

Carleton University
Winter 2022
Department of English / Dept. of Applied Linguistics & Discourse

ENGL 3414A *Introduction to Professional Writing & Editing*

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

Monday & Wednesdays 1:00 - 2:30 pm

Location: 210 Tory Building (*Please confirm location on Carleton Central*)

Format: *In-Person Only*

Instructor: Larry Thompson

Email: *larrythompson@cunet.carleton.ca*

Phone: (613) 852-7560

Office Hours: tba

I. Course description: This course is an introductory simulation that demonstrates fundamental aspects of professional workplace writing and editing with the end result being the production of a magazine simulacrum. The focus will be on the shifting tasks and challenges of the writing and 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 adopt both a theoretical and practical approach, discussing the methods of editing in general, as well as of those particular to specific media, while implementing these ideas through discussion, group projects, and a variety of in-class and take-home assignments.

We touch on the writing of the professions, such as law, medicine, engineering and tech, academic writing, journalism, finance etc. but not in depth. The emphasis is on creative solutions, clarity, concision, with due deference to style, rules of grammar, spelling and structure.

The course presents students with a scenario in which they 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 writs, 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. Preclusions: None

III. Learning Outcomes: By the end of this course students will:

- 1) gain tools to enhance their professional writing and editing skills
- 2) differentiate between excellent, good and poor writing & editing presentations
- 3) complete hands-on, practical exercises in simulated “real world” applications
- 4) comprehend a nuanced understanding of the philosophy, custom, expectations, perils, joys, rewards of a professional writing/editing life
- 5) discern the difference between “old” expository writing and “new” internet writing

IV. 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 Brightspace, and students can also suggest their own source.

V. Course calendar:

F 10	FALL BREAK	
F 12	WEDNESDAY BREAK	
F 13	THURSDAY	
F 14	FRIDAY	
F 24	FALL BREAK	
F 26	SATURDAY	
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- There is no exam for this course.

“In Class” Writing and Editorial Exercises (20%)

These in-class exercises are all the parts of a zine that are not the feature stories. Writing and editing all of the exercises is mandatory. They are due at the following class. Of the 8 different assignments, students can choose the best two writing exercises and best two editing exercises for their grade. Word count for the writing portion, 500 words. Delivery can be in Word, pdf, Pages, Google docs. Please don't format your text; any fancy stuff you do, I have to undo. A 12 point serif or san serif works fine. Please title electronic files e.g. "larry_thompson_writing_ex1.doc" The editing exercises will be done in your groups in class, when possible. Otherwise, groups will meet outside of class time.

Assigned	Exercise		Deadline
Jan 19	Writing Ex. #1	Births/Marriages/Deaths	Jan 24
Jan 24	Writing Ex. #2	Writing Classified Ads	Jan 26
Jan 26	Writing Ex. #3	Writing for advertising	Jan 31
Jan 31	Writing Ex. #4	Sports or science writing	Feb 2
Feb 2	Writing Ex. #5	Auto & trade writing	Feb 7
Feb 7	Writing Ex. #6	Lifestyle/fashion writing	Feb 9
Feb 9	Writing Ex. #7	Art/Entertainment Writing	Feb 21
Feb 9	Writing Ex. #8	Fiction/Poetry	Feb 24
Feb 28	Editing Ex. #1	Births/Marriages/Deaths	Mar 23
	Editing Ex. #2	Editing Classified Ads	
	Editing Ex. #3	Editing for advertising	
	Editing Ex. #4	Edit Sports or science	
Mar 7	Editing Ex. #5	Auto & trade writing	Mar 23
	Editing Ex. #6	Lifestyle/fashion writing	

	Editing Ex. #7	Art/Entertainment Writing	
	Editing Ex. #8	Fiction/Poetry	

Writing Take-Home Exercise #1 (15%)

Assigned: January 24

Due: February 11

You will write a “lede” paragraph(s) for your long-piece assignment. Then you’ll write it again. And again. And again. And then one last time. Maybe once more. First drafts need only be adequate, or as Anne Lamott is want to call it: “the shitty first draft.” Think of drafts as a sculptor with clay, with each vision and revision, refining the figure. By the end, you will show the five drafts, and hopefully showing an improvement trajectory for your opening graphs. DO NOT do them all in one sitting; leave it sit for a day or two and come back to it. Feel free to re-invent, trash the first notion, flip the script and put the ending first, change tenses or persons – whatever. As long as the last version sings.

Editing Take-Home Exercise #2 (15%)

Assigned: February 21

Due: March 21

You will be supplied with a truly dreadful article of my own creation, which you will have to repair. I know where all the bodies are buried in the text, and you have to find and fix them.

Book Review (20%)

Assigned: January 10

Due: March 16

Choose a book by a writer on writing, a style manual, any book on editing and writing professional, fiction, poetry... whatever – choose a personal favourite if you like. It can also be a work of fiction about writing or editing. 1,500 words.

Long-Piece Writing Project (15% writing/15% editing)

Assigned: January 17

Due: Written Feb 21 / Edited March 28

Your long-piece article can be about anything you like, real or fake. At 5,000 words, the topic must be substantial enough to sustain the length. The draft will continue on from your final lede graphs, then there will a final edit involving substantial cuts in the length of the story.

<p>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.</p>

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/>

VIII. Special Information Regarding Pandemic Measures

All members of the Carleton community are required to follow COVID-19 prevention measures and all mandatory public health requirements (e.g. wearing a mask, physical distancing, hand hygiene, respiratory and cough etiquette) and [mandatory self-screening](#) prior to coming to campus daily.

If you feel ill or exhibit COVID-19 symptoms while on campus or in class, please leave campus immediately, self-isolate, and complete the mandatory [symptom reporting tool](#). For purposes of contact tracing, attendance will be recorded in all classes and labs. Participants can check in using posted QR codes through the cuScreen platform where provided. Students who do not have a smartphone will be required to complete a paper process as indicated on the [COVID-19 website](#).

All members of the Carleton community are required to follow guidelines regarding safe movement and seating on campus (e.g. directional arrows, designated entrances and exits, designated seats that maintain physical distancing). In order to avoid congestion, allow all previous occupants to fully vacate a classroom before entering. No food is permitted in any classrooms or labs.

For the most recent information about Carleton's COVID-19 response and required measures, please see the [University's COVID-19 webpage](#) and review the [Frequently Asked Questions \(FAQs\)](#). Should you have additional questions after reviewing, please contact covidinfo@carleton.ca

Please note that failure to comply with University policies and mandatory public health requirements, and endangering the safety of others are considered misconduct under the [Student Rights and Responsibilities Policy](#). Failure to comply with Carleton's COVID-19 procedures may lead to supplementary action involving Campus Safety and/or Student Affairs.

IX. 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 accommodation regarding a formally-scheduled final exam, you must complete the [Pregnancy Accommodation Form](#).

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 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/focus/sexual-violence-prevention-survivor-support/>

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 will 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>