‘Turdmonger’ is Definitely a Closed Compound:
Editing in Online Entertainment

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I. Style is serious business

a. Just because the words are funny doesn’t mean you can be a slob
   i. We have the same headline considerations as anybody else does; we just get to swear in ours.

b. Voice in headlines just as important as voice in articles

c. The Onion’s satirical voice works because it precisely emulates newspapers of high esteem
   i. Our subject matter is often bombastic or goofy, but the tone surrounding that subject matter is not. It has to be streamlined, self-serious, and perfectly edited. We are, of course, America’s Finest News Source.

d. The A.V. Club’s headlines still have to succinctly convey what the article is about
i. Because we write about entertainment, we are lucky that we have a lot more freedom with headlines that traditional news organizations don’t have. That doesn’t mean that anything goes, though. We purposely avoid any kind of click bait construction, but we still need to tease, and we can do so in a playful way.

1. *Fuller House* is like a porn parody without the porn
2. *Christ, The Young Messiah* is dull
3. *Love* is another visually striking trip up director Gaspar Noe’s ass
4. *When NBC re-named Truth Be Told, it should’ve gone with Chatty Assholes*

II. Entertainment as it relates to the real world

a. **“You should smile”: TV comedy takes on everyday harassment**
   i. Anything we publish that uses the words “rape” or “feminism” will become a magnet for belligerent commenters, so this is something we had to think about carefully and make sure it was impeccably edited.
   This is a topic that every woman is familiar with, so we had to strike a balance of personal insight with critical writing.
   ii. The headline “TV comedy takes on everyday harassment” makes clear that this piece is taking a stand.

b. **Gerard Butler scowls his way through the atrocious *London Has Fallen***
   i. One of the reasons this pan is so good is because it takes the film seriously. It critically engages with this film on every level: It examines the dialogue, the camera angles, the way the film stitches together B-roll.
   ii. A good example of where we allow swearing: This is more than just amplification, and it’s not lazy writing. “Dog whistles and dog-shit filmmaking” perfectly encapsulates the pile of shit this movie is.
c. **Obama Explains How They Get All Those Cars On The Back Of One Of Those Trucks**
   i. This required extensive research and fact checking. Beyond that, it required distilling information we hoped was right into the voice that we’ve established for Obama, his authoritative and reassuring presidential tone.
   ii. This relatively harmless, goofy story only earned its silliness by first grounding itself in real-world accuracy.

d. **Report: 55% Of Nation’s Granite Now Engraved With Names Of Victims**
   i. Often it is more powerful in the wake of tragedy to make a larger comment about the state of violence in America, rather than to produce an up-to-the-minute take on a particular event.
   ii. Copyediting and fact checking became a very important part of producing this article, because the names on the granite couldn’t match that of anyone affected by actual gun violence. Even using random name generators, many had to be replaced multiple times to avoid making an accidentally wrongheaded comment.

III. **How do you make decisions when the usual sources can’t help?**

   a. **Clarity > Pedantry**
      i. Ease and simplicity for a team of 200+ freelancers
      ii. What is the larger community using? It doesn’t make sense to be overly proper if everybody else is, for instance, using “A$AP Rocky” instead of “ASAP Rocky.” That will stand out to our readers.
      iii. **There are two e’s in “Wookiee,” damn it:** A message from The A.V. Club copy desk
iv. As with the above in-house style, sometimes firm decisions must be made that contain an internal logic and are consistently followed

b. Make style decisions that best serve the joke

i. ‘I Spilled My Soda,’ Report Nation’s Dopes

ii. The majority of the terms in this story (dope, dimwit, dim-bulb, dum-dum) have that aggressive “d” sound at the front, keeping them alliterative

iii. There’s a very fair argument for making “dim bulb” an open compound, but hyphenating it adds a swiftness to it, condensing it down from a description of the person to a sobriquet

IV. Pop quiz time!

#TeamJacob or #TeamEdward?

You’re rooting for a couple on your favorite TV show. Are you:

a. shipping them
b. ’shipping them
c. I have no idea what you’re talking about
This is a term that originated in fandoms on the internet. When somebody is rooting for a particular couple—often one that isn’t together on the show—it’s called ‘shipping. We made the call to use an apostrophe, to indicate that it’s derived from “relationship” and to distinguish it from the other meaning of ship and shipping.

99 Problems

Pick the correct one:

a. Jay Z and Kesha are collaborating
b. Jay-Z and Ke$hha are collaborating
c. Jay Z and Ke$hha are collaborating

Jay Z dropped his hyphen a couple years ago, and Kesha dropped her dollar sign a year or so ago. As far as we know, they are not actually planning a collaboration.

We are young / so let’s set the world on fire

Nate Ruess’ band, fun., should be styled:

a. fun.
b. Fun
c. fun

To the great annoyance of pop-culture editors everywhere, there is a band that styles its name as “fun.”. It’s too difficult to read in running text, so we made the call that we do not kow-tow to bands’ whims. In The A.V. Club, this band is Fun, upstyled and with no period after the name.