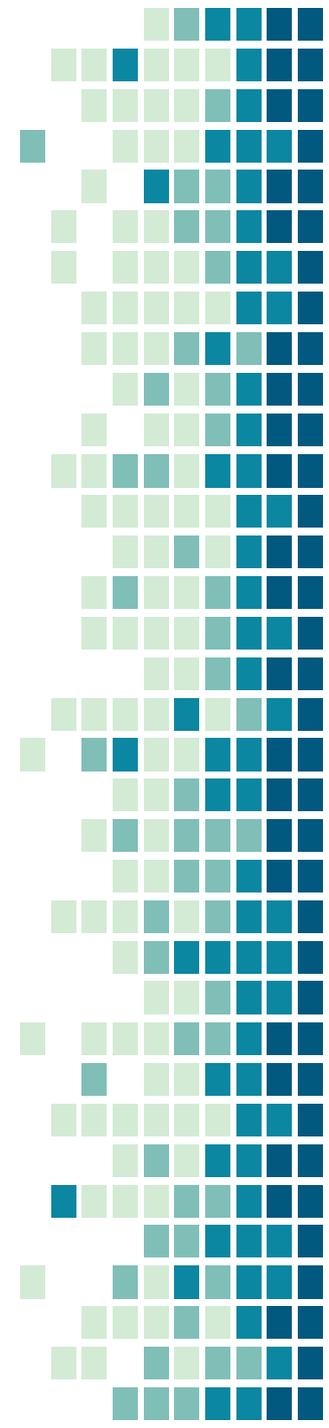


2:BUSINESS NEWS IDEA IN JOURNALISM

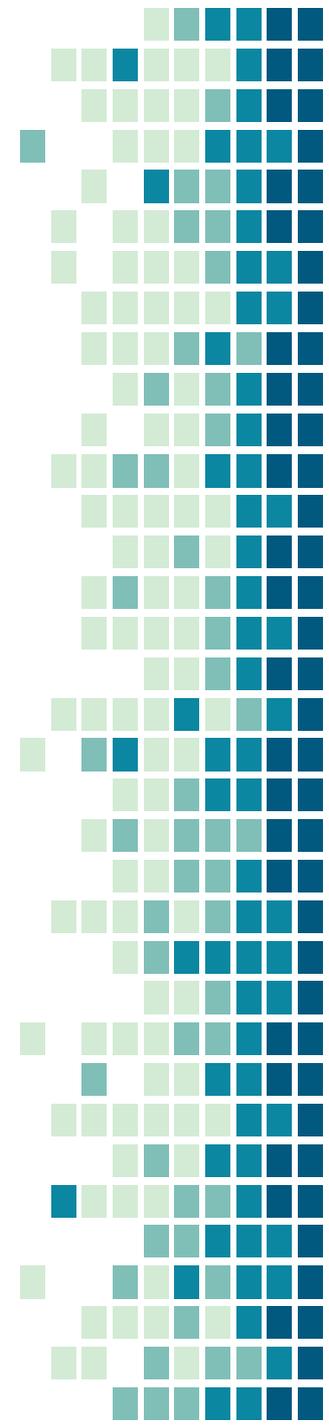
In this topic student will learn about

-  **Business news idea**
-  **Criteria for covering business news**



Business news idea

- Let us discuss on how to get business news idea in Journalism as follows:-
- **1 Market places**, here you can observe the market situation in rise and fall of products at markets e.g. food price

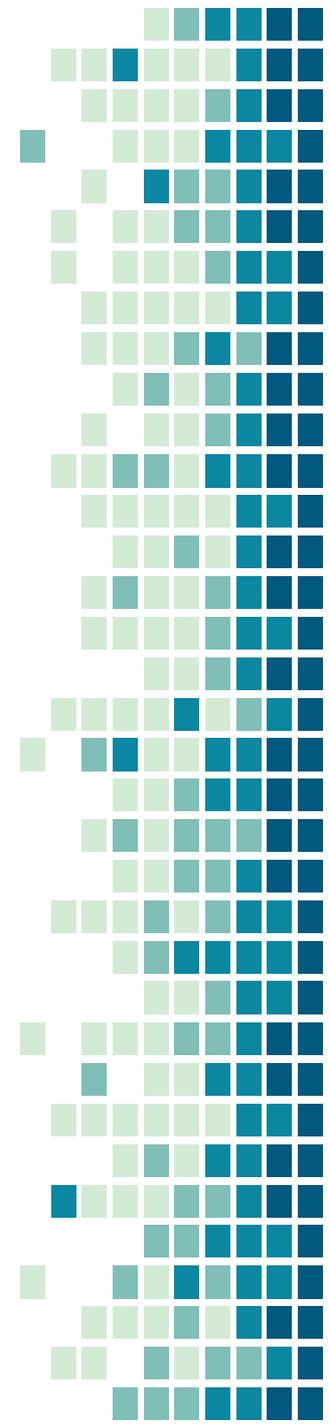


Business news idea (cont.....)

2. Development Project it is essential because it involves addressing most major issues a company confronts through projects. These can range from changes in business operations to evaluating new markets. Audience need to know how their leader promote some of project because it can lift or improve their life.

3. Banking and Finance institutions, these means an establishment firms that focuses on dealing with financial transactions such as investments, loans, and deposits. This can help raise awareness of a firm and its products, promote sales, increase interest among investors, and build the reputations

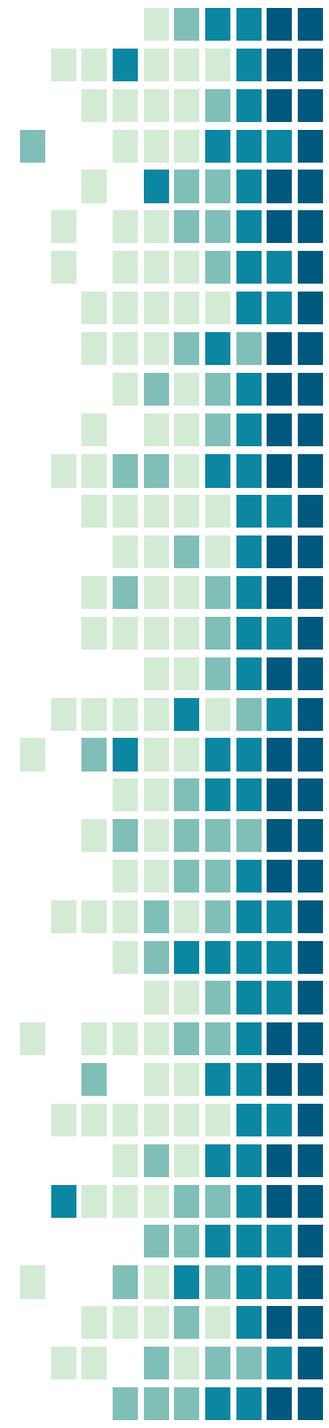
4. Retails firm/Industry Retail is how producers of goods and services get their products to the consumer. Retailers often get their goods directly of the firm. Manufacturing from the. That is when a manufacturer commodity becomes a finished product. Because of report will use this as a tip of business idea



5. Hospitals and Healthcare Centers. Many studies explore the association of public health expenditure with economic performance. The better provision of health opportunities, which can strengthen human capital and improve the productivity. Although healthcare centers deal with provision of health issues but the prices of equipment have an impact on individual, therefore audience need to know the price of the said

6. Technologies companies. The technology can be regarded as primary source in business and economic development and the various technological changes contribute significantly in the development of business by exporting and importing technological tools for business and services. The level of technology is also an important determinant of economic growth. The rapid rate of growth can be achieved through high level of technology

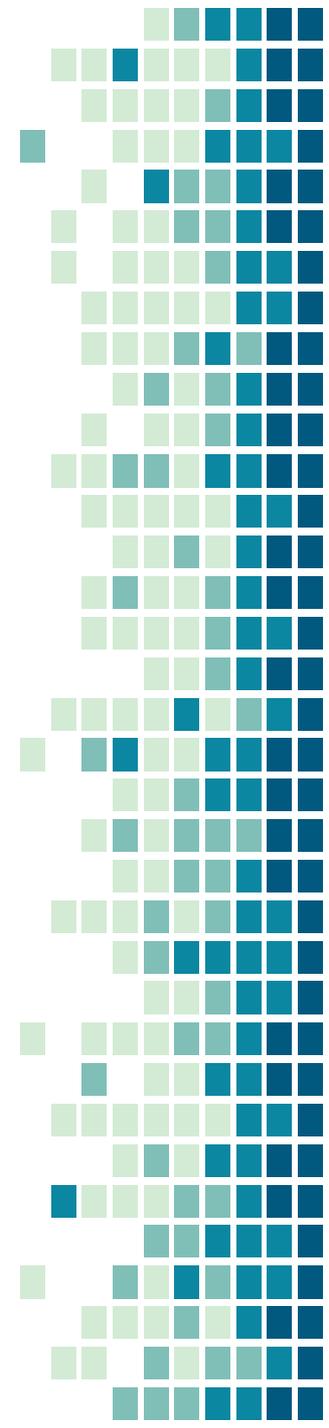
7. Mining Sectors. The production of various types of minerals for the purpose of business lead foreign exchanges hence growth and development of business activities, audience need to understand the mining business and other investors will invest in this sector. Hence is tip for business news.



CRITERIA FOR COVERING BUSINESS NEWS

Covering the business news, reporter need to weigh some of criteria when determining whether or not to cover an event/ issue. Here are the criteria to consider

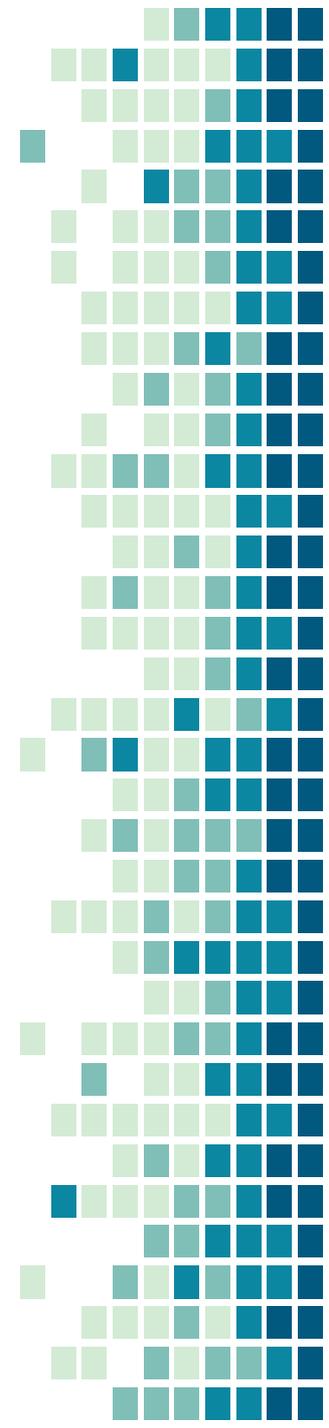
- **Human Interest** these stories often stand apart. These stories speak to our shared experience, emphasizing uniquely human elements such as personal growth or an unexpected act of kindness. This criteria assist the business audience to strengthen their services.
- **Proximity** this is another criteria for business news. This refers to how close the story's subject (person, event, etc.) is physically located to the areas where an audience is. Most of your publication's news stories will have a lot of proximity to your business tips. In other words, reporter should write news stories about nearest, its events, business, and people.



Timeliness this that can affect a story's criteria

. Timeliness is key in business reporter, especially if your publication also has immediate access to publish stories online.

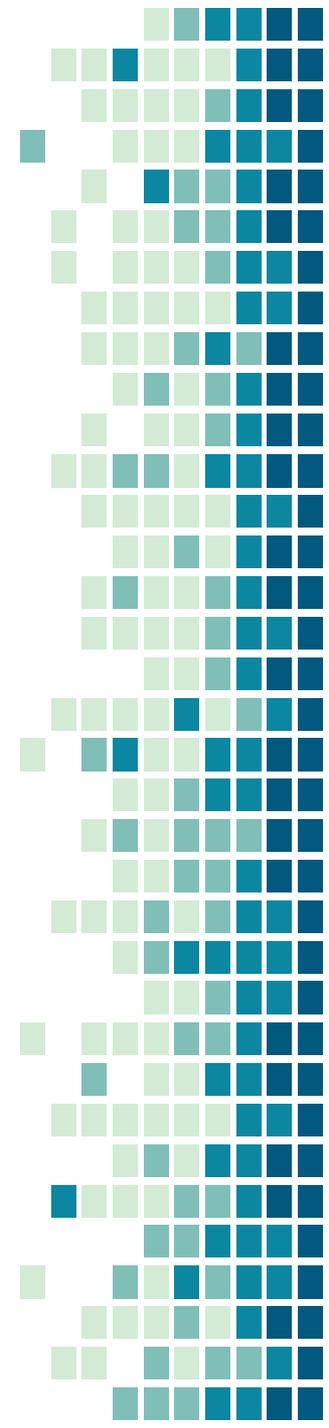
The business reporter should write news stories about events that happen, currently happening, or just happened. Once too much time elapses from the publication date and the events, the story loses its news criteria.



Consequence/Impact Another business news criteria to consider when you cover business. The consequence and impact of the news.

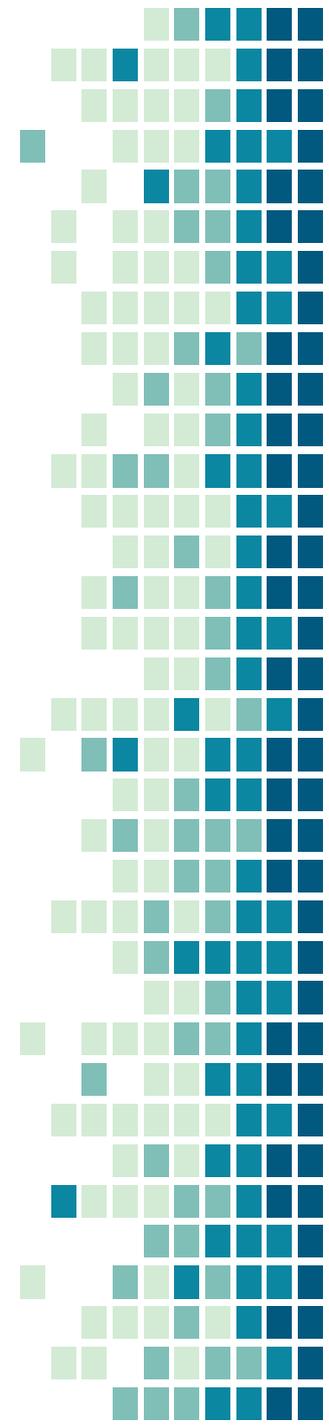
This news criteria refers to how many people the story's subject will affect.

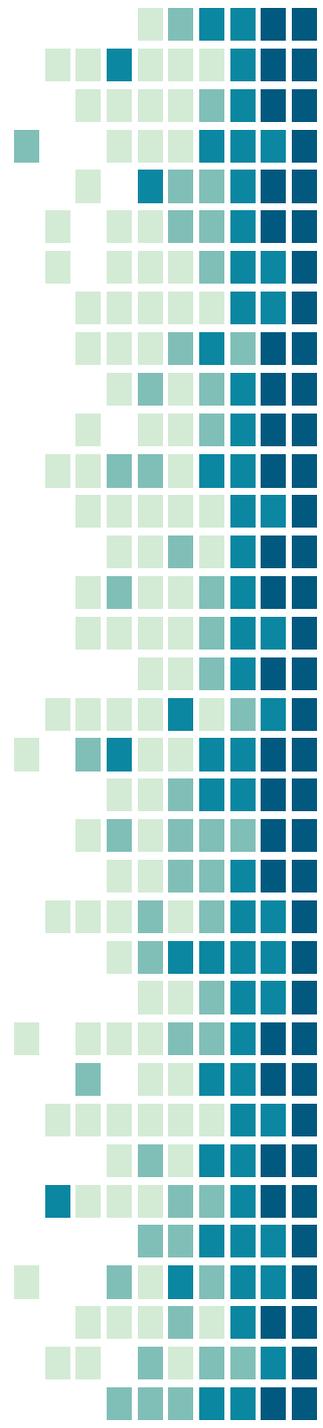
The bigger consequence and impact a potential story might have, the better.



Human Interest, business reporter to consider human interest. It is only human nature to want to read stories about topics that make them feel good or are very interesting. Usually, human interest pieces will either be emotional, have conflict, be unique, etc.

Prominence. This refers to people, places, and events that the story is about. Covering stories about well-known people, places, and events that will be interesting to a large section of the audience will have a big demand.





Any
Question?

