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Writing and Editing for Print Media

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ABSTRACT: Generally, editors are assigned somebody's work to convert the write up into readable form. They may like the subject or not. An editor has to work anonymously and selflessly. The main objective of editing is to remove unwanted matter in the sentences and paragraphs. An editor has to make every effort to convey the meaning of the write up to the reader. An editor has to check for spelling and grammar mistakes. Write up has to be checked for ambiguity, misinformation, error of facts, sense and repetition. Editors should have good judgment. An editor should be able to judiciously strive to minimize cost, deliver on time with quality. Editor revises the sentences, rearrange the order of the paragraphs, deletes repetitions of sections unwanted. Editors should make the write up comprehensible and understandable. They are experts in written communication. Editors motivate writers to work with enthusiasm with ideas, they are writing about. They see that a sentence is revised for clarity and also make sure that great ideas sparkle. Editors suggest for improvement of the work for consistency. A specific style sheet or book has to be followed for consistency. An editor has to keep all types of reference material handy. English usage, a dictionary, subject-specific books, on-line resources etc for checking information while editing. A write up has to be re-written and revised until satisfactory readable form is attained keeping reader in view.

KEYWORDS: Clarity of thought and expression, redundancies, repetitions, clichés, spelling errors, libel, factual errors, re-writing and revising.

Hand-holding, fostering, pruning, snipping, squelching and encouraging have always been the true functions of the editor. (Ernst Jacobi)

The news is thrown at him in huge miscellaneous masses, which, but for his labours, would kill the reader stone-dead with mental indigestion. He has to cook this mass, having first trimmed it into reasonable proportions, keeping one eye on the probable accuracy of the facts as stated, another on the law of libel, another on various other considerations which crop up from time to time, such as the law relating to elections, and yet a fourth, which must be no less vigilant than the other three, upon the clock. Sub-editors, when I meet them, seem to have only two eyes just like other people; where they keep the other two I cannot say, but I know they must have them.

-----EDWARD SHANKS

People think I can teach them style. What stuff it is. Have something to say and say it as clearly as you can. That is the only secret of style.

-----MATTHEW ARNOLD

I. INTRODUCTION

An editor's job is to develop identity and position the publication in the minds of the readers. For this to achieve, an editor has to generate fascinating content to the readers by nurturing the reporters, writers and sub-editors' creativity. An editor should give utmost freedom to his group members to explore their ingenuity and writing skill. Now-a-days copyeditors are called as content editors.

How should the stories be written by a Journalist? A news report has to be filed in pyramid style. In the first paragraph, important details must be written in the lead of the story. Stories news angle must be highlighted. A journalist must emphasize on the facts interesting to the reader throughout the story. A story should include details of the observation of the journalist, so as to create an impression to the readers to visualize. Sentences written must be clear and precise to the point. In the subsequent paragraphs, discussion started in the lead has to be provided.

Transitions from one paragraph to another must clearly mention the person or place, you are writing about in the first paragraph. Transition must be logically leading to the subsequent sentence. Sentence structure of paragraph must be of varying length. Sentences must not be infused with too much of information. It over burdens the readers to understand. Opening paragraph must contain all the subtopics, if your story has a need to discuss them. Readers will expect the sub-



topics discussion in the story. Be always specific in explanation. Generalities must be avoided in the write up. After completion of writing story, critically read, re-write, revise and edit for clarity.

Writing is not an easy task. It takes immense patience and tenacity to write. A writer has to strive for perfect expression to describe an idea. This is explained by noted writer and editor in his book "On Writing" by William Zinsser, "Good writing doesn't come naturally, though most people seem to think it does." People should realise that writing is long and an arduous task. It just would not flow out of writers' mind with effortless ease. Zinsser says, "Writing is hard work. A clear sentence is no accident. Very few sentences come out right the first time, or even the third time. Remember this in moments of despair. If you find that writing is hard, it's hard because it is hard." These days' writers have to strive for grabbing the attention of reader, as there is too much information bombarded to a reader. So a writer has to express the idea to excite and create interest in the reader.

Traits of a good writer: When we write, we shouldn't forget that human errors may creep in. So, facts have to be checked and self-editing has to be done time and again till write up is clear to understand. Spellings must be checked. Misspelled words must be corrected. Names always must be spelled correctly. Otherwise, publication will lose its reputation. Double check facts. Writer should be thorough with grammar. Quality grammar books have to be kept for reference, when in doubt. Grammatical mistakes will not be tolerated by readers and editors alike. Writer must use simple words. Brevity and simplicity must be hall marks of a writer. Words sounding similar should be double checked to find whether they are used in a correct sense for example Pique, peek and peak etc. Sentences should be short. In a paragraph they should be of varying lengths. A sentence should always have less than 30 words.

A writer should listen more than speaking. While conducting interviews, topic must be well researched and questions must be well framed in advance. Questions asked with clarity will get answer with clearness. In a write up, quotations can be used. They should be used for emphasis and flow of an idea and not as a fact. Any topic before writing should be researched thoroughly. Later on, a writer has to contemplate deeply on the topic and write sequentially and coherently. After first draft, a write up has to be kept aside for few days. Again it has to be revisited for editing, it has to be re-written and re-written till the writer is satisfied with the clarity of expression. Always a writer must give expression to original ideas. Writers ideas must be connected to the reader. Writers must explain even complex issues in a simple way. They should avoid clichés, journalese and unclear jargon. Writer should concentrate on people. As stories are made of people and their lives. Writer must put pros and cons on any issue before the public and allowed to form their own opinion.

Words have to be carefully chosen to express and convey the meaning to the reader as precisely to the point as possible. Instead of writing or explaining in one word, it would be better for a writer to explain in detail. A writer should use active verbs and vibrant nouns. Prune adverbs and adjectives from the sentences. Loaded words and opinionated elaboration must be avoided. The story must be written as a narrator not using words like "our", "us", "we", "me" and "I". Direct quotation can be used as a source in writing. Time of the story should be written specifically with exact date and not "tomorrow", "today", or "yesterday". Write up shouldn't be exaggerated. Writer should not narrate the story in a hurry. Unnecessarily same word must not be repeated in a sentence. And also same thought must not be repeated in a paragraph repeatedly. Whatever is obviously understood by the reader, don't state in the write up. While writing for print media, present tense must be avoided as events have already occurred. Sentences must be written in positive form rather than negative. Both sides of a story must be presented in a story.

Strong verbs must be used in sentences to make them live and effective. Verbs must be active, descriptive and specific. In a sentence, strong verbs look energetic. Writing in passive voice must be avoided in all sentences. In "On Writing Well," William Zinsser writes, "The difference between the active-verb style and the passive-verb style—in pace, clarity and vigor—is the difference between life and death for a writer." Unnecessary adjectives, abstract nouns and prepositional phrases with verbal phrases must be avoided. Weak linking verbs must be avoided. Suffix "ize" with extended verbs must be evaded in the sentences. Writers must avoid longer verbs in their sentences. Instead, they should replace longer verbs with shorter simple verbs for example "donation" for "gift" or "en route" for "on the way." Poet Oliver Wendell Holmes Sr., said that "longer word should never be used when a shorter word serves the purpose". McQuain in his column "Our Language", says that "most inspiring verbs are often being the simplest words". Tough words that could be replaced with a simple word :



Difficult word Simple word

Abrasions----cut and bruises contusions
absence of---no
accede to---grant/allow
accommodate---hold/seat
accommodation---rooms, seats, etc.
accordingly---so
acquaint---tell
act as bad substitute for verb 'to be'
a cut on his ear---a cut ear
adjacent to---near
adumbrate---outline/sketch
affluent---rich/well-off
ahead of schedule---early

Difficult wordSimple word

a large proportion of---many
a man by the name of---named
ameliorate---improve
a percentage of ---some
approximately---about
ascertain---learn
assistance---help/aid
at the present time---at present
despite the fact that---although
discontinue---stop
dispatched---sent
donate---contribute, give
donation---gift
draw the attention of---show/remind/point
out
dwell---live
edifice---building
endeavor---try
en route---on the way
evince--- show
exceedingly--- very
expedite---hasten/hurry
expensive--- dear
facilitate---ease/help
filled to capacity--- full
fissiparous---separatist/breakaway
freighter---(cargo) ship
from out of the---out of/from
gained entrance to--- got in
gathered together--- met
give consideration to---consider
give rise to--- cause
hails from--- comes from
before---until now
by itself/alone begin--- start
despite---although
in the vicinity/region/---neighborhood of
in view of the fact that---is of the opinion
one of the purposes---one purpose
one of the reasons---one reason



on account of the fact---because
on the part of---by
participate--- share/take part (in)
pay tribute to---thank/praise
permanent--- lasting
personnel--- crew/team/workers
peruse--- read
placed under arrest--- arrested
possessed--- had
predecease--- die before
prior to/preparatory---before
proceed--- go
proceeded up---went
production--- output
progress to--- reach
proliferation--- spread
prove beneficial---benefit
provided---if
purchase---buy
put in an appearance appeared
backed--- supported
deprived---poor

Qualities of a Feature writer: For a writer researching skills and patience are indispensable. Interviewing skills must be inculcated thoroughly by the writer. Interviews bring out lot of information for a writer to think and write upon. Human interest stories must be picked up to write features. A feature writer should have inquisitiveness to know new information to file a story. If information is not available instantly then writer should persist and persevere, until he gets access to it. A writer should not give up, if the work is moving at slow pace. A writer should be eager to explore new ideas for writing.

Monotonous ideas may not be liked by the readers. A writer should be broad-minded and open to assimilate and comprehend new ideas to write. A writer should respect different values, cultures, traditions and customs of the people. A writer must not degrade and demean anybody. A writer has to build reliability and credibility. Reliability develops trust. A writer should have keen eye for detail. He should be a good observer of activities around him. He should study human behaviour in thick and thin. Portraying of these subtle nuances in writing will entrap and entice readers interest in the story. A writer should visualise the story in the beginning itself and unfold it as the writer progresses. A writer should “contemplate an idea in tranquillity”. He should follow ethics.

Attribution of quotes must be done. Sources must be given due credit. If it is an investigative story, sources must not be disclosed. Their security must be paramount to the writer. Sources must be respected and treated with dignity. A writer should have ability to file a report objectively. He can incorporate personal opinion, if it is a feature story. He should be able to describe an event to the eye. So that readers could visualise the event. A writer should be able to “paint the picture” of an incident. He should describe and capture the event in detail. Unlike a report, features can be discussed in detail. A feature writer should be able to explain complex issues in simplest form to make it understandable to common man with basic education.

Due to technological revolution in this new millennium, editors have to acquire new skills to stay relevant to the changing times. They have to learn new technology and write headlines for search engine optimisation(SEO). They need to get command over technology. Editing is important for simple communication. It is critical for advertising and public relations too. Now-a- days, editors should know to write and writers should know to edit. In 21st century, though there is dominance of print media, convergence of media is taking place. Traditional editor has become a content editor. Editor should have visual literacy. Advertising and public relations needs creative visual literacy and polished work of text.

Now-a-days, copy editors need to know about many things, so that accurate and credible news is provided to the readers and are driven to the source of news. W.G Bleyer, in his book The Profession of Journalism (1918) defined



news as timely information in relation to local, state or national concerns that readers would find important. Even today, editors are guided by five news values in gathering news and reporting. Timeliness, Proximity, Interest, Prominence and consequence are news values still followed. Reporters go into the field for gathering news, interviewing witnesses and finding answers for who, what, when, where, why and how of the news story. Copy editors sitting in the office coalesce or integrate inputs from various departments. The news process requires inputs from photographers, graphic designers, reporters and researchers etc. Copy editors coordinate all the departments in news gathering and news production processes.

Responsibilities of a copy editor are: Margot Opdycke Lamme (2013) correcting fact errors, language, grammar, and punctuation errors, ensuring stories conform to the appropriate style guide, tightening and enlivening copy, ensuring timeliness, meeting deadlines, eliminating editorializing, writing headlines, verifying numbers and percentages and the conclusions based on them, eliminating potentially defaming material, ensuring the clear, accurate and logical flow in stories, and overseeing the news selection and publication process. In doing these things, editors also attend to the preservation of voice, to the authenticity of the writer's own words and tone. Indeed, the advent and proliferation of social media, of online communities and networks, of citizen journalists, global communities and employee-bloggers, to name a few, has only strengthened the importance of authenticity and credibility in writing.

Editors always hunt for news. They decide what is news and how it will be presented. They frame the news with images and word choices, headlines and captions. Editors responsibilities have been same and consistent over time and across various mass media. Editors have pragmatic approach. They strive for excellence, but are also aware of time constraints. They know which story is ready for publication, which is not ready and which story needs more inputs. Editors assess the quality of the news gathering and reporting processes for legal, ethical as well as technical perspectives. Depending on the editorial policy of the newspaper or magazine, news is published. Judgement on news is made based on editorial policy of the publication by the Editor-in-chief or News editor. An editor must respect and uphold truth, balance, independence, objectivity and Fairness in news selection and presentation. An editor also faces challenges in his profession. The editorial challenges are pressures from the Government or Owner, Competition from Television and Digital media, Slanting of news and Bias in news presentation. An editor in India has to follow Press Council of India's Code of Ethics.

Editors or journalists has the ability to generate, package and deliver the content within deadline. They will choose appropriate medium that suits the story and audience interests. Generally, editors add their understanding of the world, their command over the language, their value to correctness and credibility, and their acumen of design. Today's editors think across media convergence in presenting content. They always see that the content is posted within the deadline.

All news organizations will not be able to function without editing. Generally, reporters file stories in a hurry as they have to work in stipulated deadline. Therefore, news story filed has to be edited by team of sub-editors to make it readable and fit into news hole. The basic principle, which is followed in editing is: "never overestimate the public's knowledge and never underestimate the public's intelligence". Editing of write ups is done for clarity of thought and expression and easy understanding.

Important function of an editor is to help writers communicate to the readers. A decent editorial keeps the readers in mind, while editing the document. An editor's work is all persuasive and invisible. In the editing process, only newsworthy stories are selected for publishing. They are checked and rechecked for accuracy, grammar, syntax, figures, facts, and sense. Editing is done for improvement of clarity and economy of space. Sifting and sorting of articles helps in differentiating between well-written articles and not so well-written articles.

Objectives of Editing

1. **Credibility and accuracy:** All stories filed should be checked for credibility and accuracy. By publishing inaccurate stories without checking facts will impact the credibility of the publication. Now-a-days fake news is circulated zealously on social media. So accurate and credible stories have to be sifted and sorted out before publication. A story has to be checked from multiple sources for accuracy.

2. **Fact—checking for authenticity:** Credible sources have to be used for fact-checking. These days we have internet to check for information, but at the same time we should be careful not use dubious sources for checking information.



As it is difficult to discriminate between authentic and credible source. Trustworthiness of the information is very important otherwise; misleading information leads to loss of authenticity. To avoid solecism checking of facts is imperative.

3.Objectivity: Reporter or a sub-editor in any news organisation should report the news objectively. No personal prejudice, emotions or personal viewpoints should be incorporated in the news story. Only accurate facts have to be reported as news. A story must be presented from both sides.

4.Write up should be focussed: Write up should always be focussed. Generally, writers have a habit of writing disorganised. Editing helps the write up in making it focussed and staying it on track. Editors are usually, dispassionate in editing the write up. They will remove unwanted matter in the write up. Role of an editor is tough. Because writers invest emotionally in the write up. If the editors cut off some portion of the write up, writer's get emotionally disturbed sometimes, they don't agree to it. So, editors have to craft the write up very sensitively and wisely so as to not theget it distorted.

The Principles of Good News Editing: Sharp Observation: Editors should have keen and sharp observation to understand the write up sent by reporters or writers. To identify language errors, poor grammar, incorrect spelling, punctuations, and ambiguities. Even technical details have to found and corrected. Attribution: Reporters should always give attribution to the source from where information is gathered. Readers should never have a doubt that information provided is reporters' version of the story. So, attributing the story is important to avoid credibility problem.

Brevity: It is the virtue of journalism. Conciseness makes readers comfortable reading the piece. Telling the stories to the point saves time. Beating around the bush irritates the reader. Balance and fairness: A reporter or a sub-editor should always be impartial. They should provide pros and cons to an issue. They should not take sides. Actual issue should be presented to the readers as it is Clarity: Thinking clearly is clarity. Readability is important in print media organisations. It depends on sentence and paragraph length. Expression must be simple and easy to understand. Readability: Words must be simple, even a man with lower intelligence should be able to understand. Average length of words in sentence should be around 18 words and should not exceed beyond 25 words. Accomplished writers sometime exceed 25 words, but exhibit clarity in expression to improve readability. Simple words, simple sentences and short paragraphs improve readability.

Human Interest: Human interest stories arouse interest among readers. Editors or reporters should explore stories from human interest angles. Fears, hopes and aspirations of people must be portrayed in the story. Accuracy: News published must be accurate. Therefore, news before publishing must be checked and re-checked for accuracy. If a publication does not appreciate accuracy, then reliability is lost. It is not good for any publication.

Editing Process: Written communication needs practice, skill and immense effort. To make any write up understandable to the readers, the write up should be: 1) Accurate 2) Easy to understand 3) Arranged structurally 4) Spelled correctly or arranged grammatically 5) to precise 6) to specific 7) consistent in talking or in the structure 8) interesting to the reader.

Editors should see that targeted readers understands the author's message with clarity. It is more than expression of feelings with words. Editors should support words with necessary illustrations or photographs, the design or appearance must sustain the publication's message. The printing and typing of the publication must be economical, neat and clean. The publication must reach the readers in time. The promotion and distribution of the publication must be carefully planned. Editor's with a vision shapes the features of a publication depending on the reader's interest.

A good editor: Must have inquisitiveness and read extensively on various subjects. Must critically evaluate a manuscript even though the subject is new to him. He should be able to find out mistakes and recommend solutions. He should be able to handle authors tactfully and convince them logically. An editor should work with unfathomable energy and inspire others with his unbridled enthusiasm. He should have sound judgment in deciding important and unimportant. He should be sensitive to nuances of language. He should be proactive and take initiative. He should keep secrets to himself. He should be resourceful and like solving complex problems. He should observe details of the tasks minutely. He should be able to keep up schedules. An editor should have understanding of the editorial department process and procedures: design, production and distribution.



Editing is telling the story in the fewest possible words with simple expression. The sub-editor must incessantly strive to express story effectively. Sub-editor has to avoid complex sentences and use familiar words for clarity. The sub-editor has to be careful about factual errors. Good stories get disfigured due to factual errors.

Editor has to check accuracy of language used, words are spelled correctly, sentences are punctuated at the right places. Editor should work with zeal and ambassadors of ideas. They should always keep in mind that they are gatekeepers of publications.

Editors should be receptive to observe ideas floating around. Editors should guide writers to pursue their ideas to write. Editors should handle the emotions of writers by gently nudging, empathetically cajoling, carefully prompting, sensitively pushing to the edge to bring out the best—whatever works.

Generally, editors require patient listening skills. Editors have to listen to the writers first before offering their suggestions. Editors can motivate the writers to be insightful about the stories they are writing. Discussions help the writer to see other point of view and enrich the stories. Editors can also share story ideas to the reporters and writers. Editors and writers should always keep in mind that they have to keep readers interest as paramount.

Revision of the Draft: Writers have to send their preliminary drafts to the editor for review and comments. Editors over the years through their experience gain insight into what people like and read. Accordingly, editors make suggestion on the draft for revision. Draft gets enriched through discussions between writer and editor. Editing is more comfortable on printed draft then on computer. Unconvincing issues can be raised for clarification. Editors can incorporate comments in the margins of the draft for revision.

Re-organizing the structure: For logical unity and coherence, sometimes whole draft, argument or certain section has to be re-organized. For doing so, acceptable logical reasons have to be put forth. Editors have to convince the writer to show it has to be done. Until editor and writer gets satisfied with the manuscript, it travels to and fore.

Elaboration: If the draft has certain gaps or needs some illumination, then material has to be incorporated by the writer under the guidance of the editor.

Abridging : The write up has to be condensed, if the write up is too elaborate or is written in too detail. The write up should not lose its focus. Editor through his wisdom can advise which section, paragraph or illustration has to be deleted or abridged or slightly revised.

Title : A good title of the story must be summary of the subject in few forceful words that should itch in the memory of the reader. The design of the title must be attractive and memorable. Editors can suggest new ideas for retitling stories, as they have more experience wherever it is necessary.

Spellings: Copy editors must edit the publication depending on the targeted readers. So, spellings must be re-edited depending on the country where it is published. All international journals are published in English. American and British English are different. So publication's content has to be tuned to specific country for its acceptance. Sometimes jargon also varies from country to country.

Principles of editing for revising and re-writing: 5Ws and 1 H should be answered in first paragraphs itself. So, that readers can be hooked and their interests can by put intact. Summary of the story must be given in the headline. Active verbs have to be used in the headline to motivate the readers to read the story. Depending on the story, leads have to be used. Writers have to use reference books to check facts, spellings, dates, figures and address etc. Accuracy must be given top priority. When a difference arises, with a story, a reporter has to objectively report two sides of a story. Write a story in short sentences and paragraphs. Sentences must not be beginning with words like "because" or "despite". Unfamiliar words must be simplified or explained. Foreign names must be spelt carefully. Possible care must be taken reporting court cases. Accused or witness must be reported by names and not just accused or witness. Issues have to be deliberated threadbare and then write an opinion. Descriptions of the events have to be explained, so that readers could smell, taste, hear or visualize the big picture live. Sub-editors should be adept at using rules of grammar and punctuations. Generally, Grammatical errors crop up in the news stories. Reporters have to write news reports objectively without incorporating personal opinions. Personal opinion can be incorporated in news analysis or features.



Correcting errors: To err is human. Inadvertently errors might crop into the news story sometimes, due to pressure of deadline. News publications must be brought out on time to stay relevant, otherwise, they lose their importance or relevance. Under pressure of deadline, sub-editors might make factual errors in the headline, spelling mistakes or disorganize a story. Etc. Generally, readers don't like mistakes in the news publication, so they get irritated. Reader's with anguish call the publications office to rectify the mistakes. Immediately, sub-editors have to fix the mistakes. Otherwise, publication may lose its reputation.

Qualities of a good text editor. The qualities collectively are:

1)The 'human interest' qualities of sympathy, insight, breadth of view, imagination, sense of humour.2)An orderly and well-balanced mind, which implies, level of judgment, sense of perspective and proportion.3)A cool head, ability to work in an atmosphere of hurry and excitement without becoming flurried or incapable of accurate work.4)Quickness of thought coupled with accuracy.5) Conscientiousness, keenness and ruthlessness, rightly directed Judgment, based on well-informed common sense.6)A capacity for absorbing fact - and fancy - and expressing them in an acceptable manner.7)Adaptability- the power, whatever one's personal predilections, of seeing things from the reader's point of view.8)Knowledge of the main principles of the laws of libel, contempt and copyright.9)Physical fitness for a trying, sedentary life which takes its toll of nerves, sight and digestion.10)The team spirit - a newspaper is one of the most striking products of co-operative enterprise and effort.

A text editor in newspaper should get trained in reporting before joining as an editor. A text editor understands the problems of reporter; under which conditions they work. A text editor to entice reader's attention writes headlines and sub-headings. Rewrites the story for clarity and understand ability, where necessary. Abridges the story keeping important facts, information, unity and coherence. Integrates one story with another, or combines stories from several news agencies on one particular issue from different places. An intelligent readable report is developed from a cluttered messages received in the subbing room. Important background information is added, wherever necessary. Implicit questions are answered. He corrects the grammar, spellings, misinformation, check for legal errors, check for house style. Simplify words.

To understand with clarity, a sentence should be short communicating one thought or closely intertwined ideas. Any sentence to be readable should be concise and without unnecessary words. Similarly, a paragraph should not contain unnecessary sentences. It does not mean that a writer should only write short sentences avoiding details. It is not the case; a paragraph must contain all necessary information with details, so that the message that is to be conveyed should not be misinterpreted by the reader.

Active voice: Write up must be written in active voice. Passive voice sentences must be written into active voice. Economy of words, clarity and vigour of the text go in tandem.

Be Positive: Readers like to be told in positive sentences. An editor should re-write negative sentences into positive sentences.

Ravi was not successful in his exam.

Ravi failed in his exam.

Military officer did not pay attention to the request. Military officer ignored the request.

Text editor is a words smith. Readers have to comprehend the news. Not only gathering news is important, but putting across succinctly is a craft an editor should learn and practice. As news hole is limited, news has to be edited to the space available. A text editor should edit the news for conciseness, specific and emphatic. Concise Sentences: A short sentence communicates one idea or thought, it could be closely connected to range of ideas. Small paragraphs must be made of short sentences.

Avoid Monotony: Ideas must not be repeated in the write up. Loose sentences make the reader bored. So, they have to be re-written succinctly.

Words: A sentence has to be re-written to improve the structure of the sentence. Intensive writing is concise. A bad copy can be edited for quality. A short sentence has to be preferred instead for long sentences. Simple understandable words should be used for complex words. Concrete words have to be replaced for abstract words. Anglo-Saxon words have to be preferred for foreign words.



Use Specific Sentences: Specific and concrete words have to be used instead of abstract words. Details have to be given specifically. Nouns and verbs have to be used in writing. Meaningless modifiers have to be struck out. Repetitions have to be avoided. Prepositions have to be carefully used. Meanings of words have to be understood before using.

Write with nouns and Verbs: Sentences should be written in nouns and verbs and not in adjectives and adverbs. In English language, grammatically correct sentence can be formed with a verb for e.g., vote
Next, with a noun and verb, a shortest sentence can be written for e.g., dog barks.

English language is developed on nouns and verbs. The readers are provided with detail with words that describe noun(adjective) and verbs (adverbs). If you use appropriate nouns and verbs—intense, strong, picturesque and specific, then nouns and verbs are enough.

Strike out meaningless modifiers

i) Redundant Modifiers: Generally, adjectives and adverbs used are redundant. Because, the word they modify already provide the sense. Words redundant must be removed from the sentence.

absolute perfection
acute crisis
adequate enough
a distance of
a hearing to discuss case
all of
all-time record
among the delegates
expected to attend
an authority in his own right
a number of examples
a period of
appear on the scene
appear to be
appointed to the post of
appreciated in value
ascend up
as compared with

as never before in the past
as yet
a team of workers
at some time to come
attach together
awkward predicament
best ever
blends in
blue coloured car
bold and audacious
brand new
broad daylight
chief protagonist
circular shape
classified into classes
close proximity
collaborate together
commented to the effect that

commute to and from
complete monopoly
completely outplayed
completely untrue
concrete proposals
connect up/together
consensus of opinion
continue in existence
continue to remain
co-operate together
cost the sum of
crisis situation
dates back from
definite decision
depreciated in value
descend down
divert away from divide off/up
doctorate degree



downright lie	intents and purposes	pare down
drink up/down	inter-personal friendship	partially harmless
driver by occupation	in the city of Manchester	passing pedestrian/car
during the course of	in the course of the operation	passing phase
early h	in the process of building	past history
eat up	in the interim period between	patently obvious
elimina	in the sphere of politics	peculiar freak
enclose	intolerable to be borne	penetrate into
endorse on the back	in two years' time	periods of time
end product/result	invited guest	petrol filling station
end up	involved in a car crash	polish up
entirely absent	it is interesting to note that	poor state of disrepair
entirely new departure	joined together	prejudge in advance
entirely spontaneous	joint co-operation	presence on the scene
entire state/community/congregation	join up	pressing for the imposition of a 30
equally as	just recently	mph limit
essential condition	last of all	prominent and leading
ever since	lend out	proposed project
exact counterpart	less essential	protrude out
face up to	link together	quite empty
falsely fabricated	little sapling	quite perfect
few in number	lonely isolation	radical transformation
final completion/upshot/settlement	made out of	raze to the ground
flatly rejected	major breakthrough	recalled back
follow after	may possibly	recommended back
for a period of	meet together	reduce down
forbid from	men who are unemployed	regular monthly meeting
for the making of	merge together	repeat again
for the month of	more preferable	resigned his position
for the purpose of	more superior	as results
founded and sank	mutual co-operation	so far achieved
fresh beginning	nearly inevitable	returned back
frown on his face	necessary requisite	revert back
full complement of	needless to say	reward back
full satisfaction	need necessarily	root cause
funeral obsequies	never at any time	saved from his earnings
future prospect	new beginning	seldom ever
gainfully employed	new creation	self-confessed
gather up/together	new innovation	separate apart
general public	new recruits	serious danger
good benefit	new record	seriously incline
grateful thanks	new renovations	settle up
have been engaged in producing	new tradition	short space of time
have got	nobody else but	sink down
heard various requests	not at all	skirt around
he lost his eyesight	not generally	small in size
he went in an effort to determine	available everywhere	smile on his face
hoist up	old adage	spent his whole life
hot water heater	old veterans	staunch supporter
hour of noon	one of the last remaining	still persists/continues
hurry up	on the occasion when	strangled to death
if and when	on the question of	sufficient enough
in a work situation	original source	summoned to the scene
in abeyance	over and done with	sunny by day
for the time being	overtake a slower-moving vehicle	surgeon by occupation
include among them	pay off the debt	surrounding circumstances



temporary reprieve	track record (unless it is the running track)	vitality necessary
the court was asked to decide	true facts	watchful eye
as to whether or not	uncommonly strange	ways and means
throughout the whole	unite together	whether or not
length :	universal panacea	whole of the country
to cons	usual customs	widow of the late
topped :	utterly indestructible	win out
total co	value judgments	worst ever
total extinction	vandals wilfully broke	young infant
totally destroyed	violent explosion	young teenager

ii) Self-evident modifier: These words used may not be strictly redundant, with another word, because the information they provide is obviously understood.

iii) Intensifiers: Intensifiers are adverbs (like “awfully” and “certainly”) Or adjectives (like “grave” and “excessively”) that intensify the effect of the word they modify. They should be avoided as far as possible intensifier with weak words, strong words and common redundant intensifiers have to be used sparingly.

iv) Qualifiers: They are adverbs used not to intensify the impact of the statement, but to decrease it. They are “relatively”, “rather”, “quality”.

v) Clichés: They are adverbs and adjectives. Clichés are overused that they have lost relevance. These words are often used with other words, they are not found alone. Clichés have to be avoided at any cost.

A keen mind, ambulance rushed around the clock, arrived at the scene at long last, At this point in time, baptism by fire, Bare minimum, beginning a new life, behind the wheel, benefit of the doubt, bigger and better blank of snow, blessing in disguise, called to the scene, calm before the storm, came to the rescue, came to rest, came under attack, came under fire, cast aside, Caught red-handed, clear-cut issue, colorful scene, complete stranger, complete success, coveted title, crystal clear, dead and buried, decide the fate, devoured by flames, dime a dozen, doomed to failure, dread disease, dream come true, drop in the bucket, dying breed, erupted in violence, escaped death, exchanged gunfire, faced an uphill battle, fell on deaf ears, few and far between, foreseeable future, gained ground, Gave it their blessing, get a good look, go to the polls, got off to a good start, grief-stricken, ground to a halt, Hail of bullets, heated argument, heed the warning, high-speed chase, hits the spot, in his new position, in the wake of, landed the job, last but not least, last-ditch, stand Left, their mark leveled an attack, limped into port, Line of fire, lingering illness, lodge a complaint, lucky to be alive, made off with, made their escape, made their way, home miraculous escape, Mother Nature, necessary evil, Never a dull moment, in a life time ,one step closer, in the mix, opened fire, paved the way, pillar of strength, pinpointed the cause, pitched battle police dragnet, pose a challenge, proud parents proves conclusively, pushed for legislation, quick thinking, real challenge, reign of terror, see-saw battle, set to work, smell a rat, sped to the scene, spread like wild fire, start their mission, still at large, stranger than fiction, strike a nerve, sudden death, sweep under the rug, take it easy, talk is cheap, tempers flared, time will tell, tip of the ice berg, tipped the scales, took its toll, too late to turn back, tower of strength, tracked down, traveled the globe, tried their luck, under siege, under their noses, undertaking a study, up in the air, view with alarm, went to great length, word of caution, words of wisdom, word to the wise.

Subject-Verb agreement: Subject and verb must agree with another in a sentence. Singular subject must have singular verb. Plural subject must have plural verb.

Avoid needless repetitions: It is better to avoid needless repetition. Readers don’t like reading the same thing again and again. So, it is better to convey an idea just once and not repeat the same idea differently.

Prepositions: The prepositions should be placed before the word it influences, where necessary.

Meanings of words: Time to time new meanings are given to old words. Current meaning of the word has to be taken in usage.

Not so useful expressions: Stale expressions should not be used in writing. Stale expression doesn’t add any



meaning to the sentences. If they are found, they have to be knocked out

acid test
aired th
all wall
appear
armed t
at pains to explain
beat a hasty retreat
bees in his bonnet
beggars description
bewildering variety
bitter end
blaze (for fire)
blazing inferno
blissful ignorance
bolt from the blue
breakneck speed
breakthrough
breathless silence
bring up to date
brook no delay
brutal reminder
brute force
built in safeguard
burning issue
calm before the storm
chequered career
cheered to the echo
cherished belief
city fathers
clean pair of heels
cold collation
colourful scene
commendably patient
concerted move
conspicuousby its absence
cool as a cucumber
coveted trophy
crack troops
crowded to capacity
crude fact
crying need
curate's egg
dame fashion
daring daylight robbery
dark horse
dashed to the rescue
dastardly deed
dazzling sight
deafening crash
deciding factor

deftly manipulate
dig in their heels
ding-dong struggle
doctors fought
dog in the manger
64,000-dollar question
dotted the landscape
dramatic new move
dreaming spires
drew a line
fair sex
fall between two stools
fall on deaf ears
far cry
fickle fortune
filthy lucre
finishing touches
fit and bronzed
fly in the ointment
foregone conclusion
from time immemorial
gay abandon
gay cavalier
getting into full swing
given the green light
glared daggers
goes without saying g
ory details
grim reaper
hardy souls
headache (for problem)
heap coals of fire
heartfelt thanks
heart of gold
high dudgeon
hook, line and sinker
hot pursuit
hub of the universe
inextricably linked
in full swing
inspiring/unsporting display
internecine strife
in the nick of time
in the same boat
in the twinkling of an eye
iron out the difficulty/problem
lashed out
last but not least
last-ditch effort
leaps and bounds

leave no stone unturned
leave severely alone
left up in the air
lending a helping hand
like rats in a trap
limped into port
lock, stock and barrel
long arm of the law
long years
loom up
lucky few
luxury flat/yacht
mantle of snow
man worthy of his steel
marked contrast
marked improvement
marshal support
matter of life and death
mercy dash
milady
move into high gear
never a dull moment
news leaked out
nipped in the bud
none the worse for
wear not to be undone
not to put too fine a point on it
official capacity
open secret
order out of chaos
over and above
paid the penalty
painted a grim picture
paramount importance
part and parcel
patience of Job
paying the piper
pillar of the Church
pinpoint the cause
place in the sun
pool of blood
poured scorn
powder keg
pretty kettle of fish
pros and cons
proud heritage
psychological moment
raced/rushed to the scene
raining in sheets
rats in a trap



red faces
red-letter day
red rag to a bull
reduced to matchwood
reins of
remedy
rose to
sadder
sea of upturned faces
selling like hot cakes
shackles which fetter
sigh of relief
sons of the soil
speculation was rife
spirited debate
spotlessly white

spotlight the need
square peg in a round hole
staff of life
steaming jungle
stick out like a sore thumb
storm of protest
storm-tossed
stuck to his guns
sweeping changes
taking the bull by the horns
taking the situation in his stride
terror-stricken
this day and age
through their paces
throwing a party
tiny tots

tongue in cheek
top-level session
tower of strength
true colours
turned turtle
unconscionably long time
up in arms
upset the apple cart
vanish into thin air
voiced approval
wealth of information
weighty matter
whirlwind tour
widespread anxiety
winds of change
wreak havoc
writing on the wall

spear heading the campaign

Editor and Journalistic ethics

1) Plagiarism: According to Cambridge dictionary, Plagiarism is “the process or practice of using another person’s ideas or work and pretending that it is your own”. Attribution of ideas, images, photographs and other material like direct quotations, paraphrases are a must for journalists.

Generally, Journalists use internet as a source of gathering information. They use images, ideas, photographs, quotations and sometimes paraphrase the material, but forget to attribute or acknowledge the source. So, Journalist should attribute the source of information used in their work.

Don’t steal material by just changing words here and there. Journalist instead of just changing words here and there, they must recast ideas in their own words by incorporating fresh facts and interpretation. Paraphrasing in writers’ words is much better. Writers can capture the key spirit of the material and rewrite in their own words. Attribution of the paraphrase must be done as far as possible. Never copy from old sources thinking that today’s bottomless electronic storages cannot be searched with latest plagiarism software. Electronic submissions stay in the storages for a long time. So, retrieving them is easy. With the help of creative software, pictures, images and photographs etc can be manipulated or morphed. Original visual material should not be manipulated, if tweaked original creator’s contribution should be attributed. Editors must check originality of the material received, before publishing. Otherwise, the publication may lose its credibility. Editor loses his honour and career.

2) Libel: According to Cambridge dictionary, libel is a piece of writing that contains bad and false things about a person. Editors should be careful, publishing material, which may harm the reputation of the people. Editors should give an opportunity to the accused involved to tell his version of the story. Only truth can be used as defence against libel.

3) Misappropriation: According to Merriam Webster dictionary, Misappropriation is to appropriate wrongly. Intellectual property rights of others have to be respected. Due permission has to be taken, when publication uses trademarks etc. Public Relations and advertising professionals must follow ethics and due formalities have to be followed in using others material.

4) Falsification and Fabrication: According to Lexico.com, falsification is the action of falsifying information or a theory. Falsification and fabrication of material for the benefit of someone should not allowed. It is violation of law and ethics, may lead to legal cases.

5) Invasion of privacy: According to Merriam—Webster, invasion of privacy is a situation in which someone fails to respect a person’s right to keep certain personal information from being known. Editors should not publish any information pertaining to individual privacy. Media should respect privacy of individuals.



Similar to newspaper sub-editors, magazine editors too work keeping overall picture in view. They plan production of single issue with utmost care, writing assignment, manuscript review, story budget, submission deadlines and editorial deadlines. Dateline helps advertisers, public relation professionals and freelance writers plan their submissions and space for ads with theme or topic of the issue. As a result, issue published looks unique in its concept, design and theme. Likewise, video editors concentrate on sticking to storyline and continuity. They work to fulfil the vision of the director and production designer. At the same time, print page design editors would design pages to look for clarity and visual identity. They see that their design is consistent and follow best layout principles.

Convergence compels editors to work on their stories on multiple media platforms simultaneously. A copy editor has to perform multiple tasks and edit stories, which are edited at different levels of evolution. He has to collaborate with writers to enrich the content. Due to convergence in media, newsroom convergence, news gathering convergence and content convergence takes place. Kumar (2021) Newsroom convergence: Journalist from different media (T.V. Radio, Newspaper and Online) share same workspace, attend the same meetings and plan presentation of news together, depending on the platform editors plan their presentation of news. Newsgathering convergence: Reporters, photojournalists and editors from different media platforms collaborate on news story. They gather news story from their professional angle and share among various media platforms. Content convergence: The final covered story is presented in multimedia form—combining text, images, audio, video, blogs, podcasts, slideshows etc. Content management systems are created by media companies that are storing content in various digital formats and delivering content easily to different platforms. Newsroom information science researchers would enhance the quality of output by bringing together news values, journalism and editing. News flow editor of a media organisation decides where and when to upload the content

II. CONCLUSION

Editing brings clarity to the text written. Editing is done for making information concise. Unnecessary information is deleted in editing. Only appropriate and relevant material is put in the text. Any text can be edited to target the reader's interest. An editor plays a crucial role in editing the text. An editor gets no laurels and works selflessly and anonymously.

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