

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING

PART IV SECOND SEMESTER AUGUST 2013 SUPPLEMENTARY EXAMINATIONS

IPU 4211 COPY EDITING: THEORY AND PRACTICE III

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. ANSWER QUESTIONS 1 AND ANY THREE QUESTIONS FROM 2 TO 6
 2. QUESTION 1 CARRIES 40 MARKS AND THE OTHER QUESTIONS CARRY 20 MARKS EACH
 3. IMPORTANCE IS ATTACHED TO ACCURACY, CLARITY OF EXPRESSION AND LEGIBLE WRITING
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1. Discuss the role of the copy editor in relation to:
 - a) Market research **(8 marks)**
 - b) Legal matters **(8 marks)**
 - c) Text readability **(8 marks)**
 - d) Word count by level of reader **(8 marks)**
 - e) Sales promotion **(8 marks)**
2. Authors and artists do not have the same responsibility on textbook development. They are not equal. Critique and justify this claim. **(20 marks)**
3. Are readers the only concern of editors in book copy preparation? **(20 marks)**
4. Compare the content and focus of structural editing against that of stylistic editing. **(20 marks)**
5. Copy edit the attached passage in readiness for printing. [Text A] **(20 marks)**
6. Proofread the text and comment in two paragraphs on the type of problems found. [Text B] [Pull out script and attach to the answer book] **(20 marks)**

END OF PAPER

TEXT A: Student's Reg: Number.....Pull out script and attach to the answer book]

Copyediting: Put your copyediting marks and indicators on the side and inside the passage

A passage from a recent academic book.

In addition to copyediting for mechanics and correctness, edit it to make it clearer and less wordy.

The fact of the matter is that the choice of technological forms or modes in which to embody writing in Western cultures at various periods of time have come to have affects on the organization, style and genres of writing and our expectations as authors and as readers. A significant factor that contributes to the definition of the conceptual unit of writing is the physical unit of a writing technology, this is what comes to be regarded as a written volume. For very many centuries in the ancient world, the papyrus roll which was about 25 feet in length, was the unit that was in that day and age thought to constitute a volume. (Our word 'volume' comes from the Latin word volumen, which means roll.) The unit that constituted a major breakthrough replacing the papyrus roll was the codex, which was more effective in enclosing, protecting, and for delimitation of the writing that it contained. It was possible to contain a whole work in a single codex, which was less often the case with the papyrus role, which was smaller, and might be able to hold only segments or "chapters" of a work. Encouraged to think of the codex as a unit of meaning, the technology encouraged writers to compose a complete verbal structure in their written texts. Because of the fact that the codex has been associated with the idea that writing should be rounded into finite units of expression, writers or readers hold the opinion that they can and should close their texts off from all other texts. The suggestion of a sense of closure was something that the papyrus roll was poor at achieving, and in fact closure does not seem to have had the major significance for ancient writers and readers that it acquired at a later point in time, for example, in the industrial age of print. Authors, especially poets, would perform there works often in the ancient world before an audience of listeners, who did not have their very own copies of the works. Serving as a script to be consulted when memory failed, writers employed the papyrus rolls in the service of their performance. The character and length of these ancient texts was not determined by the size of the roll, but rather by the needs of performance. Because of the fact that Greek epic poets were most probably illiterate, their poetry was not at all determined by writing. The "Iliad" and the "Odyssey", which were each far too long to fit on one papyrus role were in a sense poems that were unbounded, they were fragments of a network of stories that could be extended indefinitely in time. Even when writers of prose, like Plato, did their writing for individual readers, we recognize that the oral character of ancient writing remained strong. Perhaps it was for that reason that the ancients were more or less content with the papyrus roll that was better suited to be read

aloud than to silent reading and study. It is absolutely certain that the papyrus roll did not contribute in any way to a cultural sense of closure, and it is not any coincidence that many ancient texts of a poetic or historical nature do not have endings that are climatic. Instead it is often the case that they simply fall silent, which tends to leave the impression that there is always more to say. Perhaps it is a characteristic of a primarily oral rather than a written culture that often it's texts are incomplete in this sense

TEXT B: Question 6 Student's Reg: Number[Pull out and attach to the answer book]

Put your proofreading marks in text and on the margins and comment below the text on page 5

IMPORTANT NOTICE There is an estimated 35,000 tones of rubbish abandoned in our homes, garages, sheds and yards. Last year 11480 tonne ended up on our streets and ally ways. We appreciate that a lot of people have not got the facilitys to get to there local tip as a result a free I.T. and metal collection service has been organized in conjunction with xxxxx waste collections for your area on THURSDAY 8 APRIL we hope that this gives you enough time to sort out anything that you would like to be taken away all you have to do is place any items mentioned out side your gate collection will start 9 oclock we will take away any computer equipment ie towers,printers,scanners,photocopiers,keyboards etc etc basically eny computer equipment you want taking away

We will take away all your unwanted metal ie old cookers,washers,dryers, car batteries,old bicycles,lawnmowers, hovers basically anything with metal in it will be taken away for you free of charge the only exception to this is T,V,s, fridges and fridge freezers these items are classed as hazardous waste and will be taken away by contacting your local council the council will charge you for taking items away if you have any queries please do no hesitate to call us on xxxxxxxxxxxxxxxx this service is free all we ask is that you help us to keep your town tidy thank you for your time we hope you take advantage of this service
