

Faculty of Economics and Political Science

In the Editor's Seat

Information :

Course Code : PMM 408

Level : Undergraduate

Course Hours : 2.00- Hours

Department : Department of Political Mass Media

Instructor Information :

Title	Name	Office hours
Associate Professor	Samah Mohamad Mohamady Saad	1
Associate Professor	MIRAL SABRY TAHA ALASHRY ABOFRIKHA	2
Teaching Assistant	Nouran Ayman Eldakhly Taha	

Area Of Study :

The role of the editor is one of the most critical in any news agency since he/she represents the filter between the writer and the audience, source of ideas and angels of coverage, and the one that could judge the quality of the work submitted. This course places students on the seat of the editor to allow them to see media from his/her perspective. By the end of the course, students are prepared to either deal with editors effectively as writers or get into the diverse media means as editors or assistant editors.

Course Goals:

- Edit for broadcast, print and web media forms.
- Set the agenda according to ethical considerations and current conditions.
- Conduct macro and mico editing.
- Write headlines and captions.
- Select visuals to be used with news stories.
- Apply concepts and theories of visual communication.
- Evaluate the work of others in terms of professionalism and ethical implications.

Description :

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Course outcomes :

a.Knowledge and Understanding: :

1 -	Recognize the responsibilities and tasks of an editor.
2 -	Describe the roles of editors and journalists.
3 -	Identifying the difference between macro and micro editing.

b.Intellectual Skills: :

1 -	Test the editorial proves.
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2 -	Assess importance and relevance of stories to the target audience.
3 -	Plan the layout or newspapers and newscasts.
c. Professional and Practical Skills: :	
1 -	Apply AP style in editing.
2 -	Use editing symbols in providing feedback.
3 -	Practice professional leadership skills in dealing with difficult situations between editors and writers/correspondents.
4 -	Employ macro and micro editing techniques.
5 -	Manage a newsroom.
d. General and Transferable Skills: :	
1 -	Use computers and the Internet.
2 -	Work in a team environment.
3 -	Translate to and from other languages.
4 -	Apply practical and professional problem solving

Course Topic And Contents :			
Topic	No. of hours	Lecture	Tutorial / Practical
Introduction and syllabus	4	1	1
The Hierarchal Structure of Media Organizations	4	1	1
Role and Responsibilities of an Editor	4	1	1
Finding Angles of Coverage and pitching	4	1	1
The Editor-Writer Relationship	4	1	1
Using Stylebooks	4	1	1
Midterm Exam		1	
Macro Editing	8	2	2
Micro Editing	8	2	2
Writing Headlines and Captions	4	1	1
Selecting visuals	4	1	1
Copyrights Issues and Handling Difficult Situations	4	1	1
Final Exam		1	

Teaching And Learning Methodologies :
Demonstration videos
Presentation
Debates
Group discussion
Research Paper

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
Course Work (Attendance, Participation, Assignments, Project D	30.00		To assess understanding, analytical and practical skills,
Final Exam	40.00	15	To assess knowledge and intellectual skills
Midterm Exam	30.00	7	To assess professional skills

Recommended books :

Norm Goldstein, The Associated Press Stylebook and Briefing on Media Law, Massachusetts: Basic Books, 2002

Irene Hammerich, Claire Harrison, Developing Online Content: The Principles of Writing and Editing for the Web, John Wiley & Sons, 2002