

Carleton University  
Winter 2021  
Department of English / Dept. of Applied Linguistics

**ENGL 3414A *Introduction to Professional Writing & Editing***

**Prerequisite(s):** third-year standing or permission of the instructor.

**Monday & Wednesdays 11:30 - 1:00 pm**  
**Location:** *Please confirm location on Carleton Central*  
**Format:** *Blended*

**Instructor:** Larry Thompson  
**Email:** *larry.thompson@carleton.ca*  
**Phone:** (613) 852-7560  
**Office Hours:** tba

**I. Course description:** This course is a simulation that will introduce students to fundamental aspects of professional workplace writing and editing, individually and in groups, including various professional applications, with the end result being the production of a magazine simulacrum. The primary focus will be on the shifting tasks and challenges of the editorial process in our multi-media world. We will work through the stages and phases of writing and editing, while also confronting the issues of editorial ethics (from respecting authorial voice to conforming to copyright and other media-law matters). We will simultaneously adopt a theoretical and practical approach, discussing the methodologies of editing in general, as well as of those particular to specific media, while additionally implementing these ideas through discussion and a variety of in-class and take-home assignments.

The course presents a scenario in which students must fill roles within a fictitious magazine, while also participating in all the various writing and editing challenges and tasks normally associated with magazine production, potentially including but not limited to: staff writing, ad writing, legal writing, business plans, annual reports, vision statements, grant applications, column/opinion pieces, investigative pieces, line or copy editing, marketing and sales writing for print, radio, television, Social Media etc etc.

**II. Learning Outcomes:**

**III. Texts:** There is no assigned text. Students will choose, read and review one book related to the subject. A list of suggestions and recommendations will be posted on CULearn and suggestions will be considered.

**IV. Course calendar:**

Jan. 11	Introduction
Jan. 13	Writers and editors of Miscellania
Jan. 18	The Big Picture
Jan. 20	Hatched, Matched & Dispatched
Jan. 25	First Impressions - Opening paras
Jan. 27	Structure - What to leave in, what to leave out
Feb 1	Spelling, Grammar, Punctuation
Feb 3	Accuracy, Fairness, Balance, Libel
Feb. 8	Tight writing
Feb. 10	Planning a Digital Strategy
Feb. 15	READING WEEK
Feb. 17	READING WEEK
Feb. 22	Titles, Headlines and Integrity
Feb. 24	Editing the text
Mar 1	Managing copy, changes, edits & rewrites
Mar 3	Coherence
Mar. 8	Handling the Source/Editor/Client
Mar. 10	Style
Mar. 15	Surviving The Freelancing Life
Mar. 17	Ethics
Mar. 22	Take Home Assignment Review
Mar. 24	Web & On-line
Mar. 29	Social Media

Mar. 31	Breaking News Stories
Apr 5	Designing the Journal
Apr. 7	Your Day in Court
Apr. 12	After Deadline

## VI. Evaluation:

- In-class writing/editorial exercises: 20%
- Take-home exercise 1 (writing) 15%
- Take-home exercise 2 (editing) 15%
- Book Review: 20%
- Writing / Editorial Project: 30%

Standing in a course is determined by the course instructor subject to the approval of the Faculty Dean. This means that grades submitted by the instructor may be subject to revision. No grades are final until they have been approved by the Dean.

**A Note on Deadlines:** Deadlines for assignments will be in place by the second week of classes. The first lesson in professional writing and editing is to always, ALWAYS hit your deadlines. But let's be real, this is a simulation in the middle of a crisis, so some latitude will be given, within reason.

## VII. Statement on Plagiarism

The university's Academic Integrity Policy can be found at:

<https://carleton.ca/secretariat/wp-content/uploads/Academic-Integrity-Policy.pdf>

### PLAGIARISM

The University Senate defines plagiarism as "presenting, whether intentionally or not, the ideas, expression of ideas or work of others as one's own." This can include:

- reproducing or paraphrasing portions of someone else's published or unpublished material, regardless of the source, and presenting these as one's own without proper citation or reference to the original source;
- submitting a take-home examination, essay, laboratory report or other assignment written, in whole or in part, by someone else;

- using ideas or direct, verbatim quotations, or paraphrased material, concepts or ideas without appropriate acknowledgment in any academic assignment;
- using another's data or research findings;
- failing to acknowledge sources through the use of proper citations when using another's works and/or failing to use quotation marks;
- handing in substantially the same piece of work for academic credit more than once without prior written permission of the course instructor in which the submission occurs.

Plagiarism is a form of intellectual theft. It is a serious offence that cannot be resolved directly with the course's instructor. The Associate Deans of the Faculty conduct a rigorous investigation, including an interview with the student, when an instructor suspects a piece of work has been plagiarized. Penalties are not trivial. They can include failure of the assignment, failure of the entire course, or suspension from a program. For more information please go to: <https://carleton.ca/registrar/academic-integrity/>

## VII. Requests for Academic Accommodation

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

**Pregnancy obligation:** write to me with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details click [here](#).

**Religious obligation:** write to me with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details click [here](#).

**Academic Accommodations for Students with Disabilities:** The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520- 6608 or [pmc@carleton.ca](mailto:pmc@carleton.ca) for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your Letter of Accommodation at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (if applicable).

### Survivors of Sexual Violence

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and where survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the

services available at the university and to obtain information about sexual violence and/or support, visit:  
<https://carleton.ca/equity/sexual-assault-support-services>

**Accommodation for Student Activities**

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Write to me with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist.

<https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>