

## UNIT 9 The Editorial Process

This unit discusses:



- who an editor is;
- the role of the editor;
- the working relationship of the editor and the writer;
- the editing process;
- the role of the editor in the production process;
- the role of the editor in course maintenance and revision.

As course writers you need to be aware of how closely you need to work with the editor in order to produce effective distance education materials. You should also know that the editing process is both critical and creative. An editor examines critically the message presented by the writer and weighs the writer's use of words and pictures in communicating the message. A good editor does more. By creative design, the good editor integrates the verbal and the visual with each other, polishes words and sentences and enhances illustrations, and thereby makes the significant aspects of a message in a unit stand out.

An editor has to have both social and technical skills. The editor must have the social skills to be able to work with a writer at a personal level and be able to make suggestions to the writer without hurting the writer's ego.

An editor of distance education materials has to have some special technical skills that an editor of educational materials may not ordinarily have. Such a person has to be familiar with some of the common instructional design skills. The editor's technical skills must, of course, include both the verbal and the visual.

The editor of distance education materials should be highly experienced in writing (and judging) what we have called motivational and instructional devices (MID's) such as tests, games and simulations. This is an important part of distance education writing.

Finally, an editor must be familiar with the printing process.



*What kinds of skills does an editor need?*

### Who Is the Editor?

In an institution which offers distance education courses, the editor is one of the most important members of staff. The editor's role is partly educational