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Ethics as style

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Ethics as Style
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Journalism and Media Studies
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Division of Humanities and Communication

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Introduction:

Style choices aren't only made by those who wear clothes; they are also made by printed news organizations. These style choices may not be as outlandish or extravagant as the latest "Coach" handbag or the newest style of blue jeans but they subtly let the reader know the background and ethical standards of the given newspaper.

Every single one of us has our own personal style. We express ourselves through visual representations like clothing, accessories and hairstyles. These simple, specific choices let the world see what kind of people we are. They help determine where you're from, what kind of social scene you identify with and can even represent some of your ethical standards.

The style choices made by newspaper organizations can help the reader understand the basic ideas and foundations of the paper. By looking at a particular magazine or newspapers stylebook readers can obtain a general understanding of what the paper is about. For example, a magazine dealing with technology would have a stylebook which included all of the most commonly confused technical terms encountered in that field. By thumbing through the tech. magazines stylebook you would find clues that would hint at what their audience is interested in, what legal issues they have to deal with and maybe even learn a little bit about their history. And all of this can be determined from a book that simply focuses on the style of the written language.

Selectively chosen text can represent a certain news organizations ethical framework. Throughout this paper I will compare and contrast writing, stylebooks and the ethical standards of The New York Times and The Associated Press. Both organizations operate with the same goal of honest and trustworthy journalism at the base

of their institutions, but the ethical standards that have been developed in order to ensure

this goal are different and can been further understood and detailed just by looking at the

chosen text.

Literature Review:

There are many different style guides and the idea behind stylebooks is generally consistency. And if used properly readers and critiques won't have the opportunity to pick apart or judge the newspapers ability to report the news on the accuracy of spelling or use of punctuation.

The chosen style guide can also let the reader know what type of paper they are reading. Each newspaper is based upon spoken and unspoken ethical codes, these ethics are practiced by the paper and are intern interpreted by the reader. These ethical codes represent the paper and influence how it is perceived.

The importance of consistent style is expressed by many people, one of these persons is Sue Khodarahmi managing editor of "Communication World" who said, "Having a consistent editorial style gives your readers a clue about who you are and what your mission is." (Khodarahmi) The need to be consistent is very important in the field of journalism and writing "the reader was in serious trouble most of the time, floundering in a swamp, and that it was the duty of anyone attempting to write English to drain the swamp quickly and get the reader up on dry ground" (Strunk Jr. and White)

Many ideas have arisen about the concept of gaining more information through text than just definitions of words. Text can represent more than just one meaning and "we should think of our entire world as something that can and should be read. In short, we can think of our world as a text" (Silverman and Rader 4) .
"Over the course of our lives, we determine, question and revise thousands of different beliefs based on our own readings, our own acts of interpretation" (Silverman and Rader

6) Text can be interpreted in many different ways and this text attempts to explain the idea that everything is and can be read "You read people and relationships everyday." (Silverman and Rader 6)

The idea of reading text as a sign or symbol is an idea addressed by Silverman & Rader, "Sometimes we make these interpretations with little or no effort and sometimes with a lot of work" they used the example of a stop sign and it's ability to have meaning beyond the context of a traffic signal.

In 1953, the Associated Press decided to organize common written inconsistencies. The Associated Press tired of the unorganized inconsistent spelling, grammar and punctuations errors that appeared in their stories decided to collect the most common and developed what is now know as The Associated Press Stylebook. This book is used by millions of journalists and writers who also want their writing to appear professional and organized. The Newspapers and Journalists who use this stylebook also take on and promote the ethical code ingrained into the predetermined text and grammatical citations.

Over the years the AP stylebook has grown to include hundreds of references for inconsistently written text. Every couple of years the Associated Press adds new citations to their reference book. Some of the current important issues are represented by the new additions to the 2004 Associated Press Stylebook. The book now includes a reference for words like illegal immigrant, innocent, not guilty, SARS and there is no longer a separate section for Internet terms (AP Stylebook), these terms have been assimilated into the text as well as into our culture. There is also a separate reference for "9/11," all of these

events have made history and are now incorporated into the mainstream language and into the hands of millions of journalists and college students.

These choices to include these certain references show the values of the Associated Press. They are concerned with global issues and feel that they are worthy enough to be placed into the pages of their text.

"The AP stylebook remains committed to its original concept: to provide a uniform presentation of the printed word, to make a story written anywhere understandable everywhere" (AP Stylebook vii) The Associated Press seeming more concerned with the good of the public and more aware of their need to be informed. Similar to communitarianism, "In communitarianism, persons have certain inescapable claims on one another that cannot be renounced except at the cost of their humanity" (Patterson and Wilkins 14)The Associate Press thinking of their work as a good towards humanity

The New York Times has a code of ethics that writers for the paper are supposed to follow and take seriously. The leadership of the newspaper has been quoted to present this ethical ideal when it comes to their newspaper "Our greatest strength is the authority and reputation of The Times. We must do nothing that would undermine or dilute it and everything possible to enhance it." (The New York Times)

These ethical standards can influence the way they decide to write, for example "Readers should be able to assume that every word between quotation marks is what the speaker or writer said." (The New York Times) meaning the writer should pay close attention to their accuracy and concision. This influencing the way the word is written, it isn't written as a personal story but along pre-determined guidelines. "The writer should,

of course, omit extraneous syllables like "um" and may judiciously delete false starts." (The New York Times) "The Times does adjust spelling, punctuation, capitalization and abbreviations within a quotation for consistent style." (The New York Times) "Detailed guidance is in the stylebook entry headed "quotations." In every case, writer and editor must both be satisfied that the intent of the subject has been preserved." (The New York Times) "Because our voice is loud and far-reaching, The Times recognizes an ethical responsibility to correct all its factual errors, large and small." (The New York Times)

By these definitions we can assume that The New York Times seems to be more concerned with the "outcome". And because these issues are so important to them we can assume that The New York Times is based in a Utilitarian theory of ethics. This classic ethical theory emphasizes "The consequences of actions are important in deciding whether they are ethical" (Patterson and Wilkins 10)

Methodology:

The purpose of this paper is to analyze text and its ability to convey an ethical perspective or foundation through interpretation. Discourse analysis will be used to analyze the primary sources I have found useful during my research. "Discourse analysis is useful because it emphasizes not the meaning of the text but the social construction of meaning through the text" (Acosta-Alzuru & Lester-Roushanzamir, 2000).

The primary sources I have chosen to use for my research and development of The Otter Realm stylebook are sources with first hand experience in the field of journalism, for example Otter Realm editors, provided me lists of common problems encountered during their time at The Otter Realm. I will also be using my experience as a Copy Editor for The Otter Realm as a primary source. One of these articles detailed ideas on how to create a style guide and reminders like "be consistent" and ideas on what I should think about including.

For the ethics as style paper I will also use primary articles from persons experienced in the journalism field. I will be using references to articles found in The New York Times, The Associated Press wire and possibly local newspapers for examples of ethical choices made by writers and editors. I will use these choices to exemplify the theory of ethics through text, and how a framework can be possibly subconsciously planted into a widely read text.

Body:

According to Jonathan Silverman and Dean Rader authors of "The World is a Text," everything we see can be perceived and interpreted similar to text. "We should think of our entire world as something that can and should be read."(Silverman & Rader) and based on this theory of visual reading and interpretation of our environment I plan to compare and contrast the concept of interpreting ethics from the text publishes by two different news authorities.

Human Beings learn and interpret their surroundings and from these interpretations we understand our environment. One form of communication through interpretation is called Semiotics; this is the understanding of un-spoken symbols and signs. As humans we see, read and understand through our eyes, this giving us the ability to learn from symbols in our environment. Examples used by Silverman and Rader will further explain the theory of Semiotics. "If we saw an abierto and an open sign in one place, we might draw conclusions about where we were (a neighborhood where English and Spanish are spoken), who owned the restaurant or store (bilingual owners?), and who their audience was (primarily speakers of Spanish or English). (Silverman & Rader 3)

Humans can learn many things from unspoken words. Throughout this paper I will discuss and illustrate how readers of newspapers can detect the different ethical frameworks behind some of our major news sources. Through the text they chose to use and in the way they chose to use it we can learn about their audience, their ethical standards and even their history. "All reading we do, perhaps anything we do, is backed up by various ideas or theories," (Rader & Silverman)

The New York Times is read by millions of people and information broadcast through the Associated Press is received by millions as well. Through this the news organizations are communicating their ideals and standards to their audiences. The New York Times prides itself on honest news and The Associated Press prides itself on being a public crier, news for anyone who can read. These two different, prideful standpoints influence the text on their pages and in turn can affect the reader.

I will analyze two sources of mass information distribution The Associated Press and The New York Times. The Associated Press does not publish their own newspaper but the information reported on by this organization is passed throughout the journalistic community and is used as a source of correct and dependable information.

The book "The Associated Press Stylebook" begins with a short foreword that sheds light on the ethics followed by their journalists and intern are interpreted by readers, "The AP Stylebook remains committed to its original concept: to provide a uniform presentation of the printed word., to make a story written anywhere understandable everywhere" (Curley AP Stylebook). From this foreword we can conclude that the Associated Press holds the public interest in high regard. The Associated Press does not mention "self" in this foreword but focuses more on the public and their need to have and understand news and information.

"Communitarianism asserts that social justice is the predominant moral value." (Patterson & Wilkins 14) This basic definition of communitarianism relates to the ideals of the Associated Press. With every new edition of their stylebook new terms are added to their listings in order to encompass new and important events. These new listings tend to define the times, for instance in the 2004 the Associated Press added SARS, 9/11 and

Sacagawea. From these three words we are able to identify important events happening prior to the publishing of this edition. All three of these words define a different event or occurrence that influenced people in the journalistic community.

"Our thanks and appreciation go to those who have helped enrich this book by their questions and suggestions on style" (Curley AP Stylebook) this quote symbolizes the AP Stylebooks concern and acknowledgement of community. "Communitarianism focuses on the outcomes of the individual ethical decisions, understood not as disconnected choices but analyzed as the impact of the sum of the choices on society" (Patterson & Wilkins 14)

In 2006 The New York Times reported a circulation of roughly 1,142,464 copies on weekdays and 1,683,855 copies on Sundays. These papers were read around the world and through this circulation The New York Times spread its ethical framework about journalism to millions of people.

The New York Times on the other hand seem to have their focus mainly on themselves and their integrity as a dependable newspaper, "Reporters, editors, photographers and all members of the news staff of The New York Times share a common and essential interest in protecting the integrity of the newspaper." (The New York Times Company) Utilitarianism is understood as the ethical framework of the greatest good for the greatest number of people, therefore The Times concern themselves with their integrity because it will end up benefiting the majority in the long run.

"At a time of growing and even justified public suspicion about the impartiality, accuracy and integrity of some journalists and some journalism, it is imperative that The Times and its staff maintain the highest possible standards to insure that we do nothing

that might erode readers' faith and confidence in our news columns"(The New York Times Company). From this excerpt we can determine that The New York Times is a little more concerned with self. They seem to be worried about the dependability of their journalism and seem to represent a Utilitarian ethical framework. "The Consequences of actions are important in deciding whether they are ethical" (Patterson & Wilkins 10).

  In 2003, the *Times* admitted that Jayson Blair, one of its reporters, had committed repeated journalistic fraud over a span of several years . The New York Times had previously encountered issues with their journalism staff, have learned from their mistakes and now use an ethical guidebook that represents their history. Utilitarianism makes room for mistakes just as long as you learn from them.

Conclusion:

Text can have more than one meaning. This is something everyone should be aware of and at attempt to understand.

While studying journalism here at CSUMB, I have come to understand the importance of properly chosen text and the implications of poorly chosen text. We communicate through written word.

All newspapers need to be aware of what they represent and how these standards communicate to their audience. The associated press uses text to inform the public where as the New York Times seems to use text to protect itself. Both organizations use the same language but using it under different ethical standards. These different ethical standards affect the writing and intern affects how their readers interpret their text.

These differences can be interpreted from their text, stylebooks and ethical ideals explained earlier in the paper.

The Otter Realm has needed a stylebook for sometime now, and as an addition to this paper I have assembled a list of words often misused by writers at the paper. CSUMB being a new school has developed a new lingo used about campus, and if you do not live on campus or participate in courses you may not understand what students are trying to say.

While writing this style book words were incorporated and hopefully from what you have learned about text and ethics from this paper you can analyze the ethical standards of our own newspaper.

Hopefully this stylebook will grow and become a part of the CSUMB journalism experience. I hope that future students will add new terms and words to the book and in turn provide all journalism students with a current and accurate guide for writing.

Bibliography

"The New York Times Company." 21st Century News, Information, Entertainment. 2007. The New York Times Company. 4 Feb 2007 <http://www.nytco.com/index.html>.

Editor, Goldstein , Norm. The Associated Press Stylebook. 39th. New York, NY: Basic Books, 2004.

Khodarahmi, Sue. "You're stylin' now." Communication World Volume 23. Issue 5september/october 2006 16-17. 15 Oct 2006 <http://library2.csumb.edu:2121/pqdweb?index=0&did=1123968911&SrchMode=1&sid =1&Fmt=3&VInst=PROD&VType=PQD&RQT=309&VName=PQD&TS=1170655719 &clientId=17856>.

Patterson, Philip, and Lee Wilkins. Media Ethics, Issues and Cases. 5th. New York, NY: McGraw-Hill, 2002.

Silverman, Jonathan, and Dean Rader. The World Is A Text. 2nd. New Jersey: Pearson Prentice Hall, 2003.

Stunk Jr., William, and E.B. White. The Elements of Style. 4th. Needham Heights, Mass.: Pearson Education Company, 2000.

Scanlan, Christopher. Reporting and Writing Basics for the 21st century. Fort Worth TX: Harcourt College Publishers, 2000.

Annotated Bibliography:

1) Style, Ten Lessons in Clarity and Grace seventh edition, Joseph M. Williams, Addison-Wesley educational publishers, Inc. Copyright 2003.

If I am going to be developing a book more then two people are going to read I will need to understand my ability to come across clearly. This it what I intend to use this book for. I feel that this book is more for the writing of stories then it is for the writing of articles but I will use it when writing details in the Style Guide. Some of the Lessons are "be concise" this will be very useful because I do not want to be interpreted as long-winded or confusing. Some of the up topics from this chapter include, delete words that mean little or nothing", "delete words that repeat the meaning of other words", "delete words implied by other words" and many more things for me to keep in mind. This book might not help tons when organizing the otter realm style guide, but it will help me be more consistent with grammar and punctuation.

2) Janet S. Dodd, *The ACS style guide : a manual for authors and editors* ,**Washington, DC : American Chemical Society, c1997, 1997**

This book is available from the CSUMB library.

This source is beneficial to my research because it is a Style guide. This book provides important points and ideas for editors, which will be useful to me because the Style Guide I plan on developing will benefit the Editors of the student Newspaper the Otter Realm. This source will also be useful as a guide line, I'm a little overwhelm at the moment about what people will expect from a style guide so this book will be a useful tool that I can follow and mimic.

3) Khodarahmi, Sue, "You're stylin' now." <u>Communication World</u> **Vol. 23 Issue 5, P. 16-17 2pgs, 2006**

URL:

http://search.ebscohost.com/login.aspx?direct=true&db=afh&AN=22178174&site=ehost-live

This source is truly beneficial because it discusses the idea of a style guide. It takes the style guide out of book form and describes it as a representation of the magazine/newspaper that uses it. "Having a consistent editorial style gives your readers a clue about who you are and what your mission is." (You're Stylin' Now).

This article basically describes how an organized and detailed style guide can say a lot about the paper that uses it. "With so many style guides available, there's no reason to reinvent the wheel. But you'll likely have a few terms that you want to present in a certain way. Make a cheat sheet to highlight any exceptions to your chosen style guide." (You're Stylin' Now.") This article basically outlines my ideas for the Otter realm style guide. I find it very useful and cheeky, I like the way the author writes about style guide like they are actually forms of fashion.

This quote made me feel a little more comfortable about my whole undertaking "Really, there's no right or wrong, as long as you're consistent."

The author gives a short list of books she recommends for people whom work with style guides. This is awesome because I was having a difficult time figuring out what was important.

4) Hunt, Tiffany J., Whose Grammar for What Purposes? <u>English Journal</u> Vol.95 issue 5, p88-92, 1 cartoon, May 2006

URL:

Date Accessed: 9/28/06

This article available from the library, full text needed to be ordered.

This article is useful because it discusses the importance of proper grammar in our society. The article also discusses the use of programs like Microsoft word and how they contribute to youth learning proper grammar.

This article will be useful because it will help me contextualize what I'm doing. Thinking about it now grammar doesn't seem that important but when it comes to developing a style guide I should pay attention to popular grammar and proper grammar.

This article also discusses the use of the Serial comma and why it is used. It states that the serial comma isn't always the best idea for newspapers because of spacing when it comes to laying out the final newspaper.

"Whose grammar for what purpose" gives me insight to the importance of proper grammar and it's implications on society.

5) Arnold, George T., *Media writers handbook: a guide to common writing and editing problems*, **Boston : McGraw-Hill, c2007**

The "Media Writers Handbook" will be used as a way for me to understand common editorial problems. Looking through this book helped me understand a little better what

kinds of issues editors have with style guides and word usage and just common editorial problems.

This book will help when I am trying to define what the editors are looking for in a style guide. What they will expect and what would make their lives a little easier.

6) H.W. (Henry Watson) Fowler, **The new Fowler's modern English usage / first edited by H.W.** *Fowler***. Oxford: Clarendon Press; New York: Oxford University Press, 1996**

Reason for use: Recommended in one of the articles I will be using to develop this style guide. Copy found in CSUMB Library.

This book was recommended in an article that I found very interesting and useful, there fore I will attempt to use for my research. It is helpful because it has to do with modern English usage. It will be used in the same context as the AP style guide.

 This book will not be used word for word but it will help me define what I want to include in my style guide. It will not have concrete examples of what I should do to incorporate the unique CSUMB culture or use of interesting words there fore I am going to develop a consistent and organized style guide of my own. I will be using this book for reference and ideas.

This book was originally published in 1926 and was revised in 1996, some of the references are not relevant to my research.

7) William Strunk Jr. and E.B. White ,The Elements of Style with revisions, an introduction, and a chapter on writing *by* **E.B.** *White***., Boston : Allyn and Bacon, c2000**

This book is another Style guide and I will use it as a reference when researching and deciding what I want my style guide to look like. "Style in the sense of what is distinguished and distinguishing" this song has many helpful hints and has many chapters on the idea of style and how it is used when writing.

Chapter five "An Approach to Style" (with a list of reminders) will be very helpful, it is basically a chapter about how to be consistent with your writing style. I feel that this chapter will be very helpful to the otter realm staff as well. The sub-topics of this chapter consist of "place yourself in the background", "revise and rewrite", "do not overwrite" "do not explain too much" and "Avoid fancy words", all of these will and can be useful to new journalist and I am thinking of maybe adding a chapter like this to my idea of a Style guide.

8) The Associated Press Stylebook Editor Norm Goldstein Basic Books New York, New York 39th edition, June 2004.

I have used the AP Stylebook before and it is basically a dictionary of words that confuse. This book provides the basic style guidelines to our current otter realm staff. This book if full of words that people have trouble constructing on paper, this is where I will get more of the information for my own style guide.

This book contains chapters about punctuation that I feel should be included in the new Otter Realm style guide. I myself have difficulty with punctuation and I feel that it would

only be useful to as a small chapter on common punctuation problems to our own style guide. A small section on commas, semicolons, pronouns and brackets will make editors and readers jobs a little easier. It will also provide The Otter Realm with a more unified and consistent presentation.

9) Lists of commonly incorrect words encountered by editors of The Otter Realm, Primary Source.

This List is very important to my research and development of the otter realm because it gives me great understanding of what to look for when putting together the style guide.

10) My personal understanding of issues writers are having with consistency. Primary Resource

I have learned this through working as the copy editor for the newspaper. Through this experience I have learned a lot about the words and the common mistakes that people make when writing. I think this will be the most help as I have composed a list of common confusions. I enjoyed working as the copy editor as it has taught me a lot about my own writing and the issues others have.

Appendices A

The Otter Realm Style Guide

CSU Monterey Bay

Stylebook

A

Age- does not need to be stated when discussing a student. Use students Major and academic year.

Art Majors
See Visual and Public Arts

Academic Advising

Academic Affairs

Academic Senate

Administration and Finance

Admissions and Records

Academic Affairs

Academic Affairs Council on first reference, AAC on the rest

Academic and Centralized Scheduling on first reference, ACS on second

Athletics, Intramurals and Recreational Sports on first reference AIRS on the rest

Academic Planning and Institutional Effectiveness on first reference APIE on second reference

Academic Publications Planning and Advisory Team on first reference, APPAT on second reference

Associated Students on first reference, AS on second. Student governmental organization appointed by fellow students

American Sign Language on first reference, ASL on second

Academic Skills Achievement Program on first reference, ASAP on the second. Building 21, main campus.

Academic Senate Executive Committee first reference, ASEC on the rest. Leadership group.

Arts Education

Alumni and Visitors center on first reference, AVC on second. Building 97, located on main campus

African American Studies

Aquatic Center building 100

B

Basketball capitalize the term "Men's Basketball" and "Women's Basketball" For other references see sports section in AP Stylebook.

Big Sur

Black Box Cabaret on first reference, BBC on second reference. Building 81 and locations of events

book titles See composition titles in AP Stylebook

Business Administration B.S. on first reference, BUS on second reference.

Business and Support Services on first reference, BSS on second reference.

C

College of Arts, Humanities and Social Sciences on first reference, CAHSS second reference. Building 46/114 located on 6th street.

College Assistance Migrant Program on first reference, CAMP second reference.

Center for Academic Technologies on first reference, CAT second reference. Also known as Building 18

Campus Development and Operations on first reference, CD&O second reference. Located in building 84A

Career Development Office on first reference, CDO on second. Located in building 44

CSUMB Employee Housing, INC. on first reference, CEHI second reference. Located in the East Campus at 601 Thomas ct. This same location deals with CSUMB students leaving in on campus apartments in this area.

Conference and Event Services on first reference, CES second reference. Located in building 29

California Faculty Association – CSUMB Chapter on first reference, CFA on second reference

Campus Health Center on first reference, CHC on second reference. Located in building 80, this health center is part of Doctors on Duty and provides health services to students.

Collaborative Health and Human Services on first reference, CHHS on second reference. This major provides students with concentrations in health, social work, public policy, public safety, nonprofit management and more.

Community Oriented Policing and Problem Solving on first reference, COPPS on second reference. Program run by the campus police department located in building 82F.

Community Participation on first reference, CP on second reference. University learning requirement.

College of Professional Studies on first reference, CPS on second reference

Chapman Science Academic Center on first reference, CSAC on second reference. Also known as building 53.

Campus Service Center on first reference, CSC on second reference. Also known as building 47.

CSU-High School Collaborative Academic Preparation Initiatives on first reference, CSU-HSCAPI on second reference.

College of University Studies and Programs on first reference, CUSP on second reference

Coastal and Watershed Science and Policy M.S. on first reference, MSCWSP on second reference. Graduate degree offered through ESSP

Cross Country see sports section of Associated Press Stylebook for further information.

D

dining commons on first reference, DC on second reference. Building 16

Democratic Participation on first reference, DEMPART on second reference. University Learning Requirement.

dean capitalize when used as a formal title before a name, for example Dean Jane Doe. Lower case in other uses for example Jane Doe dean of Human Communication, the dean.

disabled in general do not describe a person as disabled unless clearly pertinent to the story. For further information and references see Associated Press Stylebook.

DJ is a suitable acronym for disc jockey

doctor see entry in Associated Press Stylebook

dorm use when referring to any of the dormitories located on campus.

E

Early assessment program on first reference, EAP on second reference

H

Human Communication on first reference, HCOM on second reference

Higher Education Learning Partners on first reference, HELP on second reference

High School Equivalency Program on first reference, HEP on second reference

Health, Human Services and Public Policy Department on first reference, HHSPP on second reference

Human Performance and Wellness Education on first reference, HPWE on second reference

human resources do not abbreviate to HR that's just lazy

hell

I

Institutional Assessment and Research on first reference, IAR on second reference

Institute for Community Networking on first reference, ICN on second reference

Institute of Mexico and U.S./Mexican Studies on first reference, IMUSMS on second reference

Information Systems and Enterprise Resource Planning on first reference, ISNS on second reference

Integrated Studies Special Major on first reference, ISSM on second reference

Information Technology on first reference, IT on second reference

Information Technology and Communications Design on first reference, ITCD on second reference

K

KAZU 90.3 FM, located off campus. Has it connections to CSUMB

L

Liberal Studies Advising Center on first reference, LSAC on second reference

Liberal Studies Distributed Degree Completion Program on first reference, LSDC on second reference

Liberal Studies on first reference, LS on second reference

M

Marketing and Publications on first reference, M&P on second reference

Martial Arts Club is capitalized while martial arts as a sport are not.

Mathematics Communication on first reference, MATHCOM on second reference

Media Learning Center on first reference, MLC on second reference

Men or Man not boy, any male over the age of 18 is a grown up, please refer to them as such. .

Moss Landing Marine Laboratories on first reference, MLML on second reference

Master of Public Policy on first reference, MPP on second reference

Media Production Studio on first reference, MPS on second reference

Migrant Student Support Services on first reference, MSSS on second reference

Master of Science on first reference, M.S. on second reference

Music and Performing Arts on first reference, MPA on second reference

N

News and Public Information Office on first reference, NPIO on second reference

North Tree Fire International on first reference, NTFI on second reference

Native American

O

Oral History and Community Memory Institute and Archive on first reference, OHCM on second reference

Outreach and Student Support Programs on first reference, OSSP on second reference

Ombuds assist people who are dealing with college-related, work-related, or personal concerns.

Otter Bay Café on first reference, OBC on second reference. Building 29

Otter Express on first reference, OE on second reference building 14

Otter Sports Center currently the CSUMB gym, building 90

Otter Realm, The please capitalize all three worlds for consistencies sake. CSU Monterey Bay's student newspaper.

P

Personal Growth and Counseling Center on first reference, PGCC on second reference

Presidio of Monterey on first reference, POM on second reference

Professors and their titles:
- **Lecturer**: contracted to teach one to four classes with pay based on the number of classes. Some lecturers are contracted for three years, but most are hired semester to semester

- **Assistant professor**: contracted for three years at a time, usually working toward tenure or permanent employment

- **Associate professor**: usually a tenured or permanent faculty member

- **Full professor**: highest active academic rank

- **Emeritus**: a retired professor who was given the title by colleagues in recognition of achievements. Not all retired professors are emeritus.

R

Recruitment in Science and Education Program on first reference, RISE on second reference

Reciprocal University for the Arts on first reference, RUAP on second reference

S

Study at Sea program offered through CSU Monterey Bay

Student Affairs on first reference, SA on second reference

Social Behavioral and Global Studies ~ Division of, on first reference, SBGS on second reference

Social Behavioral Studies on first reference SBS on second reference

Science see Associated Press references

Student Disability Resources on first reference, SDR on second reference

Science and Environmental Policy~ Division of, on first reference, SEP on second reference

Sea Floor Mapping Laboratory on first reference, SFML on second reference

Spatial Information, Visualization and Analysis Resource Center on first reference, SIVA on second reference

Service Learning Institute on first reference, SLI on second reference

Science, Media, Art and Technology ~ College of, on first reference, SMART on second reference

Special Education Program on first reference, SPED on second reference

Social Work do not shorten to SW

T

Transportation and Parking Services on first reference, TAPS on second

Teledramatic Arts and Technology on first reference, TAT on second reference.
Studies included in this major are film, video, television, radio, interactive media and performance.

Telecommunications, Multimedia and Applied Computing on first reference, TMAC on second.
Studies within this major include networking, software development, web design and development, visual design, digital animation, interactive media and game design and instructional technology.

Technology Support Services on first reference, TSS on second reference. This section is connected to Information Technology; both can be found on the same website.

U

University Advancement on first reference, UA on second reference. Benefits CSUMB through fund raising, creating print and electronic publications and conducting community, governmental and media relations

University Center try not to abbreviate in text, Example "UC Center" is redundant since the "C" already stands for center. Building 29, located on 6th street.

University Learning Requirements on first reference, ULR on second. General education requirements at CSUMB.

University Police Department on first reference, UPD on second. Building 82F

V

Visual and Public Arts on first reference, VPA on second. Art major offered at CSUMB including painting, sculpting and public art like mural painting.

Vibrancy this ULR requires the demonstration of knowledge of health concepts and create a personal wellness plan or project

W

Wireless Education and Technology Center on first reference, WETEC on second, Building 18

World Languages and Cultures on first reference, WLC on second reference. Major offered by CSUMB and also the names of building 48 and 49

World Theater on first reference, WT on second reference. Building 28 on 6th street.

Watershed Institute building 42 located
on 6th street.

Appendices B

Reflection

I've been thinking about my capstone since the first day I arrived at CSU Monterey Bay. I didn't know exactly what it was or what it would be and only encountered the beast in classes like CST 101, Media Ethics or Pro-Seminar. And during the first few years I didn't pay much attention to the looming research paper as it took a back seat to partying and hanging out with friends. But I knew it was there, lurking beneath a pile of jumbled papers and thoughts, it was destine to be in my future. And here I am in my senior year face to face with the idea that would end my stay at this university, the idea and the day that used to seem so far away.

My experiences as CSUMB have shaped my capstone. I became interested in HCOM my sophomore year while taking a general education course. I met with Juanita Darling and she helped me get more involved with the major and recommended some courses I should take. I became involved with The Otter Realm student newspaper and began to write for the publication. I also took Media Ethics, a class that sparked my interest in ethics. These two courses have a direct connection to the research that would soon follow.

One day in Media Ethics, Juanita suggested that someone should develop a style book for The Otter Realm as their capstone. At this point I didn't have a clear understanding of what a stylebook was and the thought disappeared for another two years. But as graduation loomed and I needed an idea for my capstone this thought suddenly returned and I had my topic.

The Otter Realm needs a stylebook. The campus environment provokes a different language as words are shortened and people from different backgrounds converge and as any CSUMB student knows the use of acronyms abounds. This stylebook is an attempt to make the student journalists life easier. With this manual students can have a written source confirming a consistent form of text.

While a member of The Otter Realm staff a few things became apparent, editors should get paid and there are several different ways to write one word. From here my adventure into consistency began, editors and students provided the needed text and I simply put them on paper.

My hopes for the simple stylebook I've developed are to have it be added to by future generations of Otter Realm staff. Hopefully future students can add more in-depth citations and possibly one day have it bound like a normal book. I would like to see new words and phrases added and irrelevant ones taken away. This reference book is merely an outline for the future staff members to follow and add to.

Juanita also introduced me to my interest in ethics. In Media Ethics she inspired me with the different takes on ethics. We had to apply the different theories to different journalistic situation and assume how the outcome would be influenced.

Juanita helped me develop the idea for the research paper and suggested that it have something to do with ethics and the comprehension of text since I was already working on the style guide. This idea I found very intriguing and was excited to begin work on the paper.

The paper I began to write focused on the New York Times and The Associated Press. I compared and contrasted the two news organizations and found many similarities

but also many differences. For example, I feel that the New York Times is more worried with self appearance than the Associated Press. They seem to be more concerned with the ability of their journalists than the public. And this is represented by specific instances that I showcase in my paper.

The idea of ethics through text is a little abstract and if I were to further my research I would have liked to go more into how text can influence people. I would have also liked to have researched different news organizations and compared them to what I had already found.

The Capstone course was also very helpful. Almost every week a different section of the paper was due. This plan of action helped move my thoughts and ideas along while also keeping me on top of the whole project. If the paper was due in one large lump sum at the end of the semester I think I would have died.

Peer review and critique of the paper also helped me organize and refine my ideas. Being aware that other people are going to read what you have written helps keep you writing in terms the audience can understand, it involves a better quality of explanation. It provides with the ability to write a paper everyone can read and relate to.

Appendences C

E-Poster Summary

In the works…