

¶ What Copyeditors Do

EXERCISE 1-1: Comparing Editorial Styles

The heart of copyediting consists of conforming a manuscript to an editorial style, sometimes called *house style* after the publishing house or other “house of business” that determines the conventions its publications must follow. An editorial style comprises all the choices regarding the following:

- valid alternative spellings and compound forms
- capitalization
- punctuation
- numbers and dates
- quotations
- acronyms and other abbreviations
- italics and bold type
- special elements (headings, lists, tables, charts, graphs, other illustrations)
- documentation (notes and bibliographies)

A house style may stipulate other preferences as well, such as favored (or disfavored) terminology and idioms.

As *The Copyeditor’s Handbook* illustrates (chapter 1, under “Principal Tasks”), a house style is often defined by specifying a particular dictionary and style manual. For example, many US book publishers hew to *M-W Collegiate* and *Chicago*, whereas US newspapers and magazines often favor *Web New World* and the *AP Stylebook*. But institutions whose primary mission is not publishing (and even many conventional publishers) may modify or simply cobble together their house style on the basis of their own needs, preferences, and idiosyncrasies. And authors generally do what they like. Thus in any given manuscript a copyeditor may encounter a daft mix of British and US spellings and conventions, alternative capitalization of headings, inconsistent treatment of numbers, and other variations.

The goal of this exercise is simply to help you recognize the choices that typically define and distinguish editorial styles. The following two versions of the same passage illustrate different style choices. Neither follows a specific style manual and neither version of the text is more “correct” than the other. Identify the differences between the versions and itemize them according to the categories above.

VERSION 1

The Bay Of Pigs Invasion, Poison Pills And Exploding Cigars*

In 1959, the Cuban nationalist Fidel Castro entered Havana with his guerilla army, ousting Cuba's anti-Communist President, General Fulgencio Batista, in an historical revolution. Upon being sworn in as Prime Minister, Castro immediately acted to reduce U.S. influence in the island. He nationalised U.S. industries operating in Cuba, initiated land reform and exhorted other Latin American governments to break free of U.S. domination as well.

The establishment of a pro-Communist regime just 100 miles from the United States made U.S. officials nervous. When Castro formalised diplomatic relations with the Soviet Union in 1960, the United States retaliated by declaring an embargo on Cuban sugar, some 80% of which was exported annually to the United States. To prop up the Cuban economy, threatened with collapse by the embargo, the U.S.S.R. arranged to buy the sugar.

The Cuban Sugar Embargo was another episode in the long Cold War between the U.S.S.R. and the United States. Revolutionary Cuba was a proxy foe in the global rivalry between these super-powers, a beachhead of Communism in the Western Hemisphere. U.S. officials resolved that Castro had to be eliminated. During 1959–61, the U.S. State Department and the Central Intelligence Agency (C.I.A.) plotted to remove Cuba's guerilla leader from power by any means necessary.

In April, 1961, John F. Kennedy launched a full scale invasion of Cuba with the co-operation of a brigade of 1400 U.S.-trained Cuban exiles. This covert operation had been planned in the Eisenhower Administration but was executed under Kennedy's order shortly after the 35th President took office. The invasion was a total SNAFU. When Castro quickly foiled a pre-emptive air strike by relocating his tiny airforce before the raid, J.F.K. began to suspect, despite the counsel of his advisers, that the plan might be 'too large to be clandestine and too small to be successful'. The subsequent land invasion at the Bay of Pigs, executed on 17 April 1961, was repelled within 24 hours.

Failure at the Bay of Pigs, however, did not deter Kennedy and subsequent U.S. Presidents from attempting to bring down the Castro Regime through a surreptitious campaign of espionage, sabotage and repeated assassination attempts under the rubric of *Operation Mongoose*. According to some estimates, Castro survived more than 600 such plots, including poison pills and an exploding cigar.

*This summary is based on information from 'Bay of Pigs Invasion' (last modified 2009), History, <<http://www.history.com/topics/cold-war/bay-of-pigs-invasion>>, accessed 16 March 2017; 'Assassination attempts on Fidel Castro' (last modified 22 January 2017), Wikipedia, <en.wikipedia.org/wiki/Assassination_attempts_on_Fidel_Castro>, accessed 16 March 2017.

VERSION 2

The Bay of Pigs Invasion, Poison Pills, and Exploding Cigars

In 1959 the Cuban nationalist Fidel Castro entered Havana with his guerrilla army, ousting Cuba's anticommunist president, General Fulgencio Batista, in a historic revolution. Upon being sworn in as prime minister, Castro immediately acted to reduce American influence in the island. He nationalized American industries operating in Cuba, initiated land reform, and exhorted other Latin American governments to break free of American domination as well.

The establishment of a procommunist regime just one hundred miles from the United States made US officials nervous. When Castro formalized diplomatic relations with the Soviet Union in 1960, the United States retaliated by declaring an embargo on Cuban sugar, some 80 percent of which was exported annually to the United States. To prop up the Cuban economy, threatened with collapse by the embargo, the USSR arranged to buy the sugar.

The Cuban sugar embargo was another episode in the long cold war between the USSR and the United States. Revolutionary Cuba was a proxy foe in the global rivalry between these superpowers, a beachhead of communism in the western hemisphere. US officials resolved that Castro had to be eliminated. During 1959–1961 the US State Department and the Central Intelligence Agency (CIA) plotted to remove Cuba's guerrilla leader from power by any means necessary.

In April 1961 John F. Kennedy launched a full-scale invasion of Cuba with the cooperation of a brigade of fourteen hundred American-trained Cuban exiles. This covert operation had been planned in the Eisenhower administration but was executed under Kennedy's order shortly after the thirty-fifth president took office. The invasion was a total snafu. When Castro quickly foiled a preemptive air strike by relocating his tiny air force before the raid, JFK began to suspect, despite the counsel of his advisors, that the plan might be "too large to be clandestine and too small to be successful." The subsequent land invasion at the Bay of Pigs, executed on April 17, 1961, was repelled within twenty-four hours.

Failure at the Bay of Pigs, however, did not deter Kennedy and subsequent US presidents from attempting to bring down the Castro regime through a surreptitious campaign of espionage, sabotage, and repeated assassination attempts under the rubric of Operation Mongoose. According to some estimates, Castro survived more than six hundred such plots, including poison pills and an exploding cigar.

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EXERCISE 1-2: Preliminary File Cleanup

This exercise introduces you to the preliminary formatting tasks common to many editing assignments. Because authors' computer skills and publishers' procedures vary widely, documents for editing may come to the editor with a jumble of text fonts, sizes, and spacing. Cleaning up file formatting before editing not only enables you to focus your attention on clarity and meaning but also helps eliminate inconsistencies that may result in expensive problems at later stages of production.

Word processing macros that automate repetitive tasks can make file cleanup much more efficient; see chapter 1 and the Selected Bibliography of *The Copyeditor's Handbook* for further information about resources and the use of macros. (At the time of publication, two of the most widely used commercial macro packages are FileCleaner, from the Editorium, and PerfectIt, from Intelligent Editing.) But don't count on such tools to regularize *all* haphazard formatting.

The following passages are excerpts from chapter 10 of Ellen Rosen, *Making Sweatshops: The Globalization of the U.S. Apparel Industry* (Berkeley: University of California Press, 2002), pp. 177–201 (reproduced by permission of University of California Press). The formatting has been altered and wording changes and editorial errors introduced. Abridgments of the original are indicated by ellipsis dots set in square brackets: [. . .].

For any copyediting assignment that requires file cleanup, you should confirm the publisher's or client's requirements before beginning work. For this exercise, use the following guidelines.

- Turn off revision marking for formatting changes.
- Leave the document size, header and footer specifications, and margins as set (US letter-size paper, with one-inch margins on all sides).
- Make only mechanical and formatting changes. Avoid changing punctuation, capitalization, or wording.
- Use a standard, readable font such as Times New Roman 12 for all elements (except footnote signals, for which you may use the default settings of your word processor for the given body text size). Turn off automatic hyphenation.
- Use typesetter's ("curly" or "smart") quotation marks and apostrophes. Use double quotation marks for quoted words and phrases, and single quotation marks for any quoted terms within quotations.
- Replace underlining with italics.
- Use en dashes rather than hyphens in number ranges for dates and pages (but not in URLs): 123–25, not 123-25.
- Use the em dash character (—), closed up to words on either side, rather than double hyphens (--) or spaced en dashes (-).
- Replace multiple wordspaces with single spaces, within and between sentences.
- For ellipsis dots, use three or four spaced periods (. . .) rather than the ellipsis character (...).

- Chapter number, title, and subtitle: Set flush left, each on its own line, double spaced.
- Subheads in text: Set flush left, with an additional linespace above and below. (Assume for this exercise that all subheads are level 1 subheads.)
- Body text: Set flush left, with the first line indented 0.5 inches. Use paragraph formatting options rather than tabs for indentation. Eliminate extra linespaces between paragraphs.
- Block quotations: Set with the whole block indented an additional 0.5 inches on the left and no extra indent for the first line.
- Footnote signals: Use arabic numerals.
- Set URLs in roman type, with no underlining. Remove active hyperlinks.

Before starting on any editing project, make a backup copy of the original files and store it safely. If your word processor has autocorrect or autoformatting features set by default, or if you frequently work in languages other than English, review and turn off any features that may interfere with file cleanup, such as automatic capitalization, use of alternative styles of quotation marks, and automatic formatting of hyperlinks.

During file cleanup, you may notice problems that warrant editorial attention, such as nonstandard spellings or garbled text. Rather than make any substantive changes at this stage, flag these items for later attention: either note the problem and the location in a separate file or use a consistent, distinctive, and easily removed form of annotation, such as highlighting in a specific color. Any such annotations should be removed before returning a manuscript to an author or client.

If editing this file on a computer is impractical, you may choose to review the printed version and note by hand instances of the formatting issues listed above.

Chapter 10 The U.S Retail Industry A Brief History

Only twenty-five years ago 'mom and pop' clothing stores flourished along with large department stores and discount chains. Today, however, highly concentrated, vertically integrated, US retail transnationals, selling vast quantities of apparel items, have put many of the smaller stores and even the larger department stores out of business. The new forms of corporate retailing has played a crucial role in the globalization of the textile / apparel complex. Today transnationals compete for market share and market power, both nationally and internationally.

For the past twenty years retailing has been driving the thrust of US trade policy in textiles and apparel. The needs of these retailers have shaped the restructuring of the textile and apparel producers who supply them with merchandise.ⁱ Corporate retailers have been able to increase their power over textile and apparel producers because of increasing

ⁱ Frederick H. Abernathy, John T. Dunlop, Janice H. Hammond and David Weil, *A Stitch in Time: Lean Retailing and the Transformation of Manufacturing—Lessons from the Apparel and Textile Industries*, Oxford University Press, New York and Oxford, 1999. This recent book is among the most scholarly and empirically sound treatments of this position.

opportunities to benefit from the expansion of low wage apparel production in developing countries.

America's apparel retailers have become among the most powerful supporters of trade liberalization for textiles and apparel. Ending quotas and reducing tariffs has not only accelerated the globalization of apparel production, but has led to a new round of vertical integration and concentration in apparel retailing. Competition in this industry is now based on the efforts of retailers to increase their market share in a new and intense context of domestic and global competition. Textile and apparel producers have responded to these conditions by trying to develop more efficient ways to produce apparel. Retailers continue their pressures on government for further trade liberalization, for more access to new low wage production sites and retail outlets.

A Brief History of Apparel Retailing

The history of the US apparel retailing begins with department stores, which first appeared in the early part of the twentieth century. Department stores were initially located in the main shopping district of the downtown area, making it possible for the new urban, middle and upper middle class consumers to enjoy the convenience of one stop shopping, stable prices and the reliability of quality merchandise. Such department stores were owned by individual merchant families. Yet by 1916, Lincoln Filene, the President of Filene's in Boston, recognized the value of

collaboration between retailers in buying merchandise, recruiting executives, training employees, improving advertising, and other associated aspects of the retail business.ⁱⁱ He started the Retail Research Association, which two years later was superseded by the Associated Merchandising Corporation (AMC).NEED TO CHECK THIS

Recognizing the need for a more centralized corporate structure for the dispersion of risk, expansion and greater profitability in the industry, Filene began to advocate the formation of a national retail holding company. In 1918 Filene's joined with Abraham and Strauss of Brooklyn, and F & R Lazarus and Company of Columbus, Ohio, to form Federated Department Stores. Holding companies increasingly became the dominant form of retail ownership in this industry. Department stores, selling men's, women's and children's clothing, and other household items, put many smaller, local "mom and pop" specialty stores out of business. Department stores enjoyed high and stable profits during the affluence of the early postwar boom, allowing retailers to finance expansion from profits. The growth of car ownership and the building of highways led to massive suburbanization. Following their customers to the new bedroom communities, new stores were built - « anchors » of the new suburban shopping malls. A major acceleration of new shopping mall construction took place between 1965 and 1975,ⁱⁱⁱ internally financed by the

ⁱⁱ Barry Bluestone et. al. *The Retail Revolution*, 1983, 11.

ⁱⁱⁱ See Jack Kaikati, "Don't Discount Off-Price Retailers," *Harvard Business Review*, May-June 1985; Samuel Feinberg, *The Off Price Explosion, Fairchild Books Special Report*, Fairchild Publications, 1984, Bluestone et. al., 1983.

industry in the context of its high profits. By 1977, four major holding companies controlled the majority of America's department store chains--Federated Department Stores, Allied Stores Corp., May Department Stores Company and Dayton Hudson Corp. Together, they included 807 retail outlets and total sales in excess of \$11.4 billion—five times the sales of the whole J.C.Penney chain with 1686 stores nationwide. ^{iv}However, as department stores reached the limits of suburban growth they began to expand their geographic coverage to a national market. In 1986 Neiman Marcus had ... stores in Florida, and Massachusetts. Lord and Taylor, Saks Fifth Avenue, Bloomingdales, have all followed with similar moves. ^v

[. . .]

Restructuring for the New Retail Competition

Needing to reduce operating costs, to increase sales and margins, retailers began to impose new economic pressures on their apparel suppliers. They made three significant changes:

- a) in their labor-management relations,
- b) in the implementation of "quick response," and
- 3) the expansion of their "private label" merchandise.

Retailers began to reduce their traditionally large and costly inventories. They also reduced their largely, full time, trained sales staff, made up of career employees. ^{vi} The new retail competition required fewer managers and minimal sales help; the practice of customer service became economically unsustainable. ^{vii} Employment in apparel retailing grew 31% between 1973 and 1985, during his period, as stores reduced their full time workers and increased their part-time help. By 1985 the earnings of workers in retail sales had declined dramatically—and were only slightly higher than those of the lowest paid workers employed in eating and drinking places. ^{viii} What made this possible, were the new microtechnologies, which dramatically increased worker productivity.

[. . .]

The Economics of "Fashion"

A discussion of apparel retailing would not be complete without an analysis of the "fashion" industry. The transformations in apparel retailing in the past two decades occurred in the 1970s in the context of a declining couture industry. Well known "couture" fashion designers had produced individualized couture clothing for wealthy patrons. As this clientele began to shrink many discovered the advantages of higher volume sales in high niche "ready to wear" women's apparel. These designers began to license their names

^{iv} Bluestone et.al. 1983.

^v Pais, Sloan School of Management, M.I.T., June 1986, 37.

^{vi} Lasker, Cohen and Garter, 1981.

^{vii} Klokis, Holly. "Retail Layoffs: Where Will Everyone Go?" *Chain Store Age Executive* 63(4): 104,106, April 1987.

^{viii} Steven E. Haugen, "The Employment Expansion in Retail Trade, 1973-1985," *Monthly Labor Review*, Aug 1986.

to clothing producers who would hire their own designers to turn out fashions by “Oleg Cassini” or “Gloria Vanderbilt”.

As educated women began to enter the US labor force in professional occupations, new demands for women to “dress for success” led American designers like Liz Claiborne to create a new type of clothing for women. By 1974 Liz Claiborne, and others like her, were producing lower cost, high quality “career wear” in Asia. ^{ix} Retailers, merchandisers and importers could access contractors to produce high quality clothing in Europe (Italy, France, the UK) or Japan, while department store, private label goods were sources in South Korea, Hong Kong, Taiwan and Singapore. Mass merchandisers and lower priced store brands, sourced in a

third tier of medium to low cost, midquality exporters (Brazil, Mexico, low end producers in the NICs, plus the People’s Republic of China, and the ASEAN countries of Thailand, Malaysia, the Philippines, and Indonesia). ^x

Large volume discount stores at the lower ends of the market, making large volumes of standardized goods looked to countries like China, Bangladesh, Sri Lanka, and Mauritius. Low end retailers like Walmart and Sears initially sourced apparel in countries in the Caribbean and Central America--Dominican Republic and Guatemala and Jamaica. ^{xi} A process that has been called “specification contracting” developed:

... local firms carry out production according to complete instructions issued by the buyers and branded companies that design the goods; the output is then distributed and marketed abroad by trading companies, brand name merchandisers, large retailers or their agents. [This] “buyer driven commodity chain” is common in the garment industry. ...foreign capital tends to control the more profitable export and marketing networks. ^{xii}

^{ix} James Lardner, “The Sweater Trade,” in the *New Yorker Magazine*, 1991. <http://www.newyorker.com/magazine/1988/01/11/i-the-sweater-trade>

^x Cheng and Gereffi, p. 64-66 in Bonacich et. al.

^{xi} Not surprisingly, these corporations were staunch supporters of the Special Access Program of the Caribbean Basin Initiative of 1986.

^{xii} The Globalization of Taiwan’s Garment Industry, by Gary Gereffi and Mei-Lin Pan. in Bonacich et. al., 1994, 134.