

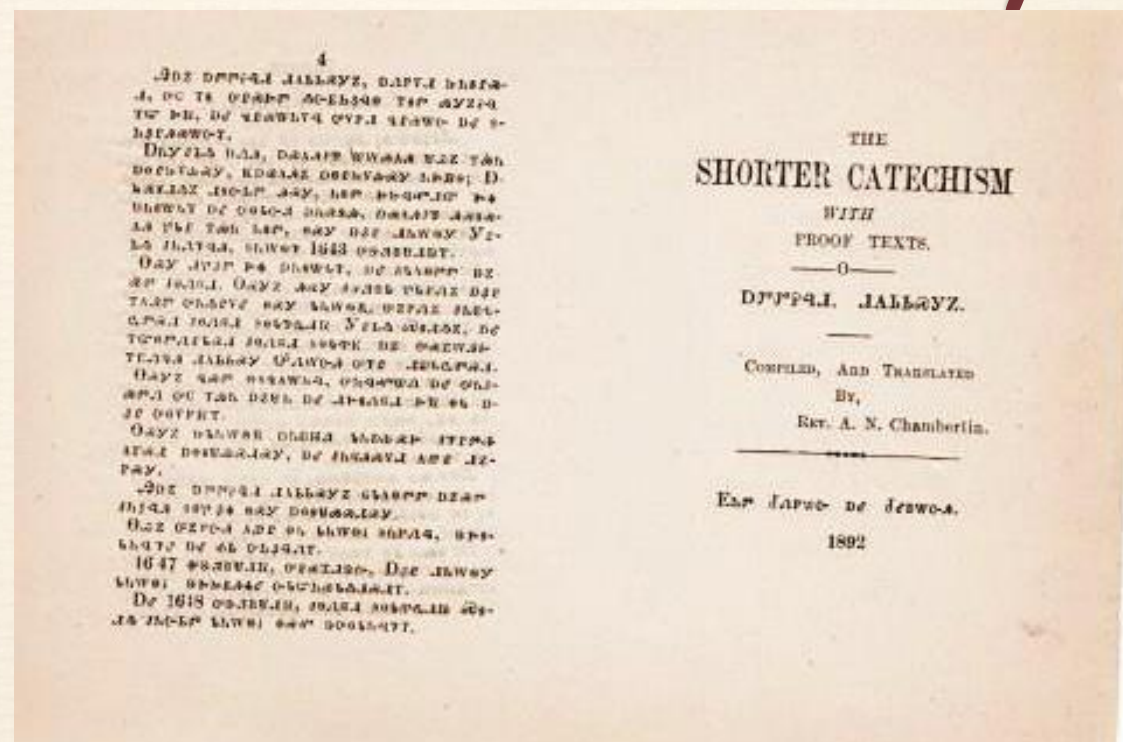
**PRESS PROOFS  
AND  
THE STEPS INVOLVED IN PASSING  
PROOFS TO A PRESS**





# PRESS PROOFS?

*The last proof submitted before a printing order is sent to press.*



Type to enter a caption.





# THE PROOFREADER

*Proofreaders read copy and transcripts and check to make sure there are no spelling, grammatical or typographical errors. They work for publishers, newspapers and other places that rely on perfect grammar in printing.*



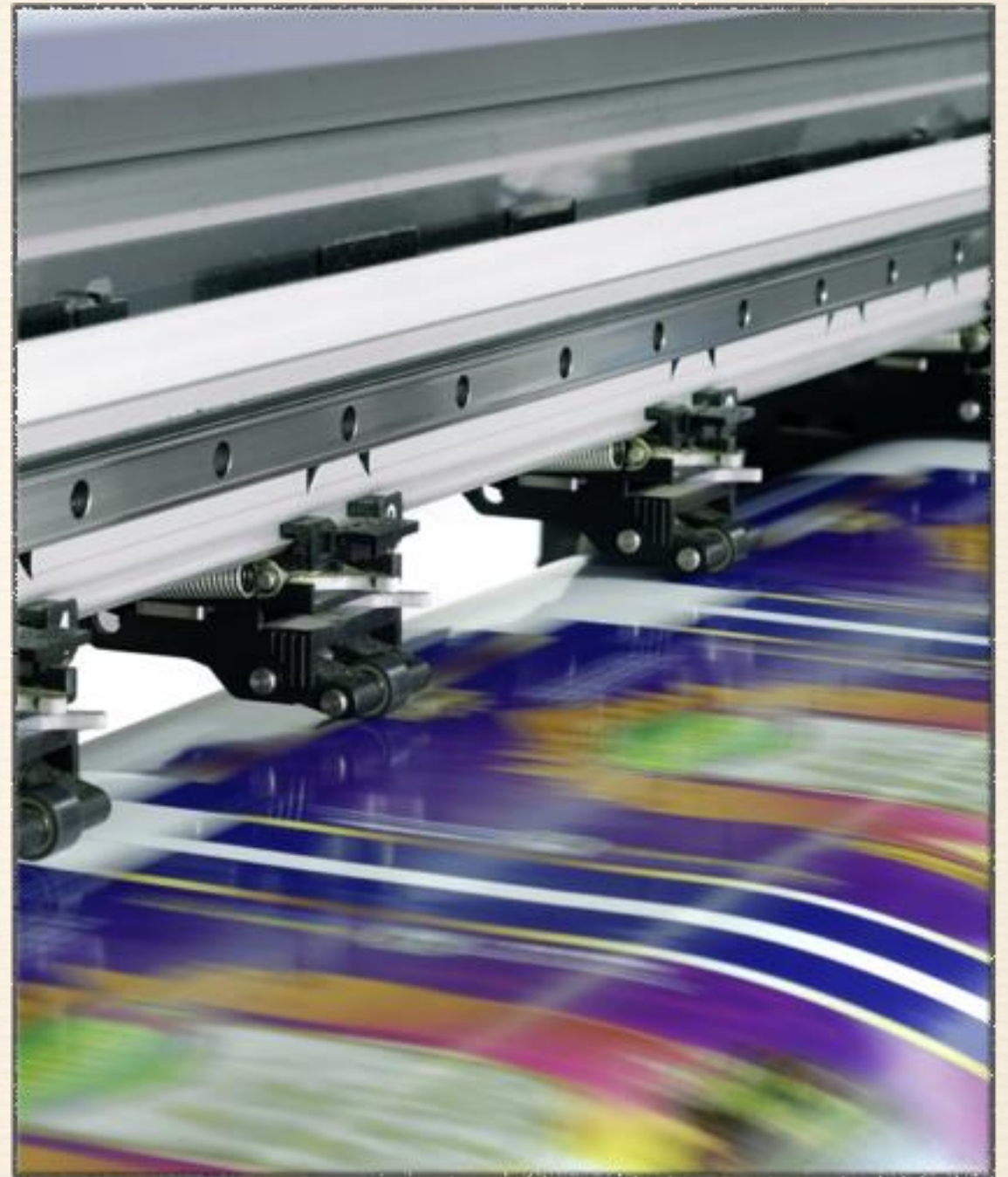
# FEATURES OF THE FINAL PROOF

- ❖ *Voucher Proof ie; A computer output.*
- ❖ *Colour of the final copy provided*
- ❖ *A final layout*
- ❖ *Effects and highlights can be added*



# WHAT IS DONE IN THIS STAGE OF PROOFING?

- ❖ *Any minute corrections made*
- ❖ *Marked on the copy of proof page*
- ❖ *Colour and font is selected*
- ❖ *Necessary images are added*
- ❖ *Editing works for final printed copy*
- ❖ *Checks the prelims , index and unnumbered pages*
- ❖ *A rechecking of any copyrights violation*









# PRESS CHECK

- *Colour tones or corporate logo match colours.*
- *Overall colour balance across the sheet.*
- *Paper stock (checking for correct colour, weight or texture).*
- *Content (looking for missing elements and confirming copy changes).*
- *Registration (checking sharpness, colour overlapping, edges of images and screened type).*
- *Physical defects (checking for broken type, odd scratches)*



# WHAT NOT TO CHECK!!

- ❖ *Too late to complain about layout issues*
- ❖ *Too late to ask for major colour changes*
- ❖ *Will cost money and delay the process*





Wheatfield and Burgher (1989) ~~illustrated~~ *illustrate*, in their study of the HunkyDory cash injection, ~~how the ways in which~~ a stimulus package may actually accentuate the negative and long-term impact of a financial crisis. Assuming ~~that~~ both of these findings hold true in 2009 and beyond, it is safe to assume ~~that the fall-out/fallout~~ from the current financial turmoil will be felt for many years and by many generations to come.

A large number of papers ~~has have~~ been written on the subject of crises, with the aim of establishing the extent to which the current ~~crisis example~~ will impact the demographic cohorts born in the period directly after World War II — the Baby Boomers, — and those born ~~from-between~~ the mid-1960s ~~to-and~~ 1980, — Generation X. Two studies by Doyle, Sigfield, Moore, and Kettle (2008; 2009) ~~focused focus~~ on the extent to which the retirement savings and assets of these groups have been depleted. The typical pension has fallen in value by 52% and the average house has lost 32% of its value. Doyle et al., (2008) ~~also made put forward~~ financial projections for these groups and ~~showed show~~ that, despite the crisis, the ~~vast~~ majority (68%) ~~would will~~ still be able to retire as planned. A study by Poole (2008) ~~followed follows~~ similar lines of analysis but ~~found finds~~ that the future of 74.2% of Baby Boomers, and 68.4% of Generation X ~~was is~~ secure. A study by Kettering and Black (2009) ~~highlighted highlights~~, however, ~~how the ways in which~~ the current financial crisis will be far more serious for younger generations given ~~that~~ they have not had the opportunity to create wealth through real estate appreciation.

This paper adopts a different approach to studies into the impact of such an unprecedented financial and economic crisis. No study has evaluated the impact of the crisis on the specific demographic cohort born ~~from-in the years between~~ the early 1980s ~~to-and~~ the mid-1990s, so-called Generation Y. ~~[The term was first coined in Advertising Age (1993) to describe the demographic cohort following Generation X.]~~ Generation Y is ~~A generation~~ characterized by its familiarity with technology: laptops, ~~Blackberrys~~ smartphones, ~~P-d~~ portable media players, and cellular phones are ~~the-its~~ accessories of choice ~~for this generation~~. Further, this population group is often referred to as "The Trophy Generation" (Alsop, 2008); ~~they members~~ consider themselves to be winners because they have always been told ~~that~~ they are. The "perceived sense of entitlement" (Alsop, 2008) associated with this group has distorted ~~their~~

appears to be incorrectly copied, "every" may be "very" or "never."

Comment [-2]: Something more specific – a handful of, dozens of, or hundreds of – would be best, although this is fine if you cannot narrow it further.

Comment [-3]: Do you wish "vast" here when it is only 68%?

Comment [-4]: I recommend this deletion, as the coining of neither Baby Boomers nor Generation X is explained in this introduction. If it is necessary that you include it here (if you have been told to by an advisor, for instance), I then suggest the sentence be placed in brackets. Ideally, because this paper is about Generation Y, there will be a place for it later.

# THE FINAL COPY

The responsibility to take care of lakhs of children like Aqib was the duty of the orphanages and the society. However, both seem to shy away from their responsibility. According to a survey done recently, Orphanages in JK are a 120 crore business but only a few fortunate children benefit from them. Aqib's family gets paltry donations from the local mosques and neighbours, too meagre to sustain life. "Once we survived on only tea for many days until our relatives came to know about it. They brought us food. A friend of my father donated the house we live in," he reveals.

Aqib studies in class six and likes science and mathematics. "School authorities, after learning that we have become orphans, stopped asking for fee. Principal is good man, and he profoundly would call me at school and ask me if I need anything," Aqib says.

His school is 5-km away from his home. They have to board bus twice. He says, giggling, "When conductor would ask for the fare, which we don't have, I would point my finger anywhere in the bus and tell him that there is my relative and he would pay. Most of the times he would believe me."

He dreams of becoming a doctor one day and his sisters would spend two hours every day to help him study so that he can pursue the dream. "He likes science," says his sister. He always talks about the human body parts and knows a lot about the organs and their working, she says.

"He tells me about heart. It pumps blood and he also knows a lot about kidney, lungs, spine, intestines and bones. He points his hands swiftly to show the organs on his own body," the sister adds.

Children love to watch cartoon shows on TV but Aqib has no desire for that. He says he sometimes watch discovery channel at a neighbour's house. "They show everything that I read in books. One day I would buy a television," he says ardently.

His mother has a lot of hope in his son and sees a doctor in him. "Aqib will treat patients one day in his own clinic and will earn lots of money. He has to earn a lot of money to get his sisters married," she says.

While the mothers was saying all this, Aqib interrupts saying his mother has many expectations. "If something happens to me, who will look after them," a visible upset Aqib murmurs.

"Is there any part time job in the city so that I can earn few bucks and aid my hapless mother," Aqib told me before bidding adieu.

"Is there any part time job in the city so that I can earn few bucks and aid " my hapless mother."

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"School authorities, after learning that we have become orphans, stopped asking for fee. Principal is good man, and he profoundly would call me at school and ask me if I need anything."

# PROOF READ COPY



*“I was working on the proof of one of my poems all the morning, and took out a comma. In the afternoon I put it back again.”*

*—Oscar Wilde*



# REFERENCES

**Editors Tool Box; Reference guide for beginners and professionals.Leland Ryan.1995.**

**The Effective Editor's Handbook.Barbara Horn.1997.**

**Introduction to Book of Publishing.**

**>[https://en.wikipedia.org/wiki/Press\\_check\\_\(printing\)](https://en.wikipedia.org/wiki/Press_check_(printing))<**

**><http://printindustry.com/Newsletters/Newsletter-43.aspx><**



**THANK YOU.**