracy, readability, organization
3	Feb. 12-14	AP style: Valuable consistency and guidance or a crutch? Common errors; abbreviations and acronyms, capitalization
4	Feb. 19-21	Fact checking: NO "FAKE NEWS" Editing for content: Clarity, conciseness, correctness
5	Feb. 26-28	Active vs. passive voice <b>FEBRUARY 28: NO CLASS</b>
6	Mar. 5-7	Story structure and flow: Leads, body and organization Print vs. online stories
7	Mar. 12-14	Writing headlines and other text to engage readers
8	Mar. 19-21	The reporter's voice vs. the editor's job
9	Mar. 26-28	<b>MARCH 26: MIDTERM EXAM</b> <b>MARCH 28: NO CLASS</b>
10	Apr. 2-4	<b>SPRING BREAK – NO CLASS</b>
11	Apr. 9-11	Job of the assigning editor Traditional vs. new functions
12	Apr. 16-18	Generating story ideas Knowing your audience
13	Apr. 23-25	Working with reporters Polishing writing
14	Apr. 25-27	Privacy in the 21 <sup>st</sup> Century Legal Issues
15	Apr. 30- May 2	Ethics, fairness, taste and sensitivity Curation and aggregation
16	May 7-9	Work on final projects
Final Exam	Monday, May 20	<b>FINAL PROJECT DUE</b> Brief in-class presentations of projects