

**University of Arkansas – Fort Smith**  
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## **General Syllabus**

### **RHET 4123 Professional Editing and Publishing**

Credit Hours: 3      Lecture Hours: 3      Laboratory Hours: 0

Prerequisite: RHET 2863 Advanced Composition or RHET 3103 Editing for Usage, Style, and Clarity or consent of instructor.

Effective Catalog: 2019-2020

#### **I. Course Information**

##### **A. Catalog Description**

Teaches the roles of professional editors and publishers and assists students in researching, developing, and editing projects for publication. Includes publication venues such as magazines, e-zines, blogs, and scholarly journals.

##### **B. Additional Information**

None

#### **II. Student Learning Outcomes**

##### **A. Subject Matter**

Upon successful completion of this course, the student will be able to:

1. Analyze the various roles of editors and publishers in diverse situations.
2. Analyze various publications/publication venues for audience/purpose; content/coverage; and style, tone, and format.
3. Create and prepare documents and projects for specific venues/publication opportunities, including copy editing using standard proofreading/editing symbols and various style guides.
4. Use word processing programs to demonstrate basic proficiency in presentational, procedural, and descriptive markup.
5. Analyze the history of e-publishing and current trends in the publication of news, journals, and books.
6. Analyze important features of professional editing and publishing, including acquisition, promotion, and marketing.

## **B. University Learning Outcomes**

This course enhances student abilities in the following areas:

### **Analytical Skills**

#### **Critical Thinking Skills**

Students will identify problems/issues and develop solutions/analysis. Students will analyze a variety of texts for their rhetorical and/or literary features, as well as analyze the rhetorical situation to which the texts they produce respond.

#### **Communication Skills (written and oral)**

Students will communicate proficiently. Students will practice communication skills through discussions, presentations, and a variety of required written assignments.

#### **Ethical Decision Making**

Students will model ethical decision-making processes. Students will practice critical response to the writing of others, responsible use of research materials and intellectual property, and the ethical use of persuasion.

#### **Global & Cultural Perspectives**

Students will reflect upon cultural differences and their implications for interacting with people from cultures other than their own. Students will analyze the rhetorical situation, produce texts for a variety of audiences, and avoid the use of biased language.

## **III. Major Course Topics**

- A. Various publication venues, both digital and print
- B. Professional peer review and editing processes
- C. Producing and responding to queries
- D. Style guides
- E. Copy editors' marks
- F. Presentational, procedural, and descriptive markup
- G. Use of computer for markup and to track changes
- H. Editorial integrity, including checking sources and fact-checking
- I. Teamwork in document production
- J. Revision after editorial input
- K. Manuscripts submission processes