

Details create the big picture ...

"Proofread carefully to see if you any words out." - Author Unknown

Editing and Proofreading

Polly Healy - Copy Editor and Proofreader



Blake Morrison

Proofreading is to business communication what 'buffing and polishing' is to woodworking. One little blemish detracts from the entire piece, causing the overall impression to suffer.

As well as potentially damaging your reputation and that of the organisation, inaccurate, poorly drafted copy can have a real effect on the reader - and on your credibility!

Work that is fraught with grammatical, paragraphing, punctuation and spelling errors, will prove difficult to read. These will undermine both authority and integrity.

Sentences containing more than 13-18 words are likely to cause ambiguity. Long paragraphs can also make the reader 'lose the plot', or get bored.

The simpler you say it, the more eloquent it is. Good things, when short, are twice as good.

A poorly written piece of work cannot possibly communicate its message properly.

Editing might be a
bloody trade.
But knives aren't the exclusive
property of butchers.
Surgeons use them too!



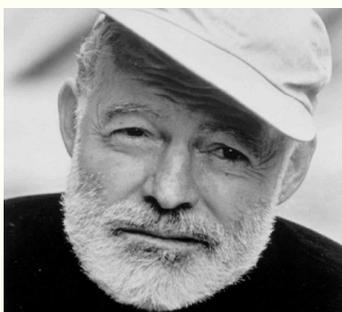
Say all you have to say in the fewest possible words, or your reader will be sure to skip them; and in the plainest possible words or he will certainly misunderstand them.

- John Ruskin -

First impressions count and in these situations, what is written is a way of introducing the organisation and/or yourself to people you may never have met before. These people and/or organisation are sure to be those you would wish to influence and inspire.

Proofreading shows that you take pride in your work.

- **Proofread everything you write.** It is worth spending a few extra moments on any piece of work you do. Make sure it is the best you can make it.
- **Allow your piece of written communication to “go cold” before you proofread it.** With a fresh set of eyes, you will be more apt to spot errors.
- **Take time to read the piece of work thoroughly.** Read it aloud, and if this isn't possible, try to imagine how you would say it out loud as you read it. If you find yourself stumbling over a clause or sentence, chances are that your readers will too. You are also more likely to catch missing or misplaced words when you read aloud.
- **Force yourself to read your piece three times.** Read it once for spelling, once for punctuation and once for grammar. By focusing on one writing constituent at a time, you're bound to find more mistakes, making the time investment worthwhile.
- **Work with a partner.** Fresh eyes can be an excellent way to identify errors and inconsistencies. If you want to create a good impression of yourself and the organisation, it is vital that your writing shows the best work you are capable of achieving.



"THE FIRST DRAFT OF ANYTHING IS
SHIT." ERNEST HEMINGWAY



No author dislikes to be edited as much as he dislikes not to be published.

- Russell Lynes -

What do Proofreaders and Copy Editors do?

Copy Editors

The Copy Editor works in detail on a document or script before it has been designed and prepared for printing. Copy editing involves improving the document/book and making it the best it can be, as well as finding all the little mistakes. It is then, generally, passed on to the Proofreader. Copy editing is a broader job than proofreading.

Proofreaders

The Proofreader is the 'detail spotter' who weeds out the last-minute errors (typos, spellings, punctuation), and any inconsistencies or irregularities that may have been overlooked by the Copy Editor. The Proofreader does not make substantial changes. However, many people work both as Copy Editors and as Proofreaders.

We seem to do our best proofreading right after hitting 'Send' ...

"The simpler you say it, the more eloquent it is." - August Wilson

"Always avoid alliterations." - Author Unknown

"Good first impressions are good for business." - CS-Edit



**Proofread
you're work
if you want
be taken
seriously.**

**"A man who
has committed
a mistake and
doesn't correct it,
is committing
another mistake."**



For grammar, spelling and punctuation tips, visit: www.englishlanguagetips.com