NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING

PART IV SECOND SEMESTER MAY 2013 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 OTHERS CARRY 20 MARKS EACH
3. IMPORTANCE IS ATTACHED TO ACCURACY, CLARITY OF EXPRESSION AND LEGIBLE WRITING

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1. You have applied for a job as desk editor. The panel of interviewers asks you to distinguish the following:
   a) Structural editing   **(8 marks)**
   b) Stylistic editing   **(8 marks)**
   c) Typescript mark up   **(8 marks)**
   d) Proof reading   **(8 marks)**
   e) Widows and orphans   **(8 marks)**

2. You are the editor of a Language Reader in English. Discuss the networks of professionals that you will consult in a company that you have just joined. **(20 marks)**

3. Discuss the profit drivers in copy editing stating clearly how a desk editor can manage them for profit.   **(20 marks)**

4. Copy edit the attached passage and write a comment on your findings [Text A] [Pull out and attach to the answer book]   **(20 marks)**

5. Proof read the copy attached and mark the errors or changes that the typesetter has introduced. [Text B] [Pull out and attach to the answer book]   **(20 marks)**

6. Discuss the role of the copy editor as information manager. How does this differ from censorship?   **(20 marks)**

END OF PAPER

Question 4 Student's Reg: Number……………….[Pull out and attach to the answer book]

Put your copyediting marks and indicators on the side and inside the passage and comment in the space allowed below the passage.

Management of Change

 The theory I have chosen to evaluate is that of Dr. Elisabeth Kubler- Ross and her five stages theory of dying leading to the Grief Curve. (1969). I have decided to do this as I have used a adaptation of this in some of the work I do with groups in looking at how they as leaders manage change for themselves and others, when facing changes at work - the "change curve". The stages of the change curve resemble very closely those of Kubler Ross's grief curve. I became aware, that not only was the original research completed by Kubler- Ross being questioned, (Gorle 2002) Fitchett (1980) (Chaban 1999), but work undertaken by others (Dunphy and Stace (1988), Bridges (1995) and Senge (1999) were all putting forward their own ideas, assumptions and understandings of organisational change which conflicted with hers.
Why has the theory from Kubler-Ross and later adapted to apply as a tool to help individuals to manage change been so popular until recently? In my opinion, the strength of the theory may be in its apparent simplicity. Dr Kubler- Ross presented 5 stages that a terminally ill person may go through in trying to cope with this news. She categorised these 5 stages as denial, anger, bargaining, depression and acceptance. Whilst she may not have explicitly stated that a person needed to go through all 5 stages in sequence, this is how it has been interpreted by many. This has further been changed over the years by many, including doctors, nurses, and other health care professionals into the 5 stages of Grief.
The change curve (based on Kubler-Ross's work) and used by some consultants (including the author) states that individuals facing change may go through some or all of the following stages: - shock, retreat, self doubt, apathy, resolve, taking stock and new goals. The stages of the curve represent the stages people may go through or become stuck at when change occurs, whether that change is positive or negative. The curve is applicable to change that is acceptable and welcomed or unacceptable and imposed, although the latter will probably be more difficult to manage.
John Fisher (1999) also supports this work further with his personal transition curve, outlining how individuals deal with personal change. The phases of this curve are anxiety, happiness, fear, threat, guilt, depression, disillusionment (this stage was added in 2003), hostility and denial. He argues that any change no matter how small, has the potential to impact on an individual and may generate conflict between their existing and anticipated changed values and beliefs.
Fisher, with Dr David Savage (1999) wrote about personal construct psychology theory, building on the work of George Kelly (1955). which proposed "we must understand how the other person sees their world and what meaning they attribute to things in order to effectively communicate and connect with them" This theory views that people have the power to change and grow and are only limited by the vision they have of themselves and by their own internal "blinkers" that might prevent future development..
All of the above have stages or phases that people can begin to put a name to and justify their feelings. In my opinion, people like to put themselves into a box and create meaning. For example, (Honey and Mumford's learning styles inventory (1982), Belbin's team roles (19 81), Blanchard's situational leadership model (1969). It is not the author's view that this is correct or to be encouraged. However, people like to know more about themselves and try to find out why they are thinking, feeling, behaving as they are. Total experience for 20 years as firstly an employed

trainer within the public sector and then a consultant working in both large and small organisations throughout the UK shows that this may be so. In managing others it can help to start to formulate a plan to help them through one stage and onto the next. I am not suggesting it will always be easy but it is easy to understand.

However, is it's weakness in its simplicity?

The work that Kubler Ross completed in the 1960's and 1970's has been questioned as none of her research has been published, there is no explicit empirical base, and the number of patients used was relatively low to base predictions upon. Some patients did not know that they were dying and/or being used for research. It is also alleged by Chaban, (1991) whilst doing some research for her PhD Thesis on Kubler- Ross that Kubler- Ross had had access to the work of many others, including two books by Glaser and Strauss (1965 and 1968) which bore similarities to her subsequent book, On Death and Dying (1969). Heather Robertson, writing in the Elm Street Magazine in September 1999 writes of her disappointment when she discovered that Kubler-Ross's research "seemed to be derived from rambling conversations with anonymous patients at the University of Chicago's Billings Hospital" She goes on to describe how the book contained only parts of these interviews and that the work is difficult to verify because of Kubler-Ross's practise of using either first names or pseudonyms with no dates. Whilst this might seem to be protecting confidentiality, this would also be in conflict with Kubler-Ross' practice of interviewing patients, sometimes on television, without them and/or their families knowing they were dying. So, in my opinion, there are some questionable ethical issues to be considered. In fact, Chaban goes onto to suggest that Carl Nighswonger, a Billings Hospital chaplain who jointly interviewed patients with Kubler-Ross and was a professor at in the University of Chicago Divinity School, was in fact responsible for the theory. Kubler-Ross appears to reduce all personal experiences to predictable universal stages.

TEXT B:
Question 5 Student's ID Number ………………………..[Pull out and attach to answer paper]
 Put your proofing marks and indicators on this passage.

Proof Reading

 Since Sim was a young boy, personality traits associating him with being a potential entrepreneur. By improvising with board games or his fascination for music (starting with a harmonica) all showed substantive prospects for independency. Further, Sim was renowned for *"his tendency to color outside the lines"*, with his positive aspirations to hopefully make a computer 'sing'. Sim believes in balance *"you have to balance chaos with structure" (Kiran 2004:03)*, which links with Kirby's (2003) understanding of the main psychological characteristics of an entrepreneur, risk-taking ability, need for achievement, locus of control, desire for autonomy, creativity & opportunism and intuition, as Sim *"longed for a fun-filled work environment"* (Kiran 2004:03). Resulting in Sim possessing entrepreneurial characteristics. Indeed as we review his approach towards tasks (taking into account his failure of the Cubic CT and move to the Game Blaster) we can identify him with Kirby's (2003) concept an innovator, as he approaches tasks from an unusual angle a computer singing is far from logical, disciplined and precise). Once identifying the different types of entrepreneur (of which there are many) it can be acknowledged that Sim shows light in a number of categories. With the building of the Cibic CT, Game Blaster, Sound Blaster, DVD kits and Nomad Jukebox he may be viewed as a craftsman, building the business and products from knowledge he had learned from technology. Also, as he was new and thia was his first business, he is to be considered a novice entrepreneur, . Sim, is a portfolio ideas entrepreneur, he constantly believes in introducing new ideas and introducing new products, diversifying ideas and questioning his market continually, having persistence when products don't sell (Cubic CT), but willing to make the calculated risk and inner control to 'pull' effort on that product when needed, in essence being realistic. Creative shines dominantly as a technology firm that has had and probably will have more high growth potential. Thus links in with both a high potential venture and a Gazelle firm (due to the high investor interest and investment and high growth factors) greatly influenced the $658 million sales in 1994 by sales of the Sound Blaster.

Furthermore, Sim has great visionary leadership and is change orientated. When Chay Kwong Soon and Ng Kai Wa parted with Sim, he changed the company's management wanting to push increasingly forward into the future, venturing into more diversified products as DVD) as the identification of the market moving forward by Sim was evident (Kiran 2004).

Sim identifies with someone who goes through the creative problem solving process, presented by Lumsdaine and Binks (2003). He had observed the market, looked at the problem, defined the answer, synthesised his idea and then implemented the product at the right time as: *"The Sound Blaster was a success because Sim sensed what the market wanted and introduced the product in right time" (Kiran* 2004:04). Back Choi recommends that: "In order to mek decisions, individuals must have an understanding about any given situation, and hold this idea with sufficient confidence to follow the course of action it suggests" (Back Choi 1993:31), which Sim evidently did.

Both Burns(2001) and Hisrich & Peters (2002) agree that personal character traits that influence learning and behaviour in order to become entrepreneurs are not all born with us, but mostly evolve or are 'made' over time. These characteristics and patterns f behaviour that Sim has are,

the ability to take calculated risks – through the development of the Cubic CT and Sound Blaster some risks were taken – some good some not so good; locus of control – Sim believes his progression and company more growth is down to him, and when his partners left it truly was; desire for autonomy – Sim takes ownership of his own direction and values his individualism and freedom – when he went to the US to promote the Sound Blaster he believed in himself. Intuition plays an important part in Sim's traits as it recognises that he can sense when an idea, such as the Cubic CT product, was not going to work at the time that he wanted it to enter the market and so revert to other products in order to make himself and the company more successful. Nonetheless, Timmins (1999:224) believes that *"successful entrepreneurs are adaptive and resilient'*, thus Sim was eager to carry on. Other traits that he is identified to have – mainly because of his venture to the US are; a sense of value, self-confidence, independence, is courageous, persistent, reliable and tenacious, which are all identified by Lumsdaine and Binks as key attributes of an entrepreneur. The author believes that his intuition and lateral thinking spurred Sim to take the Sound Blaster to the US and not to give up on it, together with his 'dominant' right side of his brain1 (body's emotional, intuitive and spatial functions) taking clear focus towards his entrepreneurial opportunities, being *"…at the heart of the creative process…"* (Kirby 2003:139).

Moreover, it is necessary to mention a little about Sim's culture and how this affects his enterepreneurial behaviour and ability to interact and sell his product to people of other cultures, such as the United States (where he launched the Sound Blaster). With the clear differences between the United States and Asia through Hofstede's four dimensions – Individualism Vs collectivism, power distance, uncertainty avoidance; this means that greater ambiguity, personal choice and preference for flexibility, stressing development of analytical skills, are all associated in one way or another to character traits and associations with entrepreneurs. Thus, it is felt aided Sim when he travelled to America to set-up the subsidiary, it tasks to influence the market with Sound Blaster.

1 Refers to the left, right brain with Kirby (2004)