



The University of Southern Queensland

Course specification

The current and official versions of the course specifications are available on the web at
<<http://www.usq.edu.au/coursespecification/current>>.
Please consult the web for updates that may occur during the year.

Description: Writing for Editors: Advanced

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
PUB	5004	90639	2, 2009	EXT	1.00	Toowoomba

Academic group:	FOART
Academic org:	FOA003
Student contribution band:	1
ASCED code:	100799

STAFFING

Examiner: Jennifer Wright
Moderator: Sharon Nevile

REQUISITES

Pre-requisite: PUB5002

RATIONALE

This course is a response to developments in the publishing industry. This course details many of the writing tasks editors undertake when in the process of producing print and online publications. Whereas the earlier course focussed on establishing an effective author-editor relationship, this course moves on in terms of the production process to responding to typesetters, briefing an indexer, negotiating with printers and developing written text for a variety of promotional and production needs. The topic on more complex author queries will cover the appropriate tone and register required when dealing with a manuscript that may need substantial rewriting. Online editing for electronic journals and magazines will bring students' skills up to the moment.

SYNOPSIS

This course further develops the skills editors will need to write in simple, polite language during the publishing process, specifically, to communicate with typesetters and designers in response to colour proofs and provide comprehensive briefs for printers and indexers. Instruction will focus on the writing skills required by editors to negotiate an acceptable result for print and electronic communication. Coverage will include writing back cover copy, brochure, box, catalogue and jewel case copy; ethical issues, writing and rewriting for non-print media. A text will be evaluated for tone and register and advanced author queries written. Throughout the course the focus will be on clarity and precision in decision-making and expression to develop and produce a wide range of professional publications. Skills will be practised in an online discussion group.

OBJECTIVES

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

1. Justify comments on design, typography and typesetting of a publication
2. Negotiate an acceptable result with others involved in the production process using appropriate terminology
3. Develop a brief to be sent to a printer for quotes for a print publication
4. Prepare various kinds of promotional copy such as jacket copy and brochures
5. Write captions for illustrative material
6. Write and rewrite material for non-print media, including converting text to dot point series suitable for on-screen publication
7. Restructure text for on-screen environments, including CD-ROM and the web
8. Analyse magazines and electronic journals, publishing and brief contributors
9. Write a magazine editorial
10. Evaluate the scope of a writing or publishing project and then complete a post-publication project evaluation
11. Demonstrate skills in advanced rewriting
12. Use electronic communication for negotiation and problem solving

TOPICS

	Description	Weighting (%)
1.	Appropriate written instructions for negotiation; the language of other players and staying in touch with the production process	5.00
2.	Writing appropriate comments about a sample setting, cover and internal design for print publications	5.00
3.	Instructing pre-press operators and on-screen professionals and briefing printers	15.00
4.	Applying for permission for images and text, writing captions	5.00
5.	Writing promotional materials	20.00
6.	Writing, restructuring and rewriting for on-screen delivery	20.00
7.	Rewriting	10.00
8.	Briefing journal and magazine contributors and writing editorials	10.00
9.	Evaluative writing	10.00

TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

Macquarie Dictionary, 4th edn (unabridged) OR access to the online version through <https://www.macquariedictionary.com.au>

Commonwealth of Australia 2002, *Style manual: for authors, editors and printers*, 6th edn, John Wiley & Sons, Brisbane.

(Revised by Snooks & Co)

Flann, E & Hill, B 2004, *The Australian editing handbook*, 2nd edn, John Wiley & Sons Australia, Brisbane.

Mackenzie, J 2004, *The editor's companion*, Cambridge University Press, Port Melbourne.

Peters, P 2007, *The Cambridge guide to English usage*, 2nd edn, Cambridge University Press, Cambridge.

Whitbread, D 2009, *The design manual*, 2nd edn, University of NSW Press, Sydney.

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.

Students are advised to browse through relevant Internet sites such as the Copyright Council's. Other web sites and texts are recommended in the study material.

Blake, G & Bly, R 1997, *The elements of copywriting*, MacMillan, New York.

Brouhaugh, W 1993, *Write tight*, Writers Digest Books, Ohio.

Gross, G (ed) 1993, *Editors on editing - What writers need to know about what editors do*, 3rd edn, Grove Press, New York.

Huddleston, R & Pullman, G 2002, *The Cambridge grammar of English language*, Cambridge University Press, Cambridge.

Hudson, N 1997, *Modern Australian usage*, 2nd edn, Oxford University Press, Melbourne.

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

Peters, P 1996, *The Cambridge Australian English style guide*, Cambridge University Press, Cambridge.

Spender, L 2004, *Between the lines: a legal guide for writers and illustrators*, Keesing Press, (Available from Australian Society of Authors, P O Box 1566, Strawberry Hills, NSW, 2012.)

Watson, D 2003, *Death sentence: the decay of public language*, Random House, Australia.

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Directed Study	85.00
Private Study	80.00

ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
INSTRUCTING PUBLISHING TEAM	100.00	30.00	13 Aug 2009 (see note 1)
PROMOTIONAL WRITING	100.00	20.00	09 Sep 2009 (see note 2)
WRTG FOR NON-PRINT/ EVAL/MAGS	100.00	40.00	02 Nov 2009 (see note 3)
PARTICIPATION - DISCUSSION GRP	100.00	10.00	03 Nov 2009 (see note 4)

NOTES

1. This assessment item is aligned with Objectives 1 & 2
2. This assessment item is aligned with Objectives 3, 4 & 5
3. This assessment item is aligned with Objectives 6, 7, 8 ,9 ,10 & 11
4. Participation in Discussion Group will be graded in terms of argument and depth of understanding of issues. Final submission date is 3 November 2009, but students must participate throughout the semester, using the online discussion tool. This assessment item is aligned with Objective 12.

IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:
This course contains a discussion forum where students' participation is formally assessed and successful participation in that discussion group is required to complete the requirements to be awarded a passing grade in the course. There are no other attendance requirements for this course. However, it is the students' responsibility to study all material provided to them, or required to be accessed by them, to maximise their chances 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 successfully complete an individual assessment item, a student must achieve at least 50% of the marks or a grade of at least C-. This statement must be read in conjunction with Statement 4 below.
- 3 Penalties for late submission of required work:
If students submit assignments after the due date without extenuating circumstances and without prior approval, then a penalty of a maximum of 5% of the assigned mark may apply for each working day late, up to a maximum of 10 working days, at which time a mark of zero can be recorded for that assignment.
- 4 Requirements for student to be awarded a passing grade in the course:
To be assured of receiving a passing grade, a student must achieve at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the aggregate of the weighted marks / 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/corporateservices/calendar/part5.htm>

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 despatched to USQ within 24 hours if requested 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) In the event that a due date for an assignment falls on a local public holiday in their area, such as a Show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience. (e) Students who do not have regular access to postal services or who are otherwise disadvantaged by these regulations may be given special consideration. They should contact the examiner of the course to negotiate such special arrangements. (f) 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. (g) 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).

OTHER REQUIREMENTS

- 1 Students will require access to email and internet access to UConnect for this course.
-