Editing in Two Theaters

{ Academic and Corporate Editing

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About Us

- Define the duties and daily tasks of academic and corporate copy editors.
- Investigate how skills overlap between the two areas.

Purpose

- "There is but one art, to omit." - Robert Louis Stevenson
- Why do we edit?
- What is editing?
  - To prepare (written material) for publication or presentation, as by correcting, revising, or adapting. ~ Free Dictionary Online
  - Arranging, revising, and preparing a written, audio, or video material for final production, usually by a party other than the creator of the material… to achieve a smooth, unbroken flow of narrative. ~ Business Dictionary Online

Purpose and Effects of Editing

- Scribes
- Pre-printing press concerns
- Typesetters and printing publishers
- Standardization
- Copyediting and content editing today

Historical Origins of Editing

❧Markets

❧Skills

Types of Editing

- Corporate
- Academic
- Journalistic
- Magazine/Periodical
- Book Publishing

ACES Markets

Definitions of editorial skills FR

Developmental / Project Editing
> Co-ordinating and editing a project from proposal or rough manuscript to final manuscript, incorporating input from authors, consultants and reviewers. May include budgeting, hiring, design supervision and project co-ordination.

Substantive or Structural Editing
> Clarifying and/or reorganizing a manuscript for content and structure. Changes may be suggested to or drafted for the author. May include negotiating changes with author.

Stylistic Editing
> Clarifying meaning, eliminating jargon, smoothing language and other non-mechanical line-by-line editing. May include checking or correcting reading level; creating or recasting tables and/or figures; negotiating changes with author.

Rewriting
> Creating a new manuscript or parts of a manuscript on the basis of content and research supplied by an author. May include some research and writing of original material.

Copy Editing
> Editing for grammar, spelling, punctuation and other mechanics of style; checking for consistency of mechanics and internal consistency of facts; marking head levels and approximate placement of art; notifying designer of any unusual production requirements. May include Canadianizing; metrication; providing or changing system of citations; writing or editing captions and/or credit lines; writing running heads; listing permissions needed and/or obtaining them; providing or editing prelims, back matter, cover copy and/or CIP data. May also include negotiating changes with author.
>
> N.B. "Copy editing" is often loosely used to include stylistic and even structural editing, fact checking and mark-up. It is not so used by the Editors' Association of Canada.

Picture Research
> Locating suitable photos and/or artwork. May include obtaining camera-ready reproductions; preparing descriptions, working sketches and/or artist's references or co-ordinates for illustrations, maps and diagrams; supervising production of final artwork; obtaining releases from and/or conducting financial negotiations with picture sources and artists; preparing labels, captions and sources for typesetting.

Fact Checking / Reference Checking

Checking accuracy of facts and/or quotes by reference to original sources used by author and/or from other sources.

Indexing

Producing an alphabetical list of names and places and/or subjects and concepts, etc., that appear in a work.

Mark-Up / Coding

Adding designer-written specifications for typesetter or word processor.

Proofreading

Reading proofs of edited manuscript. Galley proofing may include incorporating and/or exercising discretion on author's alterations; flagging locations of art and page references; verifying computer codes. Page proofing may include checking adherence to mock-up (rough paste-up), accuracy of running heads, folios and changes made to type in mock-up, checking page breaks and location of art, and inserting page numbers to table of contents and cross-references if necessary. May also include checking vandykes and colour mats (press proofs).

Mock-Up (Rough Paste-Up)

Producing a mock-up from proofs and marking proofs for changes necessitated by mock-up. May include copyfitting and/or marking colour breaks.

Production Editing

Co-ordinating typesetting and design in the mock-up and assembly stages; includes ensuring integration of design and content. May include actual mark-up, proofing, mock-up, page proofing, indexing and/or checking vandykes and colour mats. May also include locating, negotiating with and supervising designer, artists, typesetter, and printer and creating production schedule.

Specifics of Academic and Corporate Editing

- Academic Editors
  - Work with students, teachers, professors, and specialized scholarly publications to produce writing for academic and scholarly purposes
- Corporate Editors
  - Constantly evolving, generally work for corporations with published materials, either on websites, through social media, or in print, as well as documents used within the corporation

Definitions

❧ Informally surveyed editorial professionals

 ✄ Both corporate and academic editors

❧ Asked questions about daily tasks, production cycles, audiences, and training or education for their position

❧ Task chart

Tasks: Survey Data

	Academic	Corporate
Collaborate with author to shape rough draft, outline, or sketchy notes into manuscript form.	2	
Select and order pieces for each issue of a periodical.	1	
Assess entire manuscript for style, tone, structure, logic, and accuracy; makes appropriate corrections.	2	4
Reorganize manuscript, make minor rewrites, write transitions and summaries, eliminates wordiness, and work with author to resolve inconsistencies and clarify confusing passages.	2	3
Collaborate with website owner to shape rough draft, outline, or sketchy notes into Web content. Apply technical knowledge of website design to create and edit Web pages directly.	1	
Make light edits to manuscript, line by line: Correct errors in spelling, punctuation, grammar, and usage; assures consistency in capitalization, numbers and abbreviations.	1	4
Make medium edits to manuscript, line by line: Conduct all light-edit activities; tightens wording, eliminates sexism, checks for flawed logic, cross-checks in-text citations and footnotes against references, checks permissions if needed, edits artwork, and marks design elements/styles for typesetting.	2	5

	Academic	Corporate
Make heavy edits to manuscript, line by line: Conduct all light- and medium-edit activities; revise murky passages; change passive to active voice; eliminate jargon; suggest cuts, additions, and rearrangements.	2	3
Write a manuscript to be published under another person's name.		
Check typeset material; flag typographical errors, poor type quality, and deviations from typesetting conventions.	1	3
Create and alphabetize index as a condensed overview of the book.		
Critique web pages or websites verbally or in writing, without making direct edits to the site.		
Revise or correct website text; write captions.	1	
Add, delete, and rearrange graphics; create Web page layouts; add and delete Web pages as needed; create or update hypertext links from menus and other pages within the website.	1	
Manage the stages of a manuscript: Coordinate services of copyeditor, designer, artist, and proofreader to maintain a production deadline and budget.		

- Academic - often subject or press specific knowledge, though extensive experience with academia is also appropriate
  - Ex. Tweed, a freelance academic editor who also works with University Presses
  - Often have advanced degrees but opportunities for entry level work in copyediting, proofreading, fact checking
- Corporate – Bachelor's or master's, usually in English, communications, or journalism
  - Wide variety of training among survey respondents
  - Certificates at Poynter, ACES, University of Chicago

Preparations

- Both have much longer format than journalism
- Acceptance that editing has value – polishing
- Importance of reputation
- Academic
  - One author writes several long pieces
  - Journal with thousands of pieces over its publication history
  - Constant publications
  - Large percentage of "publication time" is editing
- Corporate
  - Due to sales and for-profit industry, importance of reputation is very high
  - Varies with type of project
    - News Alerts vs. Library Articles

Time to Publication

- Academic
  - Importance of citation
  - Adherence to a specific guideline, often discipline specific (MLA, Chicago, APA, AMA)
- Corporate
  - A compilation approach, for efficiency and readability
  - Importance of house style manuals
- Consistency valued over all others!

Style

- Academic
  - Educated, subject-specific audience
  - Importance of specific style guide
- Corporate
  - Broader audience includes clients, partners, employees
  - Different purposes for a single piece, or unknown audiences

Audience

- Academic
  - An active force in moving and changing the language
    - Linguistics, Rhetoric, Biology, Geology, etc.
  - The role of the debated footnote
- Corporate
  - Place names
  - Limitations of audience

Dealing with a changing language

- Writing
  - Reviews and articles for journals within areas you are familiar with or interested in.
    - Ex. Film and History
    - Research Xchange
- Job searching
  - Academic
    - University presses, freelance, university websites, individual journals and publishing companies
  - Corporate
    - Industry tradesites

How to start?

"Editing might be a bloody trade. But knives aren't the exclusive property of butchers. Surgeons use them too. "~ Blake Morrison

Discussion/Questions

- University of Chicago Press
- Poytner
- ACES
- Editors' Association of Canada
- Copyediting.com
- Media Bistro
- Editorial Freelance Association

Resources