



The University of Southern Queensland

Course Specification

Description: Writing for Editors

Subject	Cat-Nbr	Class	Term	Mode	Units	Campus
JRN	5001	15115	2, 2002	EXT	1.00	TWMBBA

Academic Group:	FOART
Academic Org:	FOA004
HECS Band:	1
ASCED Code:	100700

STAFFING

Examiner: Neil Lomas
Moderator: Alison Feldman
Team Members: Jenny Wright, Jacquie Kent.

OTHER-REQUISITES

Recommended Pre-requisite: JRN5000

SYNOPSIS

This course addresses the writing skills editors will need in preparing a range of material necessary at different stages of the publishing process; specifically those needed to carry out a range of editorial tasks in fiction and non-fiction publishing, as well as academic and business publishing. Instruction will focus on the writing skills required for the analytical and critical evaluation of texts, for promoting effective client liaison and staff relations and in marketing the final publication. At all stages the course emphasises clarity and precision in decision-making and expression in developing and producing professional products.

OBJECTIVES

On successful completion of this course students will be able to:

- critically appraise a range of potential publications;
- prepare in writing materials necessary for specific publishing tasks;
- identify and specify as required necessary changes to written materials;
- negotiate with the writer on all aspects of text preparation; and
- negotiate with other stakeholders in text preparation eg design, production, sales, marketing and editorial committees as required.

TOPICS

Description	Weighting (%)
1. The basics of text evaluation	10.00
2. Writing a report on a fiction manuscript (novel, short story, play, poetry)	10.00
3. Critically analysing information in a non-fiction manuscript and writing a report to the author	10.00
4. Negotiating directly with authors in writing	5.00
5. How to negotiate with annual report committee in writing	5.00
6. Written negotiation with academic board or committee	5.00
7. Writing directed letters and memos	5.00
8. Briefing outside editors and other freelance personnel involved in the preparation of material for publication	10.00
9. Commissioning material from a range of freelance personnel	10.00
10. Briefing designers and production personnel	5.00
11. How to brief sales and marketing representatives and managers	10.00
12. Writing effective advertising and promotional copy	10.00
13. Writing jacket copy for books, including author copy	5.00

TEXT and MATERIALS required to be PURCHASED or ACCESSED:

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at <http://bookshop.usq.edu.au> by entering the author or title of the text.

Macquarie Dictionary revised third edition (unabridged) or access to MacquarieNet
<http://www.macnet.mq.edu.au>

Australian Government 2002, *Style Manual for Authors, Editors and Printers*, 6th edition, John Wiley & Sons, Brisbane.

Flann, E. 2001, *Australian Editing Handbook*, Common Ground, Altona Vic.

Hudson, N. 1997, *Modern Australian Usage*, 2nd edition, Oxford University Press, Melbourne, Vol REV.

Peters, P 1994, *The Cambridge Australian English Style Guide*, Cambridge University Press, Melbourne.

REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Blake, G. & Bly, R 1997, *The Elements of Copywriting*, Macmillan, New York.

Eagleson, R D, Jones, G & Hassall, S 1991, *Writing in Plain English*, Australian Government Publishing Service, Canberra.

Gross, G. (ed) 1993, *Editors On Editing - What writers need to know about what Editors do*, 3rd edition, Grove Press, NY.

Hudson, H & Lewis, H 1992, *The Don't Panic Guide to Annual Report Production*, Australian Government Publishing Service, Canberra.

Petelin, R. & Durham, M 1992, *The Professional Writing Guide: Writing Well and Knowing Why*, Longman Professional, Melbourne.

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Directed Study	85
Private Study	80

ASSESSMENT DETAILS

Description	Marks Out of	Wtg(%)	Required	Due Date
EDITOR-PUB (FICTION) BRF 2500W	100.00	30.00	Y	13 Sep 2002
EDITOR-WRTR (N/F) BRF 1000 WDS	100.00	30.00	Y	18 Oct 2002
EDTR-SALES MARKETING BRF 1500W	100.00	40.00	Y	08 Nov 2002

OTHER REQUIREMENTS

- 1 Students must submit all items of assessment and show a satisfactory level of participation in discussion groups.
 - 2 No assignment will be accepted after the relevant deadline without evidence justifying an extension.
 - 3 Projection of a professional image is essential in this course. It will be required that students demonstrate a high degree of care in planning and execution.
 - 4 Students are expected to demonstrate awareness of current trends in fiction, academic and business publishing.
 - 5 Assessment: The final grade in this course will be determined on the basis of total accumulated points and will be assigned in accord with Arts Faculty guidelines.
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