Program	BS PR & Advertising	Course Code	PRAD-402	Credit Hours	3
Course Title	**EDITING FOR PR AND AD**				

Course Introduction
This course provides students with the essential skills and knowledge to edit content effectively for public relations and advertising contexts. The focus will be on developing students' ability to critically analyze, refine, and polish written and visual content to ensure clarity, consistency, and effectiveness. Students will learn various editing techniques, including copyediting, substantive editing, proofreading, and digital editing. The course is designed to be practical and hands-on, providing students with real-world editing experience to prepare them for careers in public relations and advertising. The course also emphasizes ethical considerations, audience adaptation, and the importance of maintaining brand voice and message integrity.

Learning Outcomes

By the end of this course, students will be able to:
1. Demonstrate proficiency in copyediting and proofreading techniques.
2. Edit content to enhance clarity, coherence, and readability.
3. Apply editing principles to maintain consistency in tone, style, and branding.
4. Identify and correct errors in grammar, punctuation, and syntax.
5. Edit digital content for various platforms, including social media, blogs, and websites.
6. Understand the ethical considerations in editing content for public relations and advertising.
7. Adapt content to suit different audiences and communication objectives.

Course Content		Assignments/Readings
Week 1-4	1. **Introduction to Editing** 1.1. Understanding the role of an editor in public relations and advertising. 1.2. Types of editing: copyediting, substantive editing, and proofreading. 1.3. The editing process: from draft to final version. 2. **Copyediting Techniques** 2.1. Grammar, punctuation, and syntax. 2.2. Ensuring clarity and conciseness. 2.3. Consistency in style and tone. 2.4. Common errors and how to fix them.	
Week 5-8	1. **Substantive Editing** 1.1. Enhancing structure and organization. 1.2. Strengthening arguments and messaging. 1.3. Adapting content for different audiences. 1.4. Maintaining the brand voice and message integrity. 2. **Proofreading** 2.1. Techniques for effective proofreading. 2.2. Identifying and correcting typographical errors. 2.3. Tools and resources for proofreading.	
Week 9-12	3. **Digital Content Editing** 3.1. Editing for social media: brevity and impact. 3.2. Editing blogs and articles for SEO. 3.3. Visual content editing: images, videos, and infographics. 3.4. Adapting content for different digital platforms. 4. **Editing Ethics** 4.1. Understanding the ethical implications of editing. 4.2. Ensuring accuracy and avoiding misinformation. 4.3. Balancing transparency with brand messaging.	

	4.4. Ethical dilemmas in editing and how to handle them.	
Week 13-16	**5. Editing for Different Media** 5.1. Print vs. digital media: differences in editing approaches. 5.2. Editing press releases, newsletters, and brochures. 5.3. Editing for video scripts and podcasts. **6. Tools and Technology** 6.1. Overview of editing software and tools. 6.2. Utilizing grammar checkers and style guides. 6.3. Leveraging collaborative editing platforms. **7. Case Studies and Practical Exercises** 7.1. Analyzing real-world editing scenarios. 7.2. Hands-on editing exercises with peer reviews. 7.3. Group projects focusing on editing for a campaign.	

Textbooks and Reading Material

1. Einsohn, A., & Schwartz, M. (2019). *The copyeditor's handbook: A guide for book publishing and corporate communications* (4th ed.). University of California Press.
2. Strunk, W., Jr., & White, E. B. (2000). *The elements of style* (4th ed.). Allyn & Bacon.
3. Associated Press. (2020). *The Associated Press stylebook and briefing on media law* (55th ed.). Basic Books.
4. Articles from the Journal of Public Relations Research.
5. Selected readings from the "Public Relations Review"

Online Resources:
1. Purdue Online Writing Lab (OWL)
2. Grammarly Blog
3. Hemingway Editor Guide

Additional Resources & Software Tools
1. Grammarly
2. Hemingway App
3. Adobe Creative Cloud (Photoshop, Premiere Pro)
4. Microsoft Word Track Changes
5. Brand-specific style guides (for industry examples)

Teaching Learning Strategies

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

Assignments: Types and Number with Calendar

Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.