

COURSE OUTLINE		
TERM: Fall 2018	COURSE NO: CMNS 351	
INSTRUCTOR:	COURSE TITLE: Editing for Popular Media	
OFFICE: LOCAL:	SECTION NO(S):	CREDITS: 3.0
E-MAIL: @capilanou.ca		
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE PREREQUISITES

45 credits of 100-level or higher coursework

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams.

CALENDAR DESCRIPTION

This course introduces the view from the editor's desk in popular media. How are newspapers, magazines and websites put together? How do editors interact with publishers, sales staff and writers to ensure a publication's success? What imperatives are driving today's industry, and the changes in it? Students will learn how a range of editorial departments function, and will get hands-on training to help them edit others' work to industry standards.

REQUIRED TEXTS AND/OR RESOURCES

The Canadian Press Stylebook, 17th Edition, published 2013 by The Canadian Press.

Other required and recommended resources and readings will be available through the course Moodle, by e-mail or as handouts.

Students should have access to a thesaurus and most particularly a good Canadian dictionary (the *Canadian Oxford Dictionary* is the best option by far), either printed or digital.

CP Caps and Spelling is also recommended.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

- Use clear and correct English, incorporating CP Style rules where appropriate.
- Write editorial correspondence such as assignment and fix notes, internal memos and story proposals.
- Edit raw manuscripts, including both substantive and line edits, to bring stories to a publishable level.
- Understand and apply professional editorial principles of fact-checking when editing stories for fairness, accuracy and balance.
- Write headlines and other display copy for websites, news stories, magazine articles and covers, and social media.
- Understand and apply the principles of presenting editorial and advertising in an appropriate, ethical way.
- Understand the role of editing and the managerial duties of an editor in the complex, evolving world of publishing.
- Discuss editing issues with classmates and guest speakers on topics such as the writer-editor relationship, media law and ethics, and the social characteristics of media.
- Understand and explore through individual and team projects the editor's role in shaping the reputation and character of a publication by articulating editorial vision.
- Identify and discuss global editorial trends among consumer publications, including the use of websites, social media and Internet applications.
- Recognize and define key roles, opportunities and limitations faced by publishers in executing civic responsibilities, such as ensuring diversity, accuracy and editorial independence.

COURSE CONTENT

Date	Topic	Readings	In-class or assignments
Week 1	Publication Architecture	Handouts on proofreading and terminology	
Week 2	Editors and Editing	<i>The Canadian Press Stylebook</i> pages 6-33, readings on editors.	Due: Publication Profile
Week 3	Tools for Editing	<i>Canadian Press Stylebook</i> pages 54-58 (editing), 63-68 (feature writing).	Due: Assignment Memo, Story Ideas

Date	Topic	Readings	In-class or assignments
Week 4	The Art of Display Copy	Group display writing handouts. <i>Canadian Press Stylebook</i> pages 80-83, online articles on effective headline writing.	Due: Display Writing Group In-Class Assignment
Week 5	Story Packaging	<i>Canadian Press Stylebook</i> pages 75-79 (graphics), 99-115 (pictures).and other readings on publication packaging.	Due: Fix Note
Week 6	The Advertising/Editorial Tightrope	<i>Canadian Press Stylebook</i> , plus readings on magazine advertising.	Due: In-Class Quiz on Canadian Press Style
Week 7	Libel, Ethics and Editorial Boundaries	<i>Canadian Press Stylebook</i> , plus codes of ethics and other readings on ethical issues.	
Week 8	The Editor as Designer	Readings on design and packaging, including award-winning editorial packages	Due: Short Edit Assignment, plus draft of Editorial Package
Week 9	Editing for the Facts	Fact-checking samples, guidelines and	
Week 10	Circulation Confidential	Circulation PowerPoint, readings on Internet analytical tools	Due: Final version of Editorial Package
Week 11	Social Media Strategies	Readings on online publishing trends, successful Internet-based magazines	
Week 12	Life Without Paper	Readings on social media trends and effective online story promotion	Due: Social Media Plan
Week 13	The Future of Publishing, including Canada Wide Media field trip	Review readings for final exam	Due: Long Edit Assigment
Weeks 14-15	Exam period		Due: Final exam

EVALUATION PROFILE

Assessment	% of Final Grade
Publication Profile	5%
Five Story Ideas	5%
Assignment Memo	5%
Fix Note Memo	10%
Display Copy	10%
Social Media Plan	5%
Editorial Package	15%
Short Edit	10%
Long Edit	15%
Exam	10%
Participation & Professionalism	10%
TOTAL	100%

Participation & Professionalism

In addition to the attendance policy outlined below, participation and professionalism grade is evaluated on the basis of students' apparent preparation, participation in in-class group activities, their tacit and explicit participation in class discussions and their respectful behaviour in class (see also "electronic devices", below).

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand, to request a new deadline. Assignments that are handed in past the established deadline will be penalized 10 percent per day.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

Attendance

Students are expected to attend all classes and associated activities. Once a student has missed two classes, one of the 10 marks for Instructor Evaluation will be deducted for each class missed without a clear and valid explanation. Completion of assigned readings is also a key component of the instructor evaluation grade.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for note-taking and review of course material only.

On-line Communication

Outside of the classroom, instructors will communicate with students using either their official Capilano University email or Moodle. Please check both regularly. The instructors will aim to reply within 24 hours, but responses may take two days on occasions such as weekends. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at:

<http://www.capilanou.ca/services/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy S2017-05 for more information:

<http://www.capilanou.ca/about/governance/policies/Policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;

- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including [B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure](#).

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.