

Carleton University

Winter 2020

Dept. of English / Dept. of Applied Linguistics

Course and Section No: **ENGL 3414 A / ALDS 3414 A**

Course Title: **Introduction to Professional Writing and Editing**

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

Time: **Mon. & Wed. 13:05 – 14:25**

Location: **431 Tory Building**

Please confirm locations on Carleton Central

Instructor: Prof. Larry Thompson

Office Hours: Monday. 12:00 – 13:00

Office: 238 MacOdrum Library

email: larry.thompson@carleton.ca

Phone: *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.

II. **Texts:** There will be assigned readings throughout the course.

III. Course calendar:

Jan. 6	Introduction		
Jan. 8	Writers and editors of Miscellania		
Jan. 13	The Big Picture		
Jan. 15	Hatched, Matched & Dispatched	Writing Ex. #1	Births/Marriages/Deaths
Jan. 20	First Impressions - Opening paras	TAKE-HOME ASSIGNMENT I	Writing assignment - The Lead
Jan. 22	Structure - What to leave in, what to leave out	Writing Ex. #2	Writing Classified Ads

Jan. 27	Spelling, Grammar, Punctuation	Writing Ex. #3	Writing for advertising
Jan. 29	Accuracy, Fairness, Balance, Libel	Writing Ex. #4	Sports writing
Feb. 3	Tight writing	Writing Ex. #5	Auto & trade writing
Feb. 5	Planning a Digital Strategy	Writing Ex. #6	Lifestyle/fashion writing
Feb. 10	Titles, Headlines and Integrity	Writing Ex. #7	Art/Entertainment Writing
Feb. 12	Editing the text	Writing Ex. #8 TAKE-HOME ASSIGNMENT II	Fiction/Poetry Take-Home Assignment I due Editorial assignment
Feb. 17	READING WEEK		
Feb. 19	READING WEEK		
Feb. 24	Managing copy, changes, edits & rewrites	Editing Ex. #1	
Feb. 26	Coherence	Editing Ex. #2	
Mar. 2	Handling the Source/Editor/Client	Editing Ex. #3	
Mar. 4	Style	Editing Ex. #4	
Mar. 9	Surviving The Freelancing Life	Editing Ex. #5	Take-Home Assignment II due
Mar. 11	Ethics	Editing Ex. #6	
Mar. 16	Take Home Assignment Review	Editing Ex. #7	
Mar. 18	Web & On-line	Editing Ex. #8	
Mar. 23	Social Media		
Mar. 25	Social Media	In-Class Group Project: Breaking News Story	Small groups assemble/write/edit stories based on supplied source material - complete in class
Mar. 30	Designing the Journal	FINAL PROJECT	Set-piece article/prose
Apr. 1	Your Day in Court		Moot court
Apr. 6	After Deadline		

IV. Evaluation:

In-class writing/editorial exercises: 20% (choice of 4 x 5%)

Take-home exercises: 40% (2 x 20%)

In-Class Project: 20%
Editorial Project: 20%

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.

Make note of the following course regulations:

1) Submissions:

- i) Take-home assignments should be submitted at the beginning of the class on the assigned due date. Assignments should not be slipped under my office door. Emailed assignments will be accepted. If one of your assignments is lost, misplaced, or not received by the instructor, you are responsible for having a backup copy that can be submitted immediately upon request;
- ii) In-class assignments are to be completed and submitted during the lecture date assigned. Exceptions will only be made under medical or other emergency conditions, and documentation will be expected.

2) Late papers: Take-home assignments submitted after the due date without accompanying medical or other appropriate documentation will be deducted 5% PER DAY beginning 8:30am the day after the due date to a maximum of 5 days (weekends counting as one day). After that, no undocumented late papers will be accepted. There will be no individual exemptions from or exceptions to this rule. If non-emergency situations develop, familiarize me with them BEFORE they occur whenever possible.

3) Preparation & Attendance: While attendance will not be actively monitored, regular attendance in class is expected; this is especially significant in a seminar course like ours in which we will workshop ideas and examples, which cannot be done effectively without major group input. Seminar notes or synopses will not be provided to students missing class—it is your responsibility to make up for missed work (optimally through note-sharing via cuLearn).

4) Communication: I will use email and the cuLearn course site to communicate with students; you are advised to check both regularly. You are expected to contact me through email using your Carleton accounts. Please indicate your concern in the subject line (*e.g.* “lecture question”); unidentified emails will be deleted. Excessive informality is discouraged. I check email at least

once daily Monday to Friday (usually sometime in the morning and later if possible) but generally NOT on weekends. This means last-minute emails concerning assignments or what-have-you will likely not be returned in time to clarify questions (particularly those sent later in the day on Fridays).

5) Classroom Etiquette: Students are expected to be on time for each class so as not to disrupt the room for other class members. Also any electronic activity is expected to be for seminar purposes only; texting, surfing, “facebooking,” “tweeting,” etc are rude and disruptive for all others in the classroom. Non-academically oriented electronics should be turned off for the duration of lecture. Additionally, while discussion is encouraged, private conversations between students are distracting to those not involved; any comments should be made openly or not at all.

V. 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/>

VI. 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

Please contact your instructor 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, visit the Equity Services website: <https://carleton.ca/equity/contact/form-pregnancy-accommodation/>

Religious obligation

Please contact your instructor 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, visit the Equity Services website: <https://carleton.ca/equity/focus/discrimination-harassment/religious-spiritual-observances/>

Academic Accommodations for Students with Disabilities

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC 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 your instructor as soon as possible to ensure accommodation arrangements are made. For more details, visit the Paul Menton Centre Website: carleton.ca/pmc

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 its 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 must be provided to students who compete or perform at the national or international level. Please contact your instructor 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>