

Copy Editing

Copy editing is the **quality control** function for a publication

Quality Control is a system for verifying and maintaining a desired level of quality in an existing product or service by careful planning, use of proper equipment, continued inspection, and corrective action as required.



Goals of Copy Editing

Clarity - copy editors must make sure the story is clear and makes sense

Correctness - copy editors have to double check the facts and the accuracy

Conciseness - copy editors make sure the story is told in the most efficient way possible

Consistency - copy editors make sure the rules, style and other elements of the story are consistent and remain the same throughout.

Coherency - copy editors make sure that the story is well-put together and easily readable.

How Do Copy Editors Achieve These Goals?

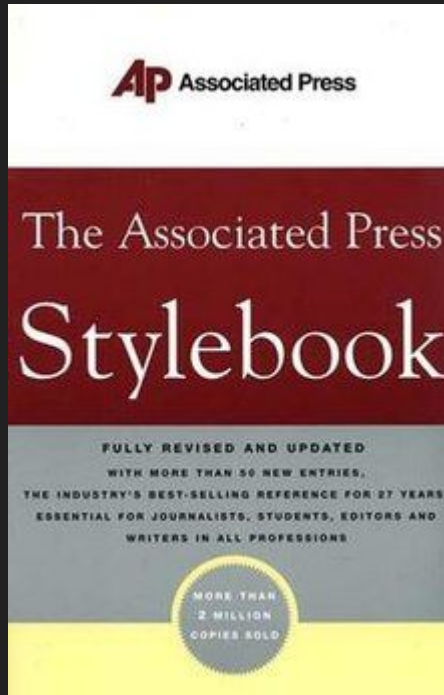
Correcting writing, usage and fact errors

Rewriting when a sentence is unclear or wordy

Copy editors use a variety of **STANDARD PROOFREADING MARKS** to indicate errors



Where Do the Conventions Come From?



The Associated Press Stylebook

Set of guidelines for journalists published annually by the Associated Press
Designed to help journalists communicate quickly and clearly

Practice Copy Editing

Look over the “12 Rules for Writing” and “Common Copy Editing Marks” handouts in your packet.

I will assign you a particular paragraph to edit on the “Proof It!” page in your packet. (the last page of your packet)



Every one want to feel special sometimes. But what if a person could feel specialty anytime they wanted. On last Sat. Oct. 25th in Burlington, Iowa, a Junior at the local High School figured out away to make every one feel good about herselfs.

Junior Jake McAlistair has invented a “applause box.” The box that was part of a science project, is motion activated and has a mirror on the top of it so that while you are getting applause a person can actually look herself in the face “I wanted to make sure that every one had a way to feel good about there self and this was the easiest solution that I could come up with on such short notice,’ McAlistair explained.

His science teacher, Mr. Torrance, a science teacher at BHS thinks that Jake's invention is a great idea. "It's a great idea," Mr. Torrance said when I asked him if he thought it was a good idea. He thought that it was such a good idea, infact, that he sent the idea to a friend of his who works for a place that makes Novelty Items. "My friend said that he thought it would make a great gift item," Mr. Torrance said. "They are negotiating with jake right now about how much they want to buy it for from him."

McAlistair is excitement about the idea of his science project being marketing nationwide. “It just makes me feel good to know that there are people out there who might be having a bad day out there and when they buy this and put it in they’re bedroom or livingroom and then they walk by and catch a glimpse of herself and hear that Applause,” Mcalistair exclaimed.