

# Vulture Project

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## Introduction

This is a document featuring a collection of editing errors on a variety of platforms, such as tweets from Twitter, news articles, and print documents. This gallery includes spelling mistakes, wording issues, incorrect pictures, and many others.

Note that the table of contents is hyperlinked so that you may navigate throughout the document as you please.

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# Spelling Errors

Sources: drbillwilliamson.com, facebook.com

Figures one and two on this page, showcase simple spelling mistakes that we make on a daily basis.

Figure one was taken from dr.billwilliamson.com, where Dr. Bill was laying out the instructions for our instruction set project. Under his “project details, document length” section, you see that he wrote out “nstruction” rather than instruction.

In figure two, there was a fun post someone made about testing your English skills. They challenged the viewers to think of a word that starts with “R” and end with “R”, but they misspelled the word “challenge”.

Though these simple spelling errors are not something most people would fret about because they are so common. However, this is a clear indication of how important editing is when you are posting something fun on Facebook or when you are setting up a website. It is important when you are editing a page or post to be mindful of spelling errors and it is always helpful to have a second or third pair of eyes proofread your document. I don’t believe anyone would lose credibility over such minor issues, unless they were very common among the page, but they are issues nonetheless.

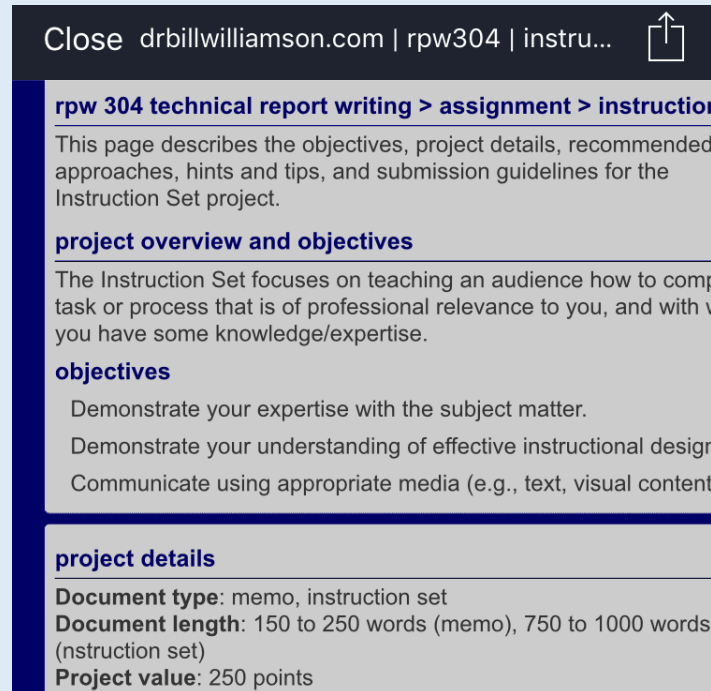


Figure One, www.drbillwilliamson.com

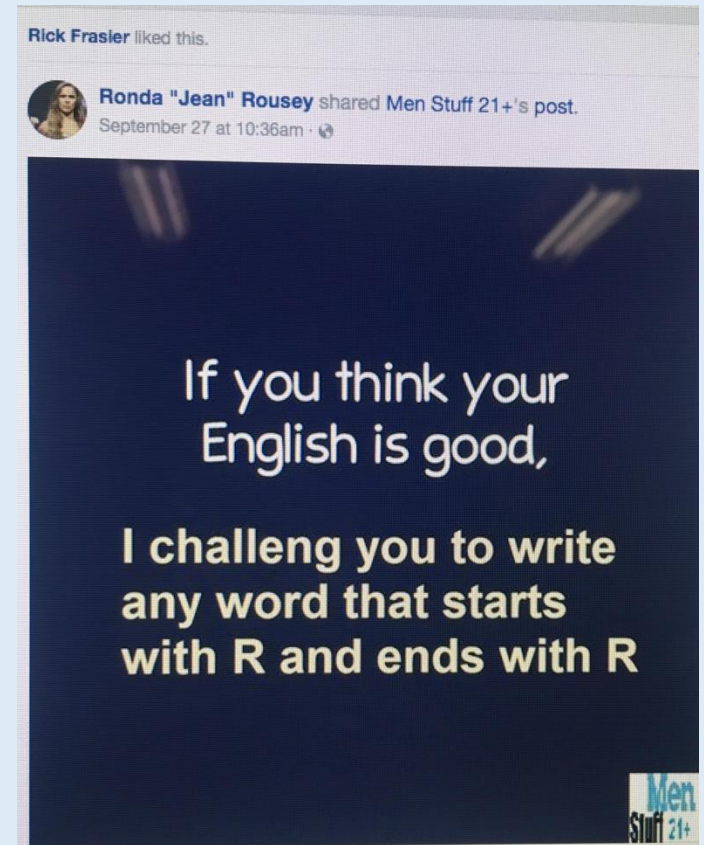


Figure Two, www.facebook.com

## Wording Issues: Things that Just Sound Funny

Figures three and four on this page showcase that sometimes, the wording or language in a document just sounds weird. These two figures come from SVSU's "Potty Postings", an informational newsletter about what's happening on campus that month including advertisements for campus events, fun facts, etc. However, they don't have a strong editing team and it proves detrimental to the hard work they put into the newsletter.

In figure three, we see that there's a fun fact about Columbus Day falling within Hispanic Heritage Month. It says: "Columbus Day or Dia de la Raza, which is October 12, falls within Hispanic Heritage Month". When reading this sentence, either to yourself or out loud, it doesn't sound very natural. Not only that, but this sentence makes it seem that Dia de la Raza means Columbus Day in Spanish, when it actually means "Day of the Race". Something that would sound better would be: "In Mexico, Dia de la Raza, or Day of the Race, is celebrated on October 12<sup>th</sup>. The United States observes this day as Columbus Day." I'm not sure that Hispanic Heritage Month needs to be included within this sentence, because the first "fun fact" on the page states that Hispanic Heritage Month goes from September 15 to October 15<sup>th</sup>.

The fourth figure showcases a similar issue with wording. However, this time I am taking issue with the "The day of" at the beginning of the sentence. It would sound much better when worded: "Five Central American countries celebrate their independence on September 15<sup>th</sup>. These countries include: Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua". If you wanted to include which year they gained independence, add a simple "They will be celebrating 193 years of independence this year" at the end of the post.

The Potty Postings are notorious for their various wording issues, spelling mistakes, formatting mistakes, and general confusion among their entries. This is something that has been pointed out to the person in charge of the postings, but it seems that they don't even proofread these entries before they publish them. They are clearly in need of an editor because their posts are always like this—which hurts their credibility.

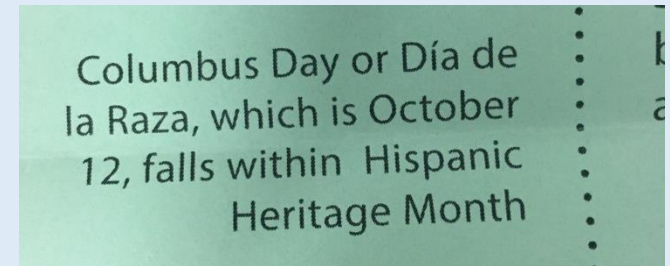


Figure Three, Potty Posting

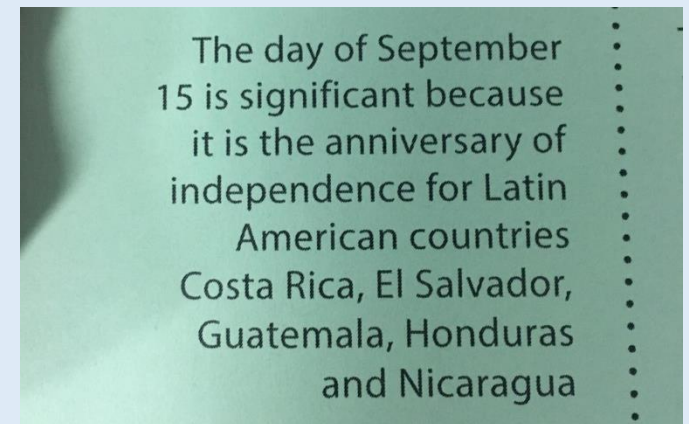


Figure Four, Potty Posting

## Incorrect/Funny Picture Mistakes

Figures five and six on this page both have interesting picture mistakes, though one was done due to lack of attention to detail and the other was done out of humor.

In figure five, we see a tweet that states “Student athletes! Baseball player’s working hard. In between workouts.” Though the language in this post is a mess, I want to focus your attention to the picture that was included. On the surface, we see four boys working on their homework in their uniforms, to make it seem that they put in the same amount of hard work in their education as their sports. However, once you zoom in on the picture we see that the boy taking notes off to the side in the picture, isn’t even holding a pencil. This picture is obviously very staged but at least this blunder offers up a bit of a laugh.

Figure six is also a tweet, posted by celebrity actor Zach Braff who is best known for the hit TV show *Scrubs*. This tweet also has a photo blunder but it’s used purposefully for comedic use. The reality television show *The Bachelor* announced its newest bachelor for the upcoming season, thirty-five-year-old race car driver Arie Luyendyk Jr. The joke here is that Luyendyk Jr. bears a similar resemblance to Braff.

Though these pictures are more satirical than they are serious, it doesn’t change the fact that this kind of mistake happens often in the media. There is an increasing demand for immediate news (things like celebrity deaths, political happenings, etc.) and in an effort to get the articles out quickly, things like photo mistakes are easily overlooked.



Figure Five, tweet from [www.twitter.com](http://www.twitter.com)



Figure Six, tweet from [www.twitter.com](http://www.twitter.com)



## Improper Grammar: Advertisement/Print

In figures seven and eight on this page, we see two kinds of improper grammar used on two different forms of advertisement.

In figure seven, we see the handwritten announcement made by the café manager at Barnes and Noble in Saginaw. There is a small grammatical error in her ad, however. She says: "Right now, until September 18<sup>th</sup>, our Patisserie Chocolates and Truffles/and our Golden Discovery Godiva is 20% off! Don't forget that extra 10% off if you have a member card! See you soon!" Because there are two subjects in her sentence, she used the wrong verb tense of "is" when it should be "are".

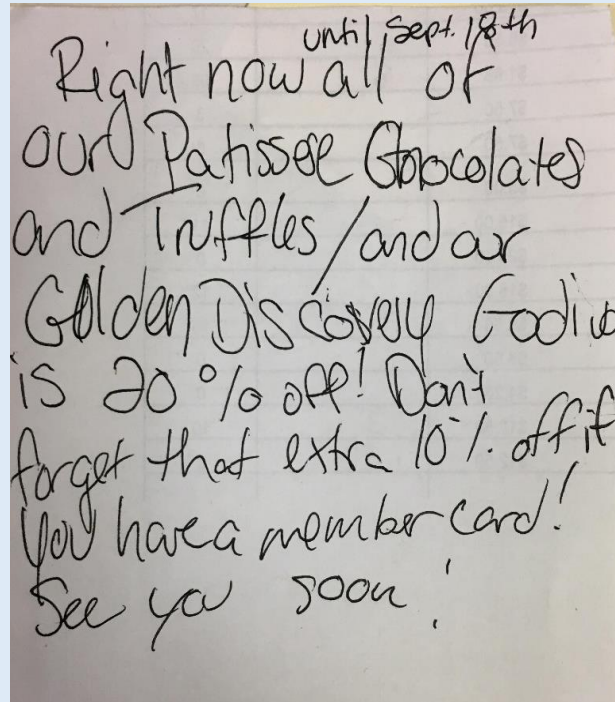


Figure Seven, vocal advertisement—Barnes & Noble

In figure eight, we see the Daily Mail news article that was published in March of 2017. It says, "Yesterday it took the Mail two minutes on web to find terror manual on how to use a car for mass murder Google, the terrorists' friend...". There are a few mistakes in this heading that I would like to point out. First, it's odd to me that they called the internet "web" and not "the web", using just the word web could indicate that they searched, perhaps, a spider web. They could've also used "the internet here, as most people don't refer to the internet as "the web" anymore. Second, there should be a period after "murder". Though the large font indicates the next section to be a new heading, it's still a complete sentence and needs a period.



Figure Eight, Daily Mail News Article

## Improper Grammar: Music

Figures nine and ten on this page showcase improper grammar in song lyrics and a description I found on Spotify on a song. Each has their own grammar mistake, one that is common in everyday language and one that just sounds weird.

In figure one, I have an excerpt from singer/songwriter Niall Horan's song "Too Much to Ask". His lyric says, "Don't it feel fucked up we're not in love". The line opens with "don't" when it should be "doesn't", this is an example of improper verb tense. However, when song lyrics are written they're not necessarily bound to the rules of proper English. I'm not confident that there's any English speaker who talks exclusively in proper English, most people who use the language talk in standard English. This means that grammatical errors in speech are more commonly accepted and heard than something proper English would endorse. To keep the language sounding more natural, in time with beat, etc., many musicians use improper grammar and slang in their lyrics.

In figure ten we see a description of a song on Spotify that uses some interesting language. "Smash Mouth's "All Star" is a song about success that itself became a big success.". I'm taking issue with the word "itself" in this description, though it's not technically wrong in the sentence, it still sounds weird when said aloud. In an effort to reduce redundancy and keep things concise, removing the word all together would benefit the description greatly.

Grammar is a weird thing, in some contexts proper grammar is absolutely necessary but in others it's not. As an editor, you must always be thinking about context and audiences when you're omitting or changing phrases or sentences, and figure nine is a perfect example of why.

"And oh, love, watch the sun coming up  
Don't it feel fucked up we're not in love"

—Niall Horan, Too Much to Ask

Figure Nine, Niall Horan Lyrics

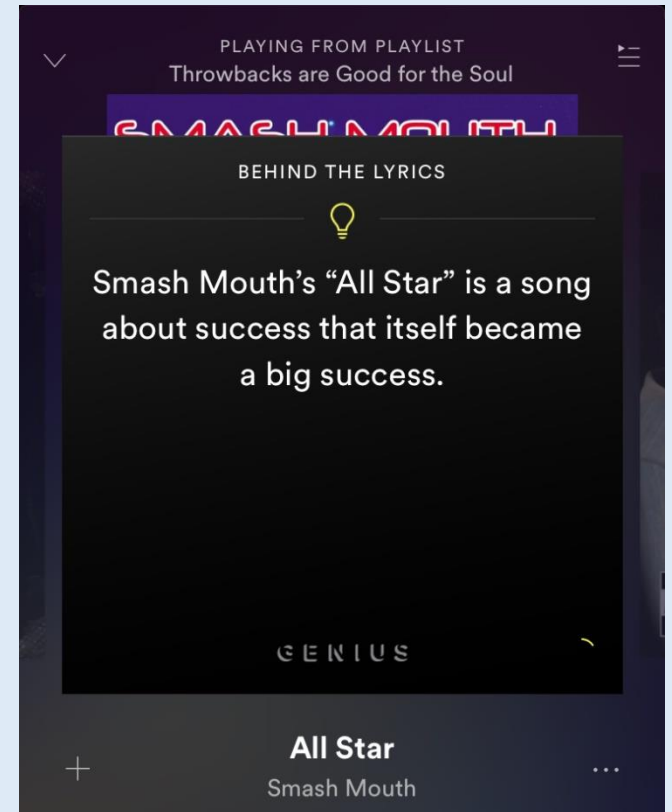


Figure Ten, Spotify Description

## Bad Headlines

In figures eleven and twelve on this page, you see examples of bad headlines on two different platforms.

Figure eleven is a screenshot of a video I took off of The Weather Channel's app on my phone. The headline says "32+ Dead in Europe Fire Disaster". The issue I have with this headline is that it suggests that Europe is a country, when it is in fact a continent. However, even if it was a country it should be "European" not "Europe". You wouldn't say "32+ Dead in America Fire Disaster", would you?



Figure Eleven, Video Featured on The Weather Channel

Figure twelve is a screenshot of the Daily News' print article. Your eye is drawn immediately to 'You're Going Straight to Hell' which is effective, but I take issue with the text above it. It says: "As American citizens drink from streams and stand in lines for rice, gas and food, President Trump says they 'want everything to be done for them.' Lin-Manuel Miranda's response?" The problem that I have with this headline is not that it's badly punctuated, but that it's misleading and lacks context. It took me a couple of reads before I realized what this headline was talking about, which was the hurricane crisis in Puerto Rico. The Daily News was making the point that Puerto Rico is a U.S. territory, making their citizens American citizens. Though it's not super hard to make that connection, I wondered what the heck Lin-Manuel Miranda had to do with anything. After I did some research, I found out that Manuel is Puerto Rican and that's why he took Trump's comment so personally.

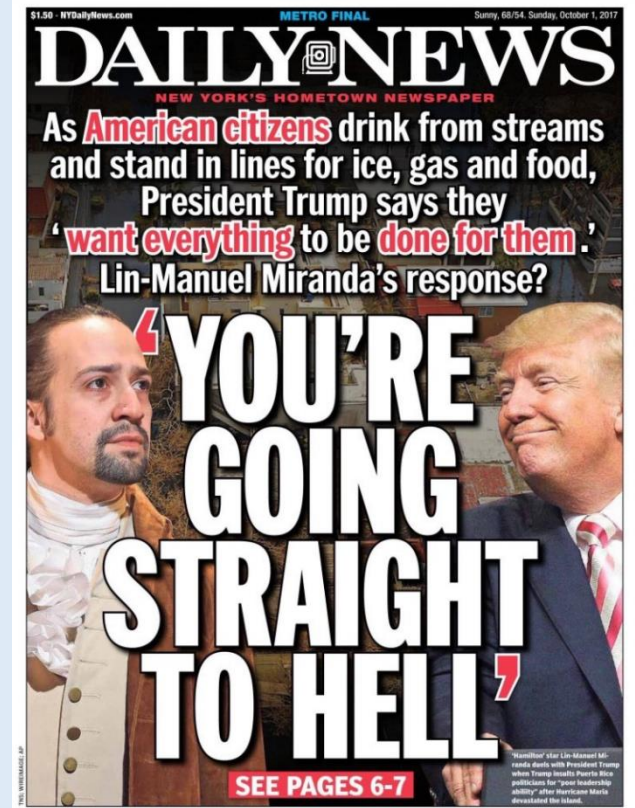


Figure Twelve, Daily News Article



## Formatting Issues

In figures thirteen and fourteen on this page, you see that I am picking on the Potty Postings again.

In figure thirteen we see that the headlines don't match. Most of the headlines on the Potty Postings are at least the same size but "Join the Best Party on Campus" is clearly in a smaller font than the "Fall Study Abroad" headline. You'd think their editor would catch that.

Figure fourteen has a similar issue. Most of the entries/postings are written in a single paragraph format but we see that "For more information..." starts out in a new paragraph. There's really no need to put that in a new paragraph and it interrupts the flow of the entry. The headline should really say "Men's Rugby" as well.

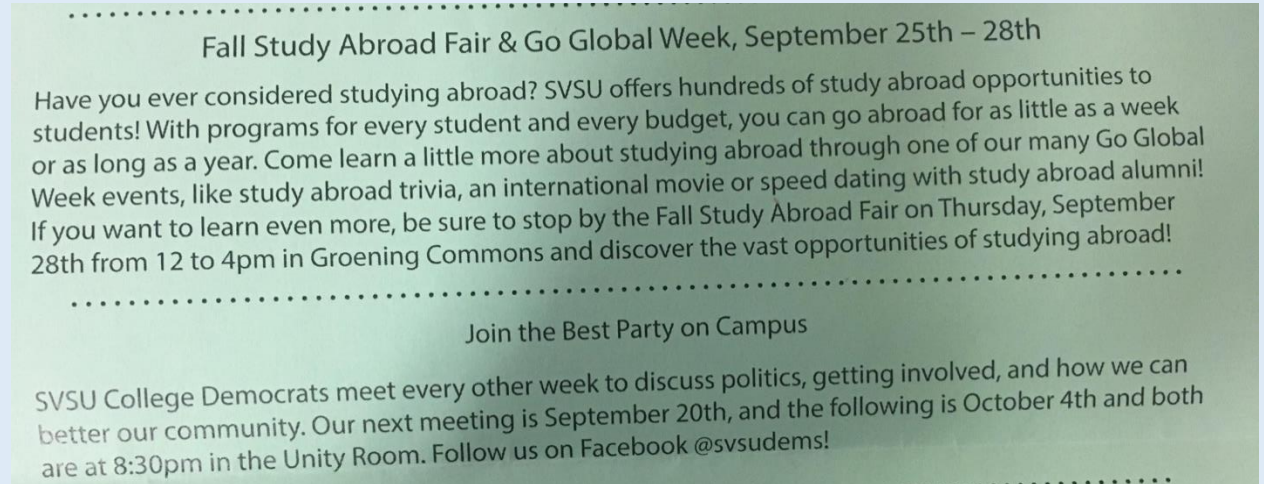


Figure Thirteen, Potty Posting

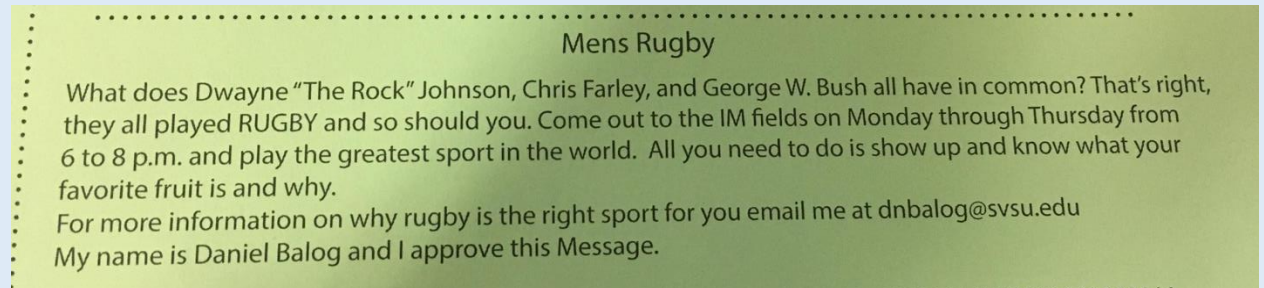


Figure Fourteen, Potty Posting



## Sentence Fragments

Who doesn't love a good sentence fragment? Me. I don't love them (unless it's for entertainment purposes). In figures fifteen and sixteen, you see the tweet that I was picking on previously and another from a Twitter account called Thoughts of Dog.

In figure fifteen, the tweet is worded as "Student athletes! Baseball player's working hard. In between workouts." Now, I know language can be manipulated for humorous effect, but I think this person may not have taken an English class in his life. It should be worded as: "Student athletes—baseball players working hard in between workouts."

Figure sixteen is an example of purposeful sentence fragments for humor. The account makes tweets of what they think their dog thinks about, this one is about his top annoyances. This is not only hilarious, but endearing and I fully enjoy it.



Figure Fifteen, tweet from [www.twitter.com](https://www.twitter.com)



Figure Sixteen, tweet from [www.twitter.com](https://www.twitter.com)

# The Oxford Comma

The Oxford comma is very important to me and in figures seventeen and eighteen on this page, you will see why.

In figure seventeen, the example I found online a while ago is a great reason why you should use the oxford comma. Sentence A is the correct way to write the sentence and sentence B is the wrong way. Sentence A says that they brought strippers, Abraham Lincoln, and Benjamin Franklin to the party. However, Sentence B insinuates that the strippers are Abraham Lincoln and Benjamin Franklin.

Figure eighteen is another prime example of why the Oxford comma is important in English grammar. Sentence A says that we are ready to eat, Grandma but sentence B is saying that we're literally going to eat Grandma. The difference between using the Oxford comma and not using it is literally life and cannibalism.

A.) We brought the strippers, Abraham Lincoln, and Benjamin Franklin to the party.  
B.) We brought the strippers, Abraham Lincoln and Benjamin Franklin to the party.

Figure Seventeen, Example One

A.) Let's eat, Grandma!  
B.) Let's eat Grandma!

Figure Eighteen, Example Two

## ADA Compliancy

In September of 2010, the Department of Justice published the Americans with Disabilities Act. This act set the standards for electronic/information technology so that it may be accessible to people with disabilities. The issues I have with these two advertisements is that their fonts, colors, and overall elements are not compliant with the ADA standards.

In figure nineteen, the document has an orange background with black and purple text. The purple text can be problematic for those who have visual disabilities—not only is the color distracting but the font is not great either. Any kind of scripted font is not ADA compliant—one of the compliant fonts however, is Comic Sans which is a graphic designer's nightmare.

In figure twenty, there are a lot of things that aren't ADA compliant. The text "Because we think you are one!" is actually even hard for me to read and they use at least three scripted fonts for this advertisement. Not only that, but there's a lot going on in the background; text is sideways, that pink blob behind their logo could be distracting, and the white background against black text could potentially be difficult to read for those with disabilities.

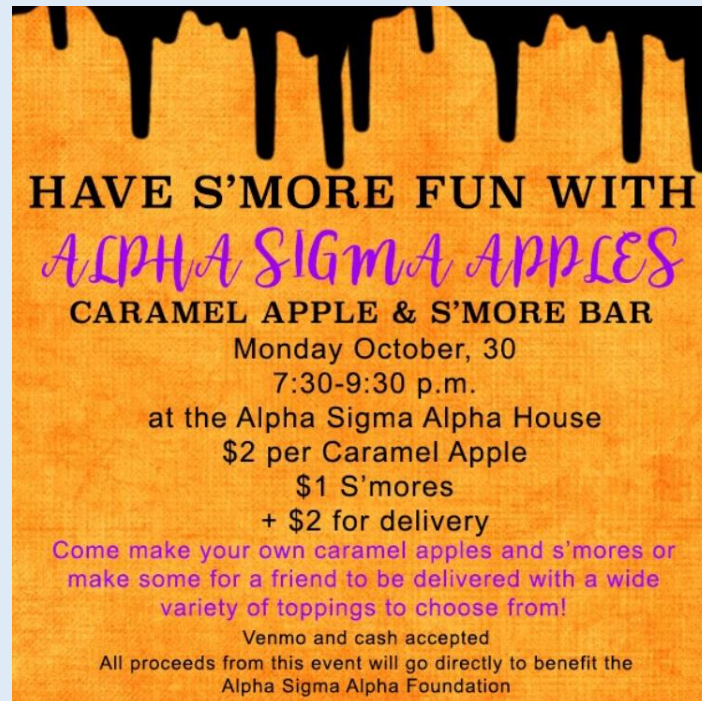


Figure Nineteen, Alpha Sigma Apples



Figure Twenty, Rock Star Uniforms



## Design Mistakes

In this entry, I have two design mistakes found in the Reese High School 2010 and 2013 yearbooks. Figures twenty-one and twenty-two on this page are design mistakes that you might not think about when editing a yearbook.

In figure twenty-one, you might think to yourself, “why did she take the picture upside-down?”. The fact of the matter is that I didn’t take the picture wrong, the yearbook was published with their “yearbook staff page” upside-down. I don’t think this mistake was purposeful and I think it’s ironic that *this* was the page that they happened to get wrong.



Figure Twenty-One, Upside-Down Year Book

In figure twenty-two, we see a lot of weird design mistakes—the text isn’t centered correctly on the page, there are large gaps between text, it’s missing hyphens, the ellipses isn’t complete in the heading, and it’s not ADA compliant. What could have happened? What was the page designer thinking? Truthfully, this was a page that I designed so I can give you the inside scoop. When I turned this page into our editor (our teacher), there was nothing wrong with it which is why he gave it the go ahead to get the page published. When I got my yearbook a few months later, I was really angry and disappointed because my page looked horrible. I’m not sure what happened between the final edits and the printing of the yearbook, all I know is that my good name was tarnished because of this page.



Figure Twenty-Two, Weirdly Formatted Page



## Weird Advertising

I only have one example of weird advertising. Figure twenty-three on this page is a screenshot I took from my cousin's Snapchat story for the Chicago Bean—"Home is where you selfie".

Hayley commented that she thought the ad didn't make any sense and I have to agree with her. Though you might live in Chicago, I don't think the locals go to the popular tourist stops to take selfies. Personally, I don't go to the Glockenspiel Clock in Frankenmuth to take pictures even though Frankenmuth is my hometown.

I think that whoever created this ad was probably trying to find a connection to the younger generation while also advertising a popular spot in Chicago. I partially wonder if it's also because of that Facebook Event meme that's going around about all the different things to do to the Bean (clean it, stand by it, yell at it, etc.). However, I think the advertisement falls short of actually making logical sense—locals, people who live in Chicago, don't visit tourist sites to take selfies.

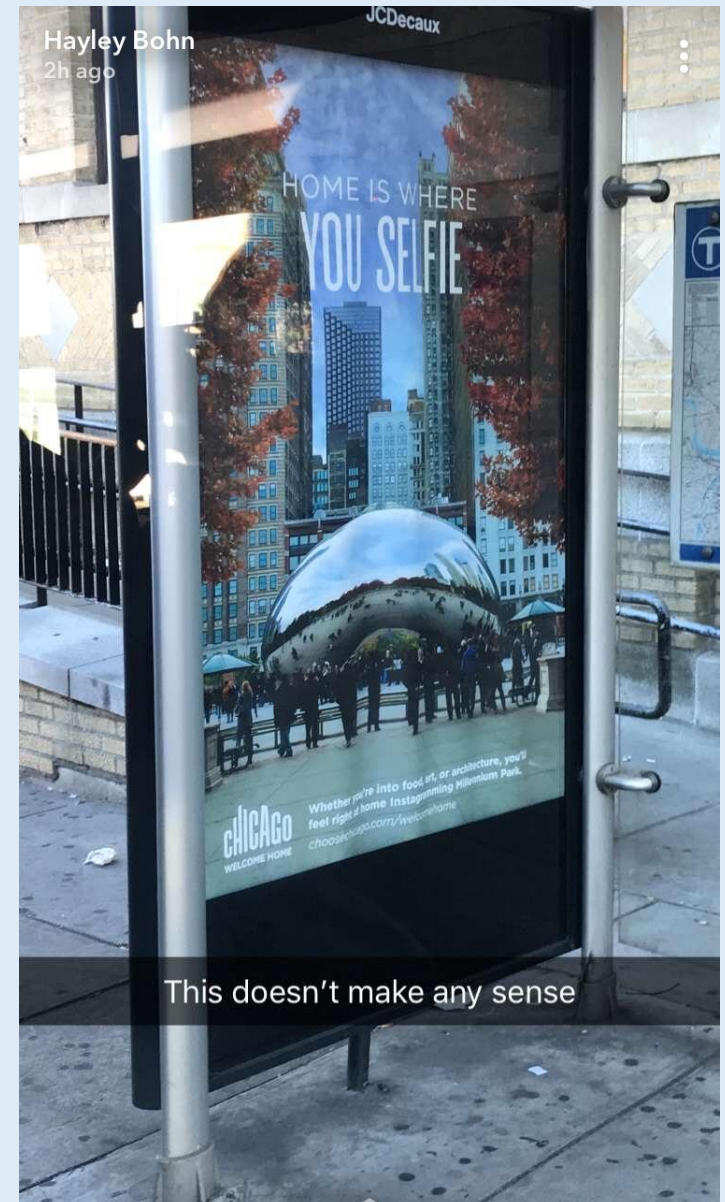


Figure Twenty-Three, Chicago Bean

## Job Postings

One place you never want to sound illiterate in, is a job posting. In figures twenty-four and twenty-five on this page, you see two very poorly written job postings.

In figure twenty-four, we see that the ad's main headline says, "Shamed by you English?". At first, I thought this was a funny way to hook potential clients in but reading the rest of the ad I realized it was a horrible, yet hilarious, mistake. The ad reads: "You can speak soon and write like a graduate college if me let you help for a day of 15 minutes". I'm not sure this fellow was able to even graduate grade school writing like this, let alone college. Who gave him a degree?

The ad in figure twenty-five is for a "house keeper" in Kalkaska, Michigan. I won't write out the whole ad, but you need to read it. Read it a couple times. Read it and laugh. Read it and share it with your friends. Yes, this was a real ad. I even looked up General Manager Greg Stover on Facebook and his posts there are even worse. There is a lot going on here but I think my favorite lines are: "be working every Saturday And Sunday" and "Required Language: American".

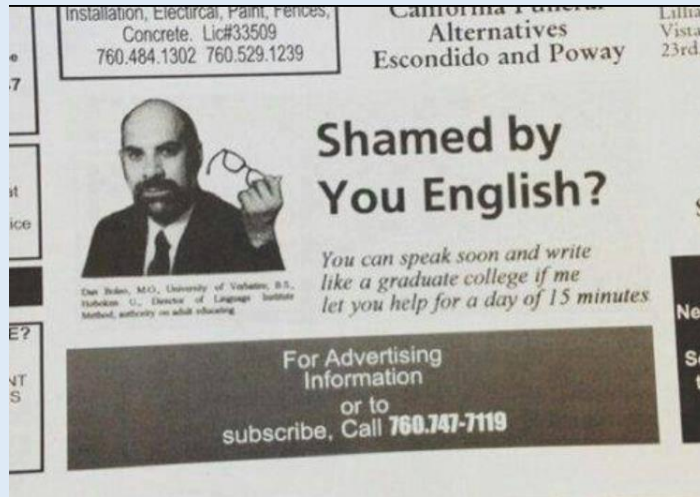


Figure Twenty-Four, Job Ad One

## House Keeper

North Country American Inn - Kalkaska, MI

Part-time

We looking For A good House Keepen  
and work hard and be on Time for work  
be working every Saturday And Sunday  
we pay \$ 5.00 Check Out \$3.00 Stay Over

Please Call General Manager Greg Stover [1-231-384-6332](tel:1-231-384-6332)

Job Type: Part-time

Salary: \$5.00 /day

Required language:

- American

Required license or certification:

- Mi Driver License

Figure Twenty-Five, Job Ad Two

## Photoshop Fails

In figure twenty-six, we see a fun Photoshop fail.

Actress Emmy Rossum is wearing a shirt that says “In a world full of Kardashians be a Gallagher”. This t-shirt is fun merchandise for any U.S. Shameless fans, because Emmy plays Fiona Gallagher in the show. However, you can see that someone edited over “Kardashians” and replaced it with “Umbridge”. They respectively replaced “Gallagher” with “Fred & George”. When the picture is enlarged, you can clearly see where the person edited over “Kardashians” because it looks almost like a text box with white filler in it to cover the original text. The “Fred & George” was edited just a little better but it’s still not great. Additionally, the sentence doesn’t make sense with the Harry Potter references because Umbridge is not plural and Kardashians are.



Figure Twenty-Six, Gallagher Clan vs. Weasley Twins



## Autocorrect Fails and Type-os

In figures twenty-seven and twenty-eight, there's an example of a type-o and an autocorrect fail. Both happened on my personal cellphone and in conversations that I had with my friend Aimee.

Figure twenty-seven was a type-o where Aimee could not spell Bible to save her life. We were talking about how we have a special document that tells us how to sell bibles.

Figure twenty-eight is a screenshot of me telling Aimee that the boy in the picture is very "cure" instead of cute. Not as funny as some of the other fails out there, but beggars can't be choosers.

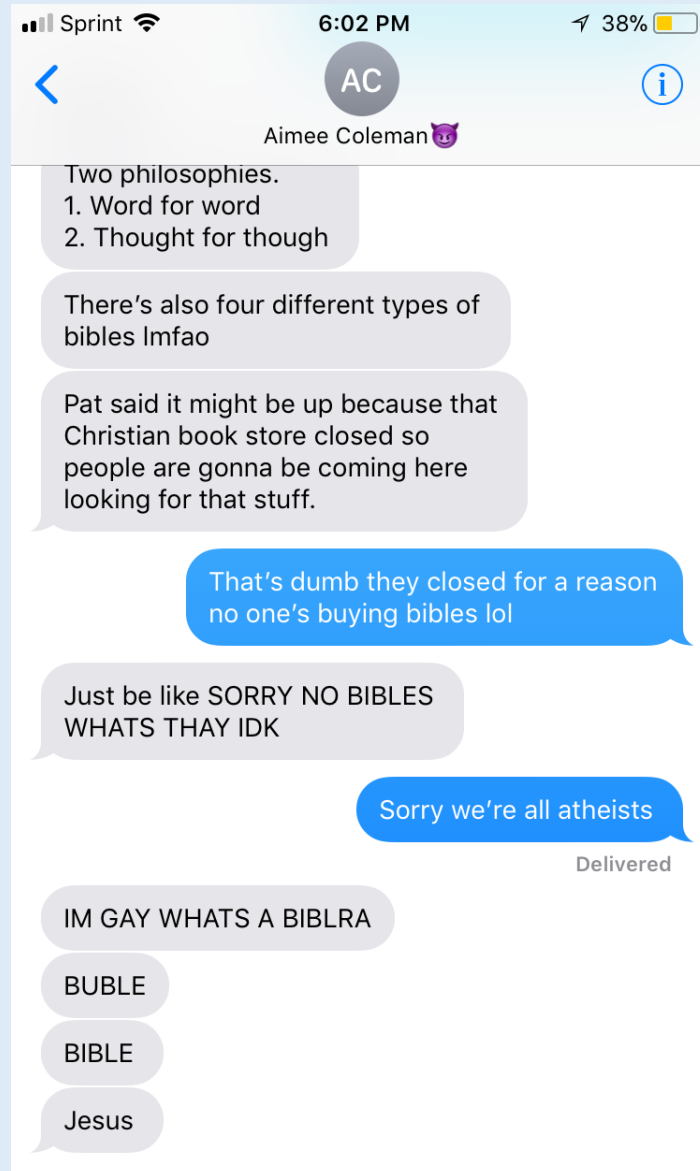


Figure Twenty-Seven, Type-o

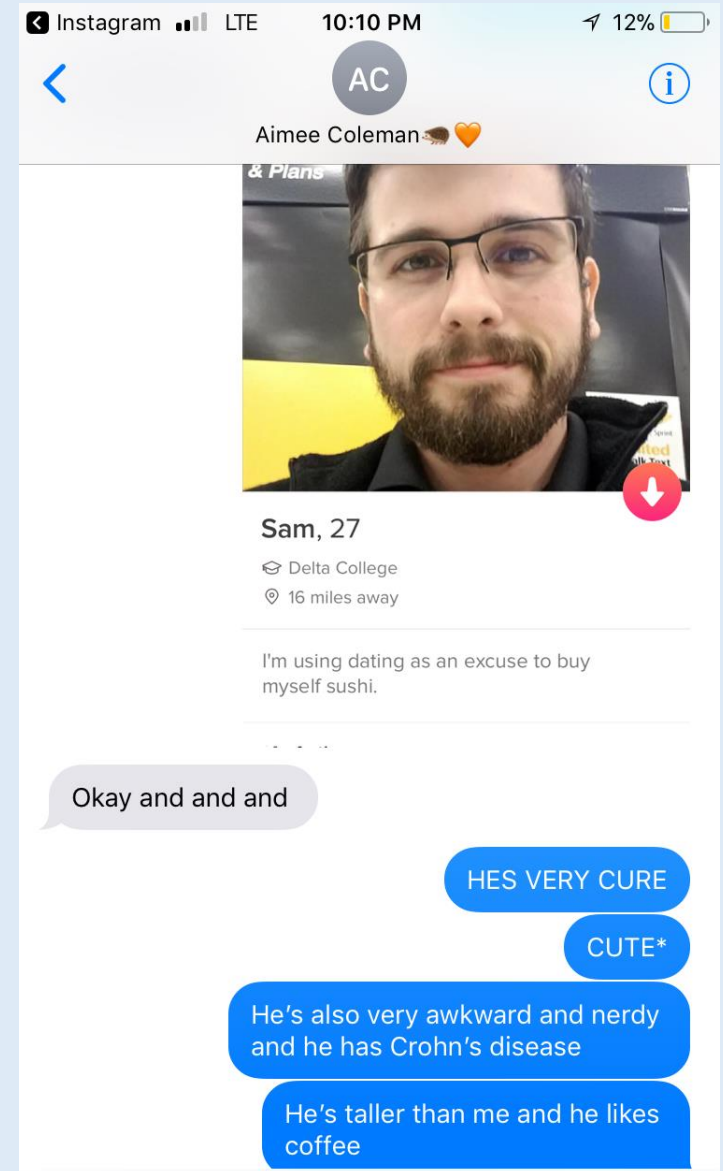


Figure Twenty-Eight, Autocorrect



## Star Wars Speak

In figures twenty-nine and thirty on this page, there are two examples of “Star Wars speak”. Yoda and Jar-Jar Binks are two characters, one who is well-loved and the one who is not, who do not speak properly.

In figure twenty-nine, you see an example of how Yoda talks, as this is not a direct quote from any of the movies, “If stupid you are, speak you should not.”. Though the sentence is grammatically correct, it’s syntax is kind of wonky. Normally, a sentence would be ordered as, “If you are stupid, you should not speak.”. We see a lot of experimentation in syntax in poetry, but not so much in dialogue.

In figure thirty, we see an example of how Jar-Jar speaks, “Me’sa called Jar-Jar- Binks... and me’sa think you’sa readin dis in my voice!”. Jar-Jar does not speak grammatically correctly, but since it’s dialogue it’s not really frowned upon. A lot of people don’t speak with correct grammar, but Jar-Jar is super annoying so I wanted to pick on him.

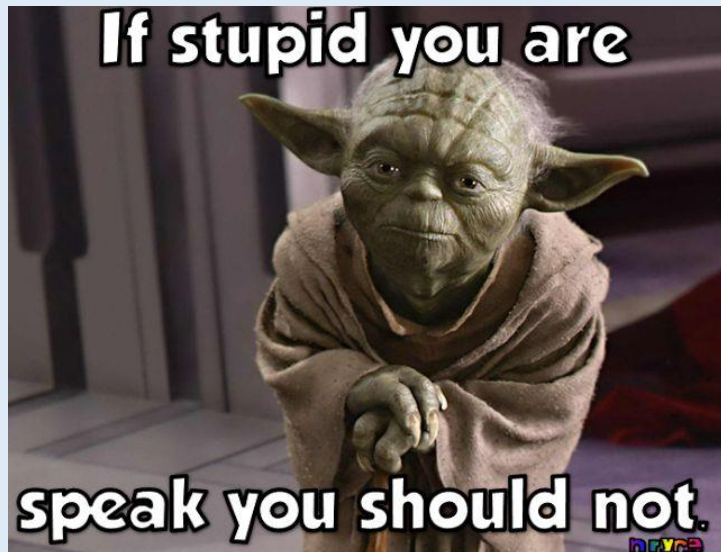


Figure Twenty-Nine, Yoda

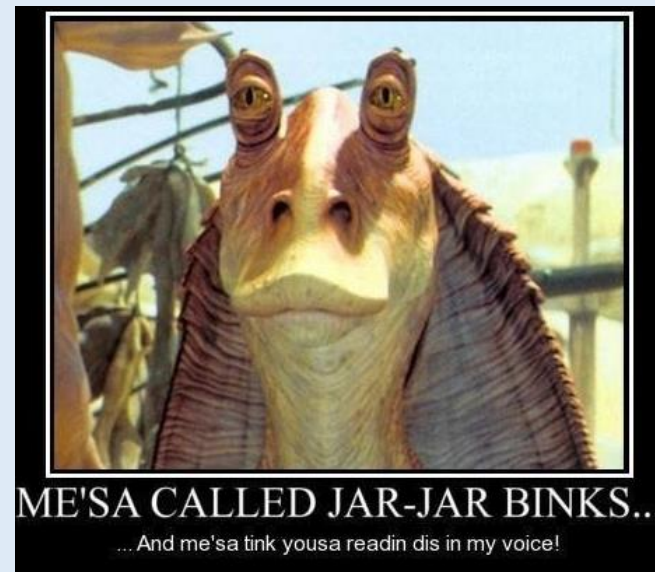


Figure Thirty, Jar-Jar Binks

## Think Before You Link

In figure thirty-one on this page, you see an example of a simple editing error.

This was from an article I found online on WNEM's website. It was the news article that covered the tragic death of a father who was killed on his way home from work. In the article, they included a link to the police statement of what exactly caused the death.

However, whoever wrote the article did not highlight the whole statement to insert the hyperlink—you can see that the “P” in police is not blue. This isn't a huge issue, of course, it just makes the article look a little funny.

GENESEE COUNTY (CNN) - "He was a good man and a good father."

Amy Cagle had to tell her 5-year-old son that his father was killed coming home from work.

Police said somebody threw the large rock off of the Dodge Road overpass north of Flint, hitting the van White was riding home in from his construction job.

"For some senseless act, for it to be just a rock, just to take him so soon," Cagle said.

Before White and his friend came through the area on I-75, police said 20 rocks had already been thrown. Four other cars had pulled over, and drivers called 911.

Figure Thirty-One, Incomplete Link

## R/Jokes

In figure thirty-two, there is an example of a joke from Reddit that is oddly written.

It says: “A group of Engineering professors were invited to fly in a plane. Right after they were comfortably seated, they were informed the plane was built by their students. All but one got off their seats and headed frantically to the exits in maniacal panic. The one lone professor that stayed put, calmly in his seat, was asked: “Why did you stay put?” “I have plenty of confidence in my students. Knowing them, I for a fact can assure you this piece of shit plane will never even start”.

There are a few grammatical errors in this joke. “Engineering” should not be capitalized, for starters. The next issue is the third paragraph, it’s worded weirdly. It would be better to say, “The one professor who stayed, calmly, in his seat was asked why he stayed put.” The punchline should also start with “He replied, “I have plenty of confidence...” and it should end with a period.

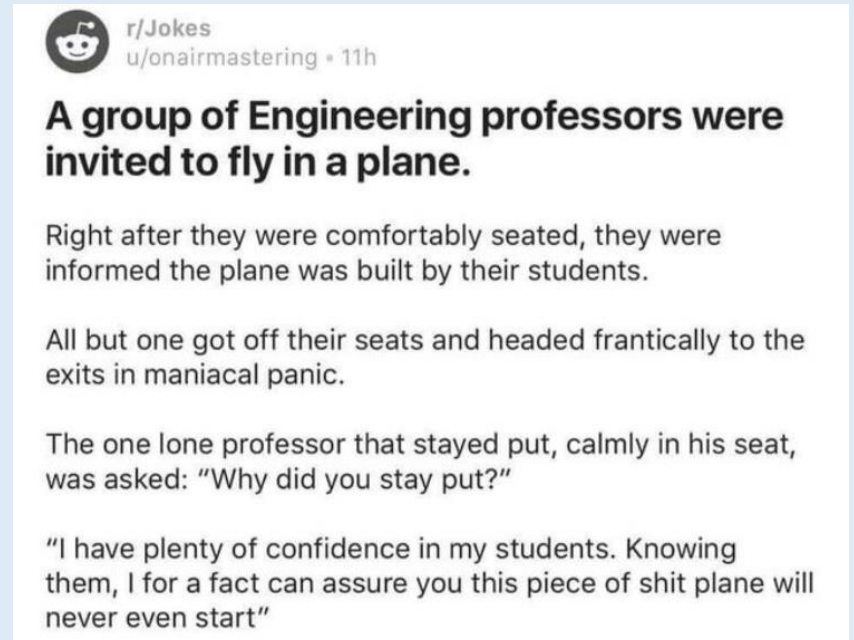


Figure Thirty-Two, Engineer Joke