Sub-editing Skills

Duration: 1 Day

OBJECTIVES

This course will give confidence to those with responsibility for processing written copy and content for publication, and who want to develop their error-spotting, rewriting and copy-handling skills. It treats sub-editing as a clearly defined process and helps delegates to create practical frameworks and approaches for their own circumstances.

PRE-REQUISITES

Some knowledge of the sub-editing process is useful but no formal qualifications or experience are necessary. The course is designed to introduce the principles of good subbing, and to refresh the skills of more experienced delegates.

COURSE OUTLINE

Sub-Editing
• The role of the sub-editor
• Building a process
• The sub-editor as the reader's last line of defence
• How to be a gatekeeper of editorial quality

The Sub's Eye
• Six essential checks for catching errors
• Tailoring your own checklists
• Breaking down the process: spelling and fact checking
• Refreshing your command of grammar and punctuation
• The importance of a style guide

Reworking Difficult Copy
• Identifying common problems
• Spotting unanswered questions and gaps in raw copy
• When to apply a quick fix and when to rewrite
• How to work sympathetically with writers and contributors

Headlines and Attention-Grabbers
• Writing short-form content and captions
• The skill of writing great headlines
• Choosing the right pull-quotes
• Using sub-heads to guide the reader

Proofreading
• Defining the proofreading stage of copy editing
• Tips for fast and efficient proofreading
• Cutting copy to fit