

高等院校双语教材
新闻传播学系列

Creative Editing

(Fifth Edition)

创造性的编辑

(第五版)

[美] 多萝西·A·鲍尔斯 (Dorothy A. Bowles)
黛安娜·L·博登 (Diane L. Borden) 著

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出版说明

为了尽快了解和吸收国外新闻传播学的最新研究成果,提高我国新闻传播学的教学研究和实际工作的水平,满足各院校对双语教材在质量和水平上更高的要求,使读者能够读到原汁原味的原版教材,中国人民大学出版社适时推出了这套“高等院校双语教材·新闻传播学系列”丛书。

本丛书所选的图书均系欧美等国外新闻与传播界有影响的知名学者所著,内容涵盖了新闻与传播学各个领域,真实反映了国外新闻与传播学领域的理论研究和实践探索的水平,因而受到了欧美及世界各地的新闻与传播学院师生、新闻从业人员的普遍欢迎,其中大部分版本多次再版,影响深远,历久不衰,成为新闻与传播学的经典教材。

为了适应大学本科生层次的阅读需要,我们在广泛听取有着丰富的双语一线教学经验的教师建议和意见的基础上,对原版教材进行了适当的改编,删掉了一些与中国国情不符和不适合教学的内容,尽量适应了当前国内本科教学的课时需要。

本套教材以下特点尤为突出:

- 保持英文教材的原汁原味。本套丛书根据国内教学需要对原书进行了改编,主要是删减了与中国国情不符和不适合教学的部分,在体系结构与内容版式等方面都保持了原版教材的风貌。

- 简洁的中文导读。本丛书在引进英文原版图书的同时,将简明目录译为中文,同时改编者为其撰写了导读,供读者阅读时参考。

- 篇幅合理,价格适中。本套教材适应教学与读者的实际需要,在内容上进行了删减,总体篇幅更为合理,相对较低的定价,充分考虑到了学生的购买能力,从而使本套丛书更易走近广大读者。

- 强大的教学支持。依托国际出版集团的资源优势,本套教材的原版为教师提供了配套的教辅材料,如教师手册、丰富的网络资源等,使教学更为便捷。

本套丛书是我们在双语教材出版方面所作的一次尝试,其中的编选或有不当之处,真诚的期待广大读者提出宝贵的建议与意见,以便我们改进。另外,需要指出的是,鉴于国外作者所处的政治、经济、文化背景的不同,其观点及内容或有不妥之处,望读者在阅读时注意比较和甄别。

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导言

新闻专业主义的核心环节

是成为一名 21 世纪充满灵气的创造性的编辑，还是成为一个充满匠气的封闭性的编辑？这是每一个编辑课程学习者需要细考的问题。伴随着 21 世纪信息爆炸和互联网传播事业的迅猛发展，当今世界已经处于海量信息的网络传播环境之中，虽然这种传播环境使得人人皆可成为编辑、记者的梦想变为现实，但是我们也发现，新闻专业主义意义上的编辑角色并没有被数字时代所淘汰，而是被数字时代赋予了新的内涵。所以，成为 21 世纪创造性的编辑将是新闻传播从业者具有独到价值的职业定位和人生选择。

作为美国新闻传播学的经典教材，《创造性的编辑》以其全面的内容、清晰的结构和不断完善的信息而一直广受好评。其第五版通过对文字编辑创新观念的有效呈现、强化和补充，继续保持了以前所获得的经典教材之声誉。浏览全书，可以发现该书涵盖了平面媒体和网络媒体编辑实务的所有重要方面，而且该书作者从基本的语言技巧训练开始，逐步引导读者了解和认识专业化文字编辑工作的每个阶段及其所遇到的重要问题。

一、新闻传播的核心和基石：文字编辑的重要角色

《创造性的编辑》（第五版）的作者认为，21 世纪的编辑将依旧处于平面媒体和网络媒体组织的核心环节，这个职位能够为媒体构建和保持公信力而提供专业知识，同时为公众获得新闻和娱乐信息而担当看门人的角色。中国人民大学新闻学院郑兴东教授、陈仁风教授、蔡雯教授的《报纸编辑学教程》中曾对报纸编辑工作的重要性有过这样论述：报纸编辑工作相对于报纸及其新闻传播活动而言是“总设计与总指挥”、“集大成者和总把关人”。可见，在新闻传播的工作流程之中，编辑的重要性不言而喻。这一点在传统的媒体时代如此，在新媒体时代亦然，而且其重要性比历史上以往的任何时刻显得更加重要。

在传媒组织中，编辑和记者的职业角色有所不同。在西方媒体组织结构图中，记者是处于新闻报道最前沿的角色，他们负责直接进行新闻采写并向编辑部提供最初的新闻报道稿件；而编辑则分为若干的层级，其中文字编辑处于记者和总编辑、执行主编、特写编辑、图片编辑等其他层级编辑之间，并在媒体的整个制作流程中发挥着重要作用。由此可见，文字编辑是整个新闻媒体组织中最为关键的环节之一。在某种意义上，编辑其实更像一个新闻传播过程的“指挥家”，协调、调动各种信息资源，并推动新闻传播过程有序向前发展；有时编辑又像是新闻传播活动的“总导演”，通过自己的工作不断地挖掘新闻传播的价值，为公众呈现出更为完美的新闻传播作品。

如今，传媒管理人员也已经认识到并看重优秀文字编辑的价值，这也表明具有优秀文字编辑基本素质的从业者将在未来的职业生涯选择中具有比较优势。另外，那些期望成为传媒管理人员的人也将发现，文字编辑工作是学习平面媒体和网络媒体错综复杂制作流程的不可或缺的训练基础，而且也是职业化编辑以此为基石而走向媒体管理岗位的最为常规的途径。

二、经典性、开放性和同步性：经典教材的最新亮点

国外经典的新闻传播学教材的经典意义体现在其超越时间和空间的生命力上。《创造性的编辑》(第五版)对不适应文字编辑工作实践的教学内容进行了调整,并继续强调了虽然传统、但依旧具有很高借鉴价值的平面媒体编辑技巧:使用正确的语法、标点符号、文体和措辞;核对事实;撰写标题;处理图片和信息图标;使用正确的印刷格式;理解相关法律和伦理问题;进行设计和排版等。在这里,我们看到在文字编辑角色身上所包含的传统和现代因素。这两种因素正在完美地融合在一起,而不是由于现代传播环境的变迁而导致将传统的职业规范和职业技巧弃如敝屣、置之不理。而在新闻传播历史进程中形成的优良的编辑传统,在某种意义上也成为经典教材的重要内容之一。

国外经典的新闻传播学教材并不因为其经典性而趋于封闭,而是不断彰显其开放性的特征,并使其成为经典教材生命力的重要源泉。《创造性的编辑》(第五版)中最受欢迎的部分是体现媒体专业化观点的“专业视角”的内容,这些内容可以帮助学生更加深入地理解文字编辑的工作。该部分以不同专业人士现身说法的方式来为不同章节所涉及的重要问题提供了最新鲜、生动的论述和补充。这使得编辑教材跳出枯燥的文字编辑工作流程,而融入人性化的元素,从而更容易加深学生对于编辑工作的认识和理解。

当然,国外经典的新闻传播学教材之所以吸引读者,还因为其具有不断更新的、与当代新闻传播环境保持一致的同步性。《创造性的编辑》(第五版)依旧强调了传播技术演进和市场竞争变革对传媒业、特别是对于文字编辑角色的影响。该书作者在强调传统文字编辑专业技巧的同时也清醒地看到,作为一个日益发展的工作市场,当今的互联网和网络出版为文字编辑的职业生涯提供了巨大的发展空间。在《创造性的编辑》(第五版)中,作者通过对网络编辑内容的强化进而强调了数字编辑日益增加的重要性。这一点具体体现在贯穿全书的如何为网站编辑稿件、如何接入互联网讨论组、如何使用互联网搜索引擎和事实核对工具、如何撰写网络新闻标题、如何设计网页和进行网页排版等编辑实务素材之中。该版本还对于新闻伦理的素材进行了更新,对于包括媒体公信力、媒介融合、网络伦理和在众多媒体记者中所发生的职业道德事件进行了深入的探讨。

三、永不停歇的创造性：媒介融合时代的编辑特质

创造性的编辑,是21世纪新闻传播业至为关键且不可或缺的职业角色。北京师范大学林崇德教授指出:“创造性是根据一定的目的,运用一切已知信息,产生出某种新颖、独特、有社会意义或个人价值的产品的智力品质。”创造性的编辑,则应是指具有各种创新能力、并能在具体的编辑实践过程中创造新的价值的编辑。创造性的编辑,对编辑实践活动和整个新闻传播事业的发展具有重要意义,培养并造就一大批具有创造性的编辑队伍是现代新闻传播事业发展的必然要求。

如何成为创造性的编辑,将成为每一个学习者、从业者在学习和工作过程中不断思考的问题,而不断将自己塑造成创造性的编辑,则是每一名编辑在新闻专业主义范畴内不断努力的一个方向。许多优秀编辑的成长经验告诉我们,成为创造性的编辑,并非一个可望而不可及的目标。首先,要在编辑业务学习过程中贯穿创造性的学习理念。国外经典的新闻传播学教材带给我们的启示很多,但是其中重要的一点就是永不停歇的创造性。这些经典教材之所以经典,就在于其在传统的基础之上,以开放和积极的姿态,不断地进行创造性的创新工作。而处于不断发展变化的新闻传播环境之中的编辑,也需要保持一种永不停歇的创造性,才能应对数字生态环境下媒介融合时代对于编辑职位的最新要求。《三国志·蜀志·诸葛亮传》中曾说颍川石广元、徐元直、汝南孟公威“三人务于精熟,而亮独观其大略”。而对于创造性的编辑而言,一方面要“务于精熟”,熟练掌握各种编辑业务技巧,另外也要“独观大略”,要通过编辑环节,认识和把握整个新闻传播流程的全局特征和总体规律。只有将这二者圆满地结合起来,编辑的创造性才能落到实处。其次,要在编辑业务实践过程的各个环节中体现编辑的创

造性。编辑的角色，虽然更多时候是幕后英雄，但是这并不妨碍编辑在整个新闻传播过程中发挥其创造性作用。编辑的创造性，可以体现在具体编辑工作的各个环节之中，只有在工作中保持创造性的精神，编辑才能在新闻职业化的基础之上，以创造性的工作态度来对待编辑工作，并将创造性贯穿于编辑工作的全过程。最后，要紧紧抓住新闻传播业务发展变化的时代潮流，不断丰富创造性编辑的时代内涵。当前，编辑所处的时代已经和以往大不相同。人类进入互联网信息传播时代之后，世界的信息传播的结构进一步趋于扁平化，传媒业的结构进一步趋于融合化，而未来各种新闻传播职业也成为融合媒介生态环境中一个流动不息的动态环节。在媒介融合时代，新闻传播环境的不断变化要求编辑要更加深入地了解 and 把握媒介融合时代的本质，深入了解每一种传播媒介的特征，并在新闻专业化的基础之上，以创造性的姿态打通不同媒介之间的界限和人为的壁垒，从而在媒介融合时代更好地把握行业和职业的发展机遇，塑造自己完美的职业生涯。

历史长河奔腾向前，只有不断创新者才能够顺应其浩浩荡荡的发展潮流。创造力就是生命力，创造力就是竞争力，唯有创造才能更好地生存。在这样的时代，创造性的编辑也是如此，只有恪守新闻传播的专业精神，不断完善开放的知识结构，永远保持勇于创新的精神状态，创造性的编辑才能在媒介融合的时代把握前进的方向，走向光明的未来。

傅玉辉

2009年7月

Preface

Copy editors of the 21st century will reside at the very heart of print and online media organizations, supplying the expertise that helps build credibility and serving as gatekeepers of news and entertainment for the public. More than at any time in history, media managers recognize and appreciate the value of good copy editors. This recognition makes even better an already excellent employment picture for copy editors, who are rewarded at many organizations with higher salaries than those of reporters or writers with comparable experience.

Journalists with the personal attributes and word and visual skills explained in this book will have no trouble finding stimulating and rewarding careers in the mass media and its ancillary industries. In addition, those who aspire to become managers will discover that the copy desk is a fertile training ground for learning the intricacies of the print or online production process and is a frequent path to management positions.

Revision highlights

The fifth edition of *Creative Editing* addresses the impact that technological and competitive changes have had on traditional media industries, particularly as they affect the roles of copy editors. The new edition continues to recognize the pedagogical need to incorporate information for public relations practitioners. At the same time, the book emphasizes traditional and still highly valued print-editing skills: using correct grammar, punctuation, style and vocabulary; fact checking; writing headlines; handling photographs and informational graphics; using typography; understanding legal and ethical matters; and designing and laying out pages.

A special feature of *Creative Editing* continues to be the extensive collection of in-book exercises, which allows students to test their understanding of the material in each chapter and to practice their editing skills. Exercises for this edition appear in a special workbook section at the end of the text instead of at the end of each chapter. New exercises have been added, and students may download exercises from a Web site to practice electronic editing and layout. Answers to all exercises are found online on the Book Companion Web site.

The authors believe that the Internet and online publishing offer great potential as an expanding job market for copy editors. The fifth edition underscores the growing importance of digital editing, with a strong emphasis on the Web. Practical material integrated throughout the book focuses on how to edit copy for Web sites, how to access Internet discussion groups of interest to communicators, how to use Internet search and fact-checking tools, how to write online headlines and how to design and lay out Web pages.

This edition also contains updated material on journalism ethics, including new discussions about media credibility, media convergence, online ethics and recent incidences of ethical lapses by journalists at large media organizations.

The popular feature called “Professional perspective,” which spotlights a media professional to help students understand the work of copy editors, has been updated with new profiles. Examples include question-and-answer interviews with a Web

designer based in London and a managing editor who helped her newspaper win a Pulitzer Prize for its coverage of the Columbine killings.

Throughout the book, the authors have attempted to adhere to Associated Press style and have sought to avoid sexism, racism, ageism, homophobia and other discriminatory language.

Organization of the Text

As in prior editions, the organization of *Creative Editing* remains logical and progressive. Chapter 1 explores how 21st century copy editors will be asked to hone their multitasking skills to perform in a variety of media forms—print, broadcast, and online.

Chapters 2 through 5 focus on the copy editor's tools: the proper use of grammar and punctuation; the importance of precision and consistent style when editing words, sentences and paragraphs; the importance of editing leads and making news judgments when editing stories, whether in print or online; and the need to check facts, including how to use electronic databases. An extensive list of frequently misused words appears in Chapter 3 of this fifth edition rather than in an appendix as in earlier editions.

Chapter 6 discusses legal concerns that affect editors, including libel, invasion of privacy and copyright infringement. Chapter 7 examines ethical situations of specific concern to editors, including online ethics, and suggests an analytical framework that should prove useful in ethical decision-making. This chapter includes the ethics codes that leading journalism and public relations professional organizations have adopted, as well as updated examples of ethics guidelines from individual publications across the country.

Chapter 8 discusses typography, particularly type sizes, widths, styles, weights and families, and includes an expanded section on Web typography. Chapter 9, which focuses on the art of writing headlines, discusses the function and characteristics of headlines, increasingly important in the online environment, and offers rules for writing, counting, placing and styling headlines in all print media, including magazines.

Chapters 10 and 11 examine visual journalism, focusing particularly on editing pictures and infographics, including digital photographs, and on designing and laying out pages, both for print publications and on the Web. Chapter 11 also discusses how to create public relations materials.

Teaching resources

We have provided additional teaching resources to assist you in teaching your copy-editing courses:

- **Web Site for *Creative Editing*** This Web site will continue to provide online exercises for students as well as answers to exercises, a glossary, Web addresses, and other resources students can use to improve their skills:

www.thomsonedu.com/masscomm/bowles

- **InfoTrac® College Edition** Access to this online database of reliable, full-length articles (not abstracts) from thousands of academic journals and popular sources may be packaged with the book. Students will receive a passcode, which will provide them with access to InfoTrac College Edition for four months. Contact your local representative for more information.

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