

JOURNALISTIC WRITING

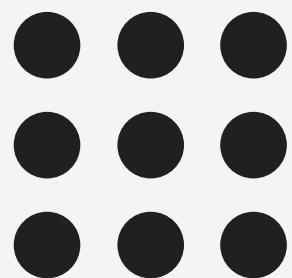


ESSENTIALS: DAY 18

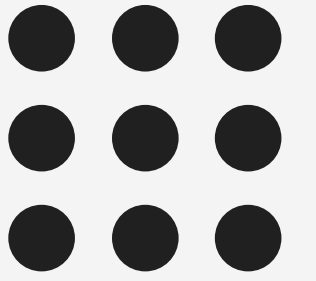
DO NOW:

What do you think is the difference between journalistic writing and an essay?

WRITE IT DOWN, BE READY TO SHARE



OBJECTIVES:



You will learn how to write engaging body copy using the journalist format.

You will understand how to plan angles and leads that will draw a reader into the story.

ESSAY:

Have you ever tasted the colorful candy hearts created by the Necco candy company? These hearts are not only delicious, but they have sweet messages for your friends and loved ones. 230 workers work hard in creating these treasures. They take pride in the company that is the oldest continuously operating candy company. Recently some changes have occurred without any warning. The Massachusetts plant shut down operations.

JOURNALISM:

By Kathleen Conti, Globe Staff

The Necco plant was abruptly shut down Tuesday after the entity that bought the company at bankruptcy auction in May announced it had sold Necco to another candy manufacturer. Round Hill Investments LLC, which purchased Necco for \$17.3 million at emergency auction in May, confirmed the closure in a statement late Tuesday.

The company, which is operating Necco under the affiliate name Sweetheart Candy Co. LLC, did not identify Necco's new owner or say whether candy production would resume. Necco is the country's oldest continuously operating candy company.

WHAT ARE THE DIFFERENCES?

SHARE YOUR THOUGHTS.



**ESSAY
VS
JOURNALISM:**

ESSAY **VS** JOURNALISM:

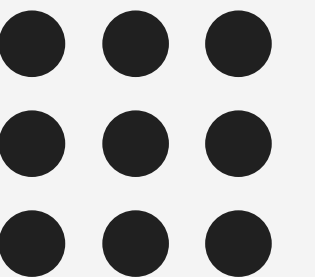
Begins with an introduction paragraph that includes: attention getter, fluff and opinion thesis.	Begins with a headline that grabs the readers attention.
Paragraphs should be 5 to 9 sentences long.	Paragraphs, often called graphs, should be short, about 40 words long. (there are more than 40 words in these four boxes)
Includes flowery language and opinions.	Includes only the facts and quotes.
Make the most important point last.	Make the most important point first. Your reader may not choose to read the entire copy.

**DO NOT WRITE
AN ESSAY.**

**THIS IS A YEARBOOK
NOT A TERM PAPER.**

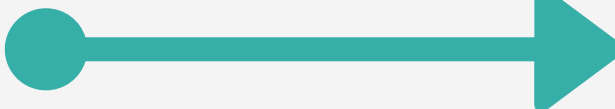
USE YOUR OWN VOICE.


DON'T BE TOO FORMAL.

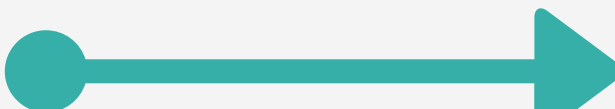


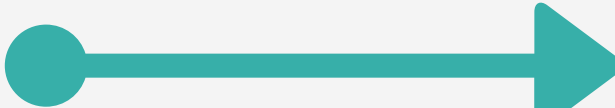
JOURNALISTIC FORMAT

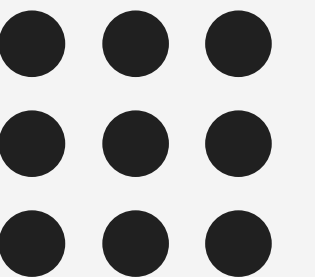
4 SHORT PARAGRAPHS

intro/hook  LEAD

details  QUOTE

story flow  TRANSITION

conclusion  QUOTE



“THE MOST IMPORTANT SENTENCE IN ANY ARTICLE IS THE FIRST ONE.

IF IT DOESN'T INDUCE THE READER TO PROCEED TO THE SECOND SENTENCE, YOUR ARTICLE IS DEAD.”

— William Zinsser, *On Writing Well*

JOURNALISM 101

inverted pyramid

the lead

who? what? when? where? why?

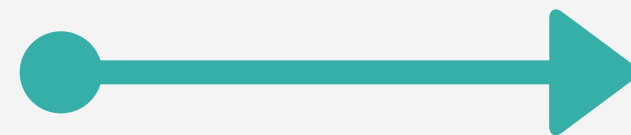
may include questions or hook

approximately 30 words

start with
the most
important
info



quotes/transitions
providing details



the body

arugement, controversy, story,

info, evidence, background

pic, video, audio, support

least important
info/conclusion
sometimes the
reader doesn't
make it here



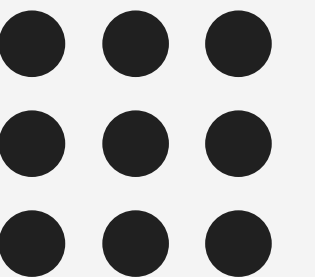
the tail

extra, interesting, related

includes extra

content

**IF YOU HAVE
SOLID QUOTES
AND
A STRONG ANGLE,
THE STORY
WRITES ITSELF.**



ANGLE/STORYLINE

MAIN IDEA OF YOUR STORY

Make it unique.

Give your reader something they never knew.

Stories can have multiple angles and should not be broad.

Be specific to this year.

**ANGLES GUIDE YOUR
INTERVIEW QUESTIONS
RESPONSES CAN ALSO
GUIDE YOUR ANGLES.**

Be open-minded and flexible. If you get a more interesting response in your interview. Change your angle!

TYPES OF LEADS

SUMMARY LEAD

Gives the reader the most important facts first. Determine which aspect of the story — who, what, when, where, why and how — is most important to the reader and present those facts.

TYPES OF LEADS

SUMMARY LEAD EXAMPLES **JUST THE FACTS. MOST COMMON IN NEWS.**

Students Against Drunk Driving showed the effects of driving a car while intoxicated using a virtual reality simulator.

Fire destroyed a house on Main Street early Monday morning.

Orchestra students traveled to New York City to perform at Carnegie Hall.

TYPES OF LEADS

CREATIVE/DESCRIPTIVE LEAD

An anecdote, an observation, a quirky fact, setting the scene...

Designed to pique readers' curiosity and draw them into the story.

make sure to provide broader detail and context in the few sentences following your lead. A creative lead is great — just don't make your reader hunt for what the story's about much after it.

CREATIVE EXAMPLES:

ASTONISHER/ZINGER:

SOMETHING UNEXPECTED

John Williams always wanted to soar like a bird. Tuesday he did.

BACKGROUND/ATMOSPHERE:

DESCRIBES THE SETTING OF AN EVENT

The fragrance of chicken filled the air. Yellow broth trickled down from a stained white table onto a candy-wrapper-covered floor.

Empty trays lay scattered on the counter and floor nearby. Just another day in the cafeteria.

CONTRAST:

AN OPPOSITE COMPARISON

*There were no chemicals, but there certainly was chemistry.
There were no test tubes, but for sure there was experimenting.
And a lot of mixing — and learning — took place in these labs.
Jazz labs, that is.*

PERSONAL EXPERIENCE

INTRODUCES A PARTICIPANT

Ms. Schoonover never thought she could coach volleyball because she had never played. But that didn't stop her from leading our Tigers to the League Championship on October 28.

NARRATIVE:

RETELLING A MOVING EVENT WITH STRONG ACTION WORDS

As the ball sailed through the air, everyone paused for a split second, waiting to see what would happen. Both spirit and hopes ran high, but quickly dropped as Edison missed the catch.

SUSPENDED INTEREST:

FEW SHORT TEASERS

Working during school. Working after school. Spending 34 free periods working. Doesn't sound like a very fun club, does it? Welcome to the Newspaper club. A job that is challenging, ongoing and not always fun, but rewarding when the final product is distributed.

LEAD TIPS

Megan Krause

SHORT AND SWEET:

Use simple language. Mark Twain said it best: “Don’t use a five-dollar word when a fifty-cent word will do.”

ACTIVE VOICE:

Use strong verbs and decided language.

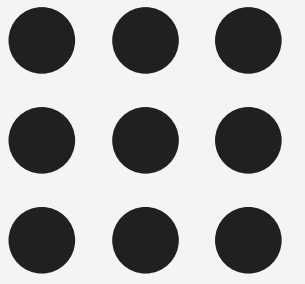
Compare “Dog bites man” to “A man was bitten by a dog

The passive voice is timid and bland.

BORROW THIS LITERARY TACTIC.

Every good story has these three elements: a hero we relate to, a challenge (or villain) we fear, and an ensuing struggle. Find these elements in the story you’re writing and lead with one of those.

LET'S PRACTICE:



WRITE YOUR CHOICE OF LEAD:

- Homecoming Saturday, Oct. 18.
- \$10,000 for the decorations.
- It took 200 hours to get the gym ready.
- Jose Garcia helped decorate. "It was the scariest thing I have ever done. Climbing that 20ft ladder was like climbing Mt. Everest!"

SHARE AND TELL US YOUR LEAD STRATEGY

BODY COPY RULES

**STORIES MUST BE
WRITTEN IN PAST-
TENSE WITH AN
ACTIVE VOICE.**

BODY COPY RULES

- Use Journalistic Format with an impact lead.
- Write in your own voice, don't say "I" and don't be too formal. Use 3rd person.
- Don't editorialize: Avoid adjectives such as beautiful, spectacular, outstanding, exciting, unprecedented, and wonderful.
- Don't say "this year" or the school's name
- No indefinite words: many, several, various, numerous, a lot, some, few
- Avoid clichés
- Lead styles must vary in stories

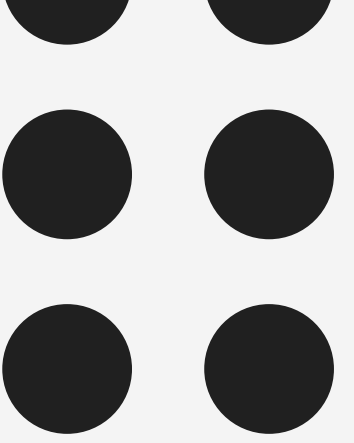
PROOFREAD

PROOFREAD

PROOFREAD

NO ERRORS.

ASSIGNMENT:



Using your notes from your interview from the previous lesson, write a story about your partner following journalistic format and all body copy rules and requirements from this presentation.



BODY COPY REQUIREMENTS

ANGLE: Avoids stating the obvious and is engaging to the reader. Provides new information.



LEAD: Draws reader into the story in under 30 words, Gives most important facts. Active voice.



QUOTES: Supports lead and adds interesting details. Accurate information and names given.



TRANSITIONS: Story flows together.



QUALITY: No spelling or grammatical errors. Past tense. Avoids cliches and editorializing. Follows style guide. 4 paragraphs about 40 words each.

