

Editing Workshop
**United Methodist Association
of Communicators**
October 18-21, 2011
Albuquerque, New Mexico

Pop quiz!

Which is correct?

- a. Ms. Barnes said, "I love reading **response.**"
- b. Ms. Barnes said, "I love reading **response**".

Types of Writing

- News
- Columns
- Reflections
- Stories

News Writing

Characteristics of News

- Immediacy and timeliness.
- Proximity.
- Consequence.
- Suspense.
- Oddity, first-time events or twists of the expected.
- Conflict.
- Emotion and human interest.
- Progress.

News Writing

Tips:

- Get right to the point.
- Keep your sentences and paragraphs short. Sentences should be 23 words or fewer, and paragraphs about three to five sentences.
- Use short, familiar words and a conversational, inviting tone.
- Use active verbs and active sentence structure.
- Be human. The church is people, so write about people. Tell their stories, their thoughts, their dreams, their disappointments.

Pop quiz!

Which is correct?

- a. I think Jesus' teachings are right on.
- b. I think Jesus's teachings are right on.

Column Writing

Column writing is for

- Sharing your opinions.
- Challenging stereotypes and traditional ways.
- Inspiring, motivating or entertaining your readers.
- Interpreting the news.
- Rallying support for a cause.
- Warning of impending danger.
- Pointing out the humor in everyday human existence.

Column Writing

Tips:

- Write in the first person.
- Stick to the point.
- Be brief.
- Use simple, direct language.
- Avoid preachy, scolding tones.
- Respect your readers' intelligence.
- Don't assume they know what you're talking about.

Pop quiz!

Fill in the blank:

Brad and Jen really do love _____.

- a. each other
- b. one another
- c. Angelina Jolie

Reflection Writing

- Reflections are about expressing feelings. Journal entries, poems, drawings, prayers, and shared thoughts constitute a reflection.
- Include enough information so that the reader knows what topic or event inspired the reflection, but reflections are more for sharing than convincing (as opposed to a column).

Blog Writing

Blogs are for

- News
- Thoughts
- Opinions
- Reflections

Blog Writing

In blogs you can include

- Stories
- Photos
- Videos
- Internet links
- and more

A blog can be a personal journal or online newsletter.

Pop quiz!

Fill in the blank:

I had _____ than 10 items, so I used the express checkout.

- a. less
- b. fewer



Pop quiz!

Fill in the blank:

Good magazines (_____, *New World Outlook* and **response**) know editing is important.

a. i.e.

b. e.g.

Three major dictionaries have come out with new editions in 2011

Merriam-Webster
Oxford English Dictionary
American Heritage (Nov. 1)

Merriam Webster

Merriam-Webster added 150 new words in 2011
Here is a sampling.

- **crowdsourcing**, *noun*. The practice of obtaining needed services, ideas, or content by soliciting contributions from a large group of people and especially from the online community rather than from traditional employees or suppliers.
- **tweet**, *verb*. To post a message to the Twitter online messaging service.
- **social media**, *plural noun, also used as singular*. Forms of electronic communication (as Websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos). First known use: 2004.

Merriam-Webster 2011

- **parkour**, *noun*. The sport of traversing environmental obstacles by running, climbing, or leaping rapidly and efficiently.
- **helicopter parent**, *noun*. A parent who is overly involved in the life of his or her child.
- **boomerang child**, *noun*. A young adult who returns to live at his or her home, particularly because of financial reasons.
- **bromance**, *noun*. A close nonsexual friendship between men.

Oxford English Dictionary added 1,800 words

- **brain candy**, *noun*. Broadly appealing, undemanding entertainment which is not intellectually stimulating. *OED* already has *eye-candy* and *ear candy*.
- **cryonaut**, *noun*. A person who is cryogenically preserved with a view to being revived in the distant future.
- **environmentally unfriendly**, *adjective*. Designed, produced, or operating in a way that causes, or does not minimize, harm to the natural environment; opposed to *environmentally friendly*.
- **urb**, *noun*. An urban area, a city. Frequently contrasted with *suburb*.

American Heritage isn't out yet and isn't sharing what it has added.

That's OK. We'll use this space to look at two online resource sites that consider new words a lot more frequently:

Copyediting: Because Language Matters

An online subscription newsletter and editorial community
www.copyediting.com

Double-Tongued Dictionary

www.doubletongued.org

Copyediting.com

- **planking**, *noun*. A fad involving lying down in a public place and taking a picture that's then posted on the web.
- **owling**, *noun*. Like planking, owling is a fad, but it involves taking pictures of yourself in an owl-like pose. As the example shows, new variations keep popping up.
- **zombie bank**, *noun*. A bank that is continually near failure, especially one propped up by government assistance.
- **Dracula sneeze**, *noun*. Covering one's mouth with the crook of an elbow when sneezing, seen as similar to popular portrayals of the vampire Dracula, in which he covers the lower half of his face with his cape.
- **nontroversy**, *noun*. An event seen by some observers as controversial and by others as insignificant. A blend of non + controversy.

Double-Tongued Dictionary

- **embaby**, *noun*. An (implanted) embryo.
- **whimperative**, *noun*. A command or request phrased as a polite or indirect question.
- **bootleg trail**, *noun*. A walking path or track worn into the ground by habitual human passage rather than by design.
- **frankenpine**, *noun*. A cellular telephone tower camouflaged to look like a pine tree.
- **noddy**, *noun*. A reaction shot of an interviewer that is recorded and inserted into video or film to disguise edits or to give the impression that an interviewer is listening to an interviewee.
- **oops paint**, *noun*. House paint sold at a discount because it is deemed of low quality or unsatisfactory color, has been returned by a previous customer, or was specially mixed but never sold.

Next up: Editing tips

But first, what are some of your grammar pet peeves?

(It's okay; this is a safe space.)

Tips for Editing

- Make sure spelling is consistent.
- Make sure terminology used is consistent.
- Avoid “insider” language: spell out acronyms, explain terms, etc. Don’t assume your readers know what you’re talking about.

Tips for Editing

- Look up words for spelling and definition.
- Have a style guide available, such as *Chicago Manual of Style* or *AP Stylebook*.
- Know correct use of punctuation.
- Edit sexist language: use humankind, weather forecaster, congressperson, mailperson, firefighter, chairperson, first-year student, etc.

Pop quiz!

Which of the following words is okay to use as a general term?

- a. mankind
- b. fireman
- c. congressperson
- d. chairman

Resources for Editing

Associated Press Stylebook, 2011 edition

- www.apstylebook.com
- www.twitter.com/APStylebook



Pop quiz!

Fill in the blank:

I'm not going to miss you like a child misses _____ blanket.

- a. their
- b. his or her

Resources for Editing

Chicago Manual of Style, 16th edition

- www.chicagomanualofstyle.org
- www.twitter.com/ChicagoManual



Resources for Editing

Grammar Girl

- grammar.quickanddirtytips.com
- www.twitter.com/GrammarGirl



Pop quiz!

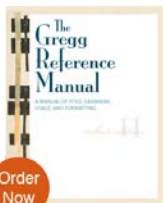
Fill in the blank:

The United Methodist Hymnal
_____ many hymns.

- a. comprises
- b. is composed of

Gregg Reference Manual

William A. Sabin



The Gregg Reference Manual is intended for anyone who writes, edits, or prepares material for distribution or publication. For over fifty years this manual has been recognized as the best style manual for business professionals and for students who want to master the on-the-job standards of business professionals.

THE **Gregg Reference Manual**
Online TENTH EDITION WILLIAM A. SABIN

QUIZ RESULTS

Which is correct:

- a. Ms. Barnes said, "I love reading **response.**"

Punctuation should most often appear inside quotation marks.

Which is correct?

- a. I think Jesus' teachings are right on.

Though adding "s" is correct in most instances for a person whose name ends in "s," Jesus is special.

Fill in the blank:

Brad and Jen really do love each other.

For two people, use "each other." For more than two people, use "one another."

Fill in the blank:

I had fewer than 10 items, so I used the express checkout.

Use "fewer" for countable entities, "less" for entities you can't count.

Fill in the blank:

Good magazines (e.g., *New World Outlook* and **response**) know editing is important.

e.g. = for example

i.e. = that is

(There is a difference.)

Which of the following words is okay to use as a general term?

- a. mankind
- b. fireman
- c. congressperson**
- d. chairman

Avoid sexist language: Use humankind, weather forecaster, congressperson, mailperson, firefighter, chairperson, first-year student, etc.

Fill in the blank:

I'm not going to miss you like a child misses his or her blanket.

Make sure the pronoun agrees with the noun.

Fill in the blank:

The United Methodist Hymnal is comprises **and** is composed of many hymns.

Both are correct! (Incorrect: "is comprised of.")

We'll let Grammar Girl explain this one.

