



The University of Southern Queensland

Course Specification

Description: Writing for Editors

Subject	Cat-Nbr	Class	Term	Mode	Units	Campus
JRN	5001	25116	2, 2003	EXT	1.00	TWMBBA

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

STAFFING

Examiner: Dianne Jones
Moderator: Alison Feldman
Team Members: Jennifer Wright, Jacque 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. & Hill, C. 2001, *Australian Editing Handbook*, Common Ground, Altona Vic.

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

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 1990, *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	12 Sep 2003
EDITOR-WRTR (N/F) BRF 1000 WDS	100.00	30.00	Y	17 Oct 2003
EDTR-SALES MARKETING BRF 1500W	100.00	40.00	Y	07 Nov 2003

IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:
There are no attendance requirements for this external course. However, it is the students' responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:
To complete each of the assessment items satisfactorily, students must obtain at least 50% of the marks available for each assessment item.
- 3 Penalties for late submission of required work:
If students submit assignments after the due date without prior approval, then a penalty of 10% of the total marks available for the assignment will apply for each of the first FIVE working days late, after which a zero mark will be given.
- 4 Requirements for student to be awarded a passing grade in the course:
To be assured of a passing grade, students must demonstrate, via the summative assessment items, that they have achieved the required minimum standards in

relation to the objectives of the course by obtaining at least 50% of the total weighted marks for all summative assessment.

- 5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the weighted aggregate of the marks (or grades) obtained for each of the summative assessment items in the course.
- 6 Examination information:
There is no exam for this course.
- 7 Examination period when Deferred/Supplementary examinations will be held:
Given the details under (6) above, there are no deferred exams for this course. However, if any deferred/makeup work is granted, it would have to be submitted by a date set by the examiner.
- 8 University Regulations:
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL <http://www.usq.edu.au/SECARIAT/calendar/Part5/> or in the printed version of the current USQ Handbook.

ASSESSMENT NOTES

- 9 (a) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner. (b) Students must retain a copy of each item submitted for assessment. This must be produced within five days if required by the Examiner. (c) In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (d) Students who have undertaken all of the required assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (e) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination); IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).