

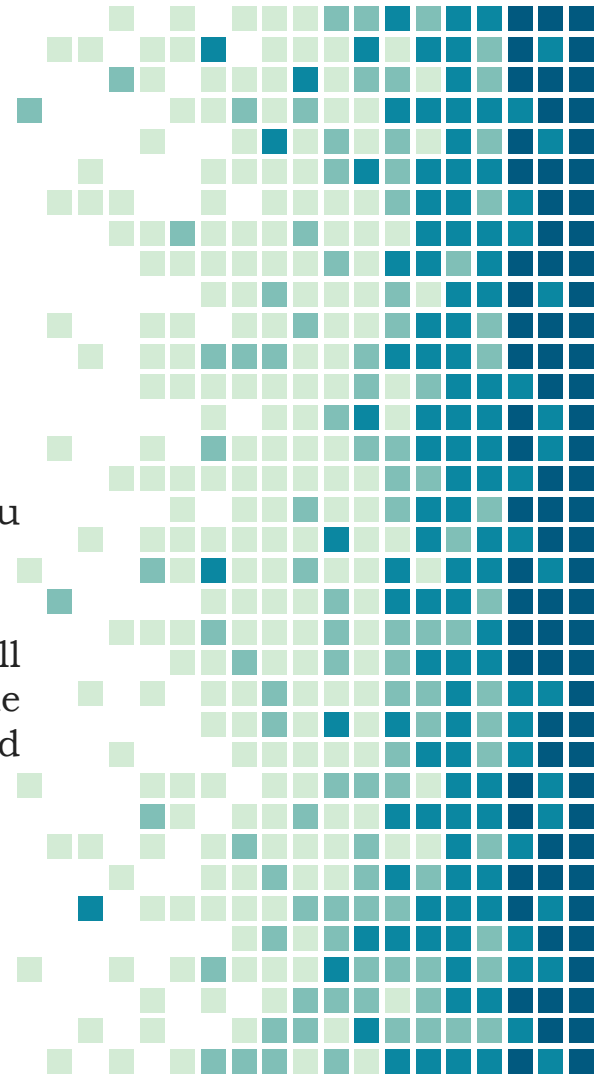
1: COVERING BUSINESS NEWS

TIPS FOR COVERING BUSINESS ISSUES IN JOURNALISM

Choose and Evaluate Your Topic Well

A good write-up starts with choosing and evaluating the topic you intend to write about.

The more interesting your case is, the more audience you will attract to read the article. Take time and know the trends in the industry and the contemporary issues that business people would love to read about.





Often, business news topics revolve around a product launch, industry awards, promotions, new partnerships, and hiring.

Therefore, your evaluation of the subject to choose should entail its relevance to the audience at that particular time.



Research on the Topic

Research in writing business news stories is as important as it is in writing academic papers.

First, you must look for facts and key data to prove your narration.

Second, it will make people buy your idea as they commit to reading your stories every time you write them.



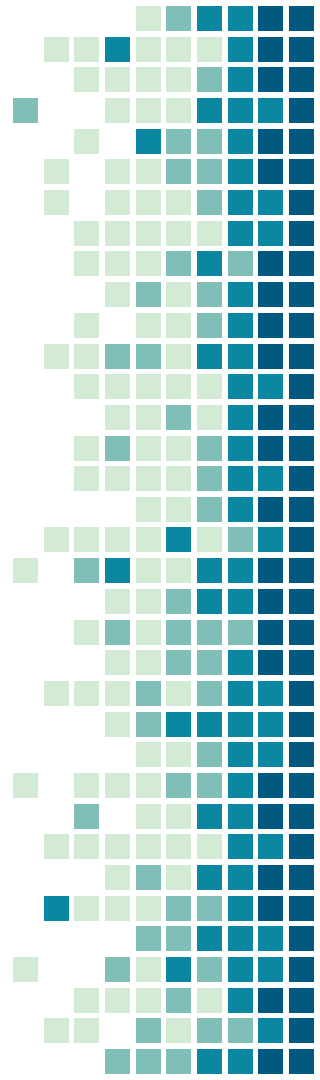
Experts from such writing services know how to explore various issues and articulate them to suit the intended audience.

In addition, they can be resourceful in your business news narrations.



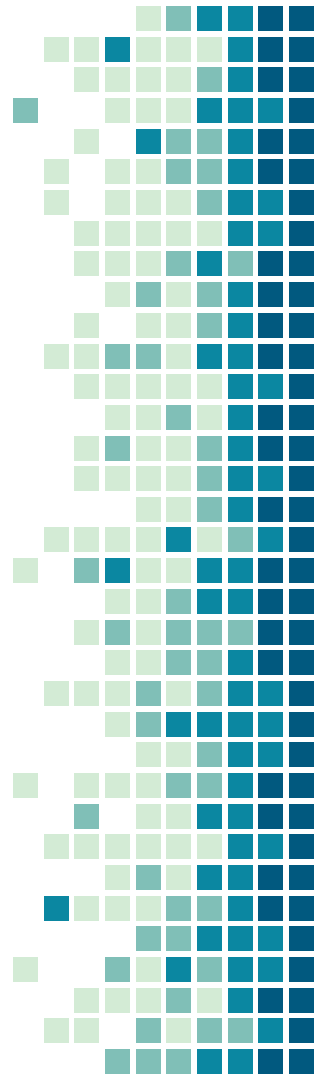
Consider the Right Structure

A business news story has a unique structure that should comprise various sections; the title, the byline, the lead, the story, sources, and an ending. As you write your article, make sure this structure is clear, and each of them is elaborate for the readers.



Write a Captivating and Clear Headline

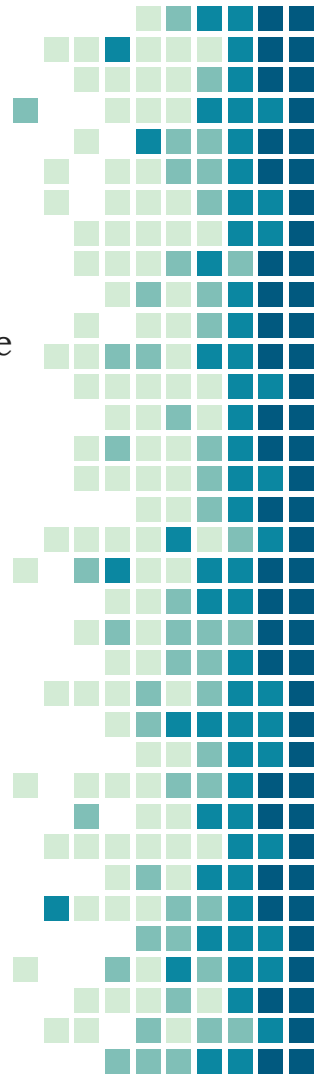
The headline of any news article ought to be interesting to lure the reader. Moreover, it should be adequately clear that the audience understands what the article is all about. Avoid using jargon in the headline. Most importantly, let your message be precise and straightforward.



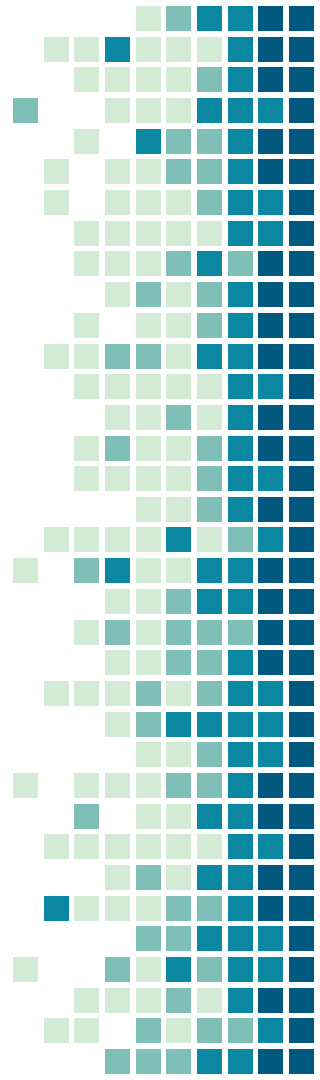
Write Key Information in the First Paragraph

Since the human concentration span is short, it is essential to have the key information in your initial paragraph.

Furthermore, it will ensure that the audience does not miss the important information you wanted to convey



The key information in a business news article includes, who, what, why, where, when, and how of the subject matter.
If you answer these questions in your first paragraph, then your narration is relevant and efficient

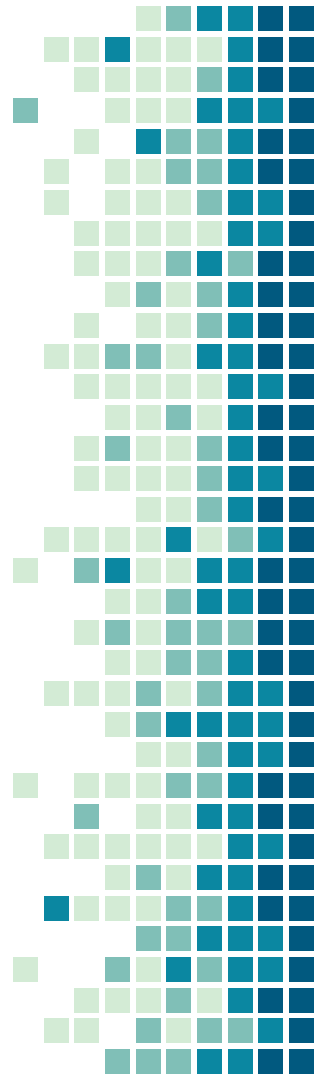


Use Relevant Quotes as You Narrate Your Story

People always want to hear what executives, public figures, and experts say about a particular matter in the business world.

Hence, it is important to insert relevant quotes from such stakeholders and representatives of the brand in question.

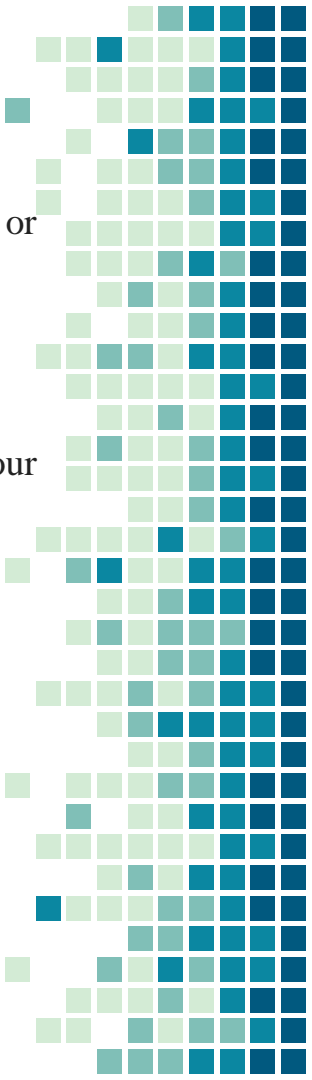
Let the audience know what they said and how they said it. The best way to do this is using direct quotes from the individuals.

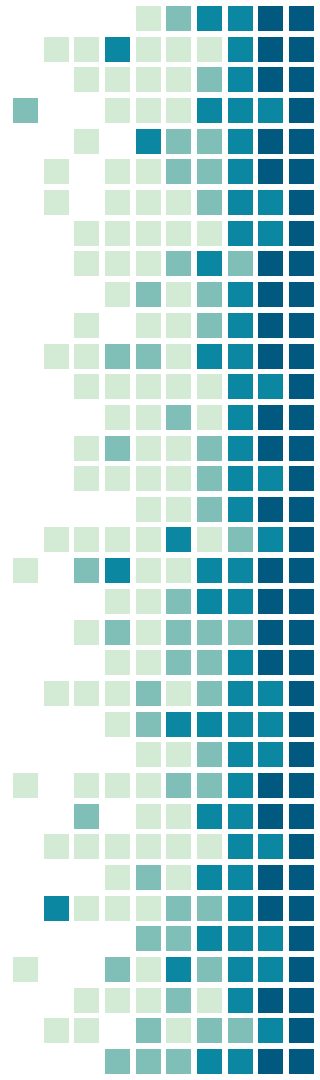


The other thing that people always want to know is the true picture well illustrated with figures or numbers.

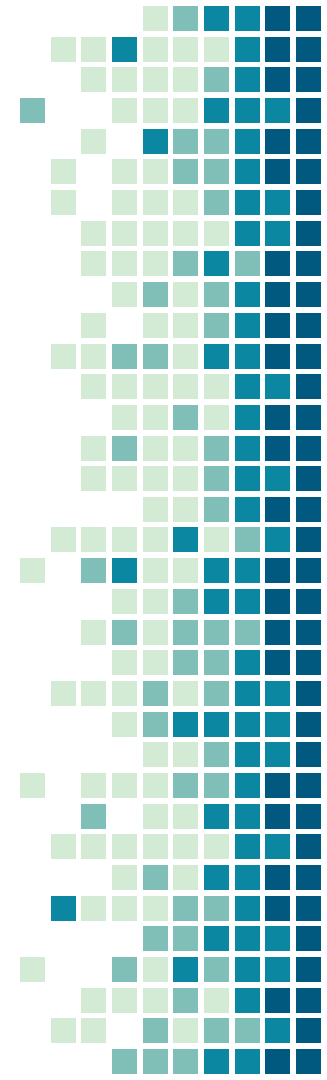
In your research, be sure to gather as much data as possible to support your story.

If you are talking about a product or a promotion, be precise with the figures or numbers that your audience would like to know.





Any Question?



Full name:.....

Department:.....

Email Address:.....

Phone number:.....



CONTACT TUTOR IN CHARGE