

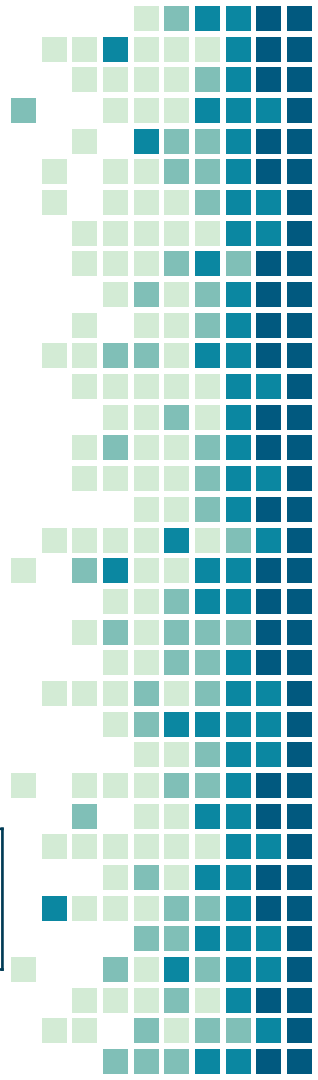


DAR ES SALAAM SCHOOL OF JOURNALISM

- ❖ **MODULE NAME:NEWS WRITING**
- ❖ **MODULE CODE:JST 04208**
- ❖ **DEPARTMENT :JOURNALISM**
- ❖ **MODULE LEVEL:NTA LEVEL 4**
- ❖ **MODULE SEMESTER:2ND SEMESTER**
- ❖ **TUTOR'S NAME:LILIAN J NYINGISYE**



OUR MOTTOR: MEDIA FOR DEMOCRACY



THIS MODULE CONSIST OF SIX (5) TOPICS:

➤ **TOPIC 1:**

NEWS WRITING MEANING AND
CONCEPT

➤ **TOPIC 2**

HOW TO WRITE NEWS

➤ **TOPIC 3**

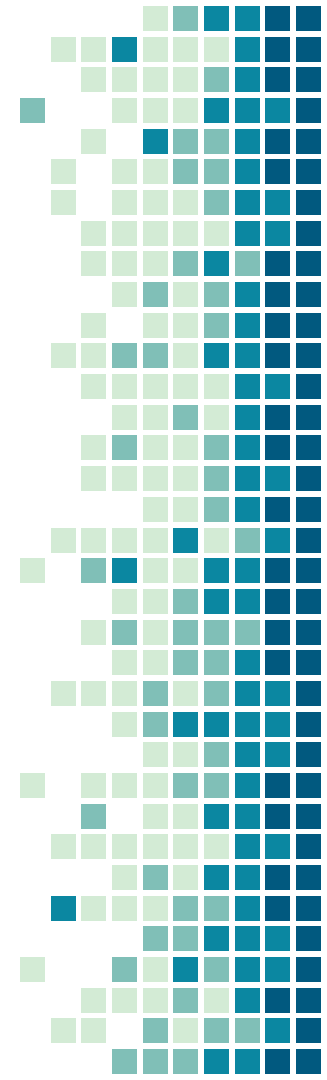
WRITING STRUCTURE STYLE.

➤ **TOPIC 4**

NEWS WRITING FORMAT.

➤ **TOPIC 5**

LANGUAGE OF NEWS WRITING





TOPIC 1:NEWS WRITING MEANING AND CONCEPT (continued...)

When writing news, it's important to concentrate on facts, context, impact, and emotion. How do you combine these four elements will determine the success of your news story.

The Four Elements

1.Facts

First, you can't call it a news story without the facts.so the journalist expected to follow sound fact-checking procedures

Context

Context helps journalist decide what the audience needs to know. So context provides the circumstances surrounding the facts of the news story



Continued...

Impact

Impact touches on the "why we should care" theme. It helps to show the audiences the consequences of the news story, how will this series of events affect them and their loved ones

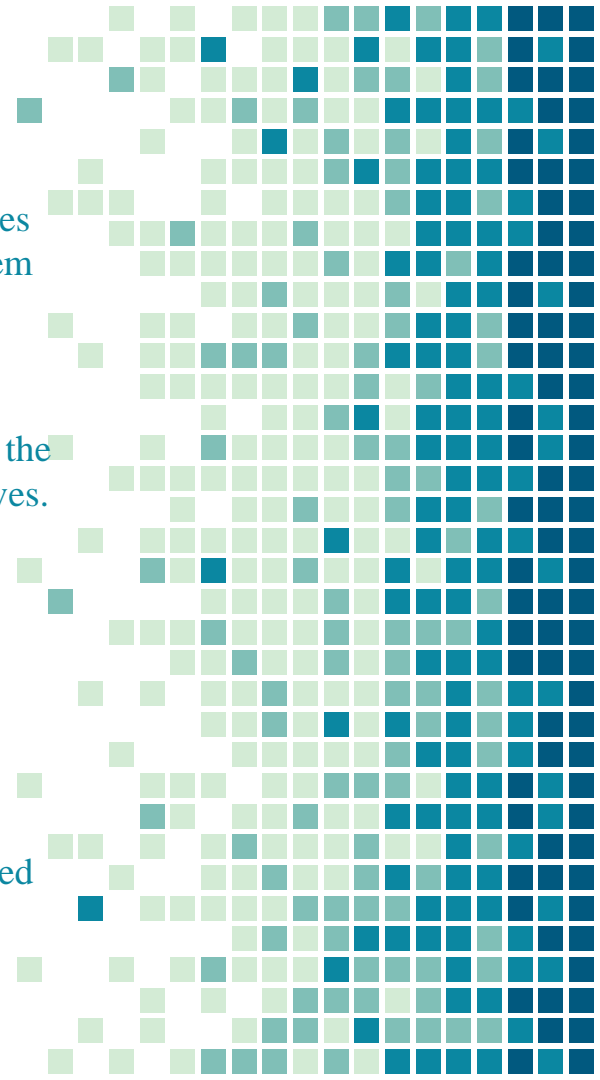
Emotion

Emotion commands attention and fosters a common feeling. Evoking emotion is the magic of news reporting. But we must let the audiences decide for themselves. For example, we must not dictate the audience's feelings by writing, "In a shocking, new development....." Rather, we should let them choose to be shocked on their own.

You also supposed to know the following in writing news

Balancing Facts and Style

Readers want to know the facts and who or what may be affected by them. Related stories and background information develop context and emotion while humanizing it.





Continued.....

Facts

The facts answer the 5Ws (and H): who, what, where, when, why, and how. A journalist has a responsibility to make sure the facts are accurate and reasonably complete.

Style

- When writing a news report, use the active voice, is more understandable and impact.
- Develop short, concise sentences using action verbs.
- Your language needs to be simple,
- Avoid words that don't contribute to the focus of the story.
- Try to anticipate any questions the reader might have as you write.

continued...

News Values

Journalists commonly use six values to determine how newsworthy a story or elements of a story are. Knowing the news values can help a journalist make many decisions, including:

- What information to give first in a news and in the lead
- Which news to display on a newspaper's front page
- What questions to ask in an interview

The six news values are:

- **Timeliness**- Recent events have a higher news value than less recent ones.
- **Proximity**- Stories taking place in one's hometown or community are more newsworthy than those taking place far away.
- **Prominence**- Famous people and those in the public eye have a higher news value than ordinary citizens.



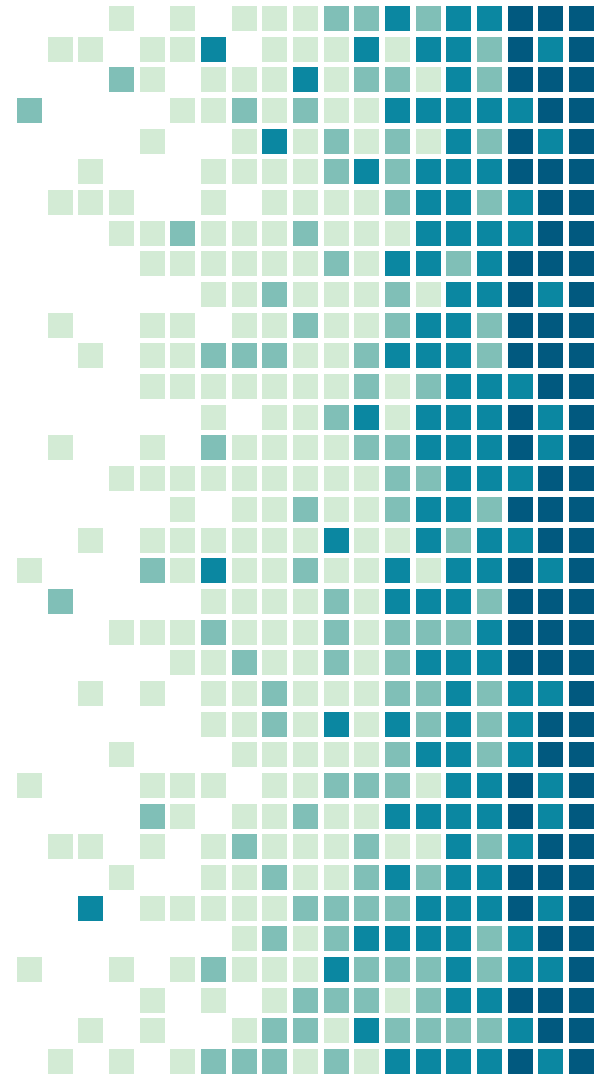
Continued...

Uniqueness/oddity- A story with a bizarre twist or strange occurrences. “Man bites dog” instead of “dog bites man.”

Impact- Stories that impact a large number of people may be more newsworthy than those impacting a smaller number of people.

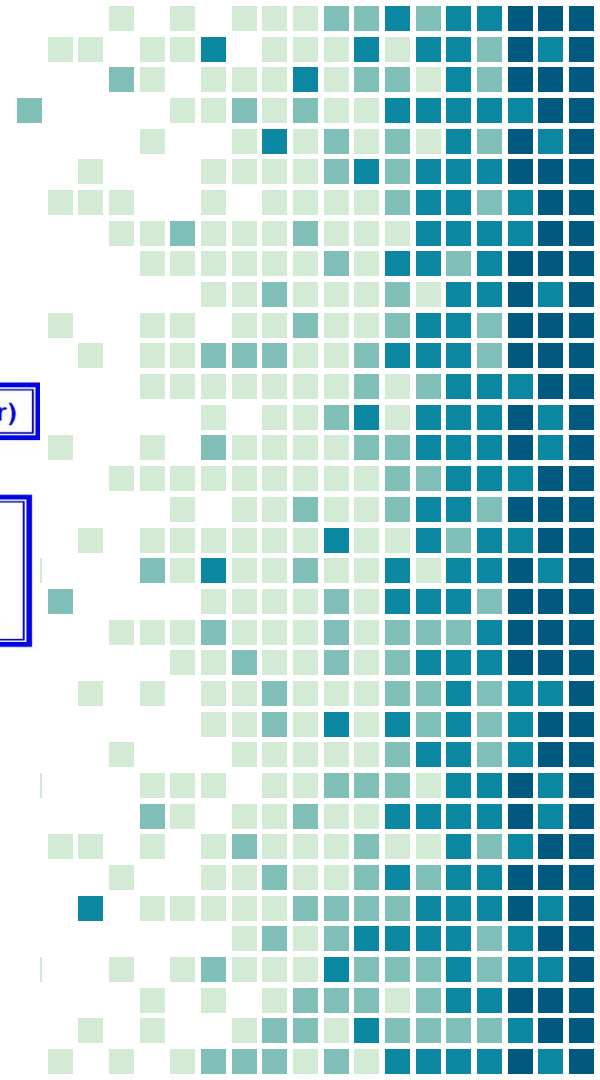
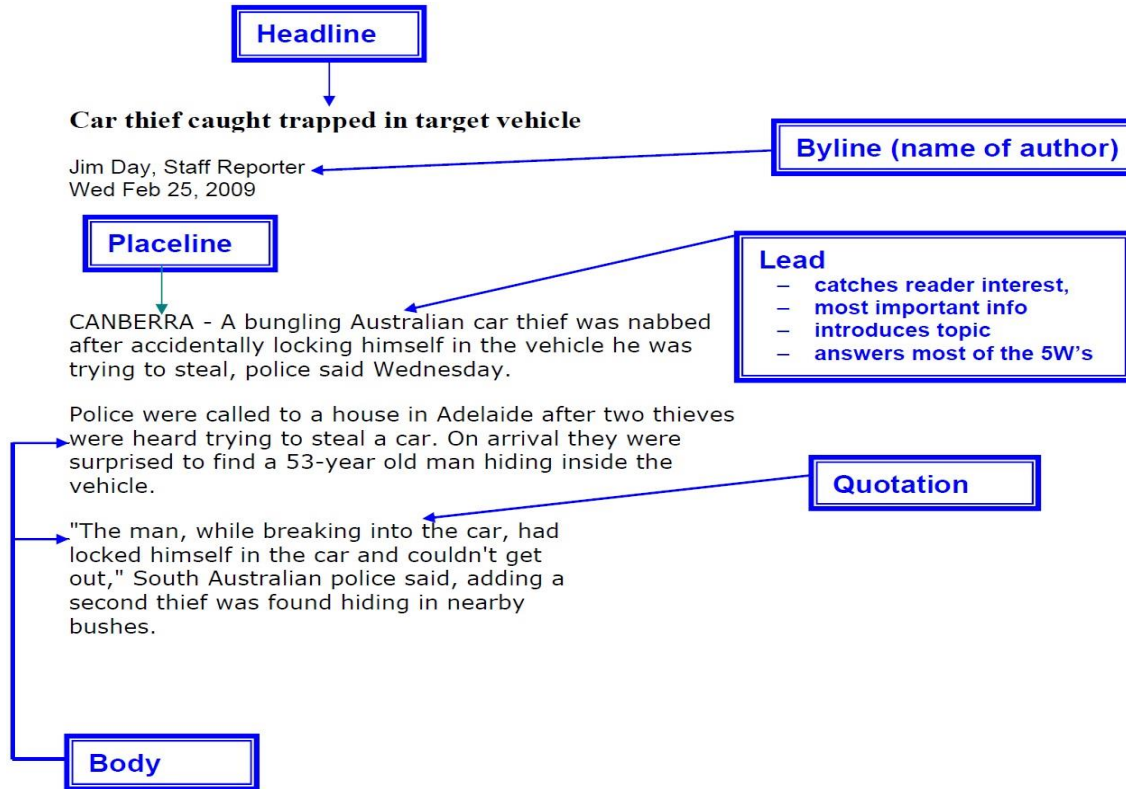
Conflict- “If it bleeds, it leads.” Stories with strife, whether it’s actual violence or not, are more interesting.

The newsworthiness of a story is determined by a balance of these six values. There is no set formula to decide how newsworthy a story is, but in general, the more of these six values a story meets, the more newsworthy it is.



TOPIC2:HOW TO WRITE NEWS

STRUCTURE FOR NEWS WRITING



- **Lead**

The lead (or lead) of a news is the first paragraph, that tells the most important information of the story. When writing a lead, it is helpful to use the “tells a friend” strategy. Imagine you had to sum up to a friend, in one sentence, what your story is about.

A story’s lead answers the “Five W’s” in a specific order: Who? What? When? Where? Why?

For example:

The Atlanta Police Department will hold a memorial service Wednesday at Holy Christ Church in Buckhead for fallen officer Lt. James Montgomery.

- **WHO:** The Atlanta Police Department
- **WHAT:** will hold a memorial service
- **WHEN:** Wednesday
- **WHERE:** Holy Christ Church in Buckhead
- **WHY:** for fallen Officer Lt. James Montgomery



Writing a Good Lead

The lead needs to be strong enough to grab the reader's attention and make them want to read more.

If it's a hard news story, include as many facts as you can in the summary of the story. If it's a soft news story, like a human interest story or background information, then you can place the facts in the body of the story.

Leads tell the reader what the story is about and why it's important. Beyond that, it tells the reader why they should read the whole story.

Avoid burying the lead (also written as "bury the lede"). This refers to when you fail to emphasize the most important or most interesting part of the story, starting out with secondary information first. By its nature, the lead is meant to lure readers in.

If a reader loses interest after the first paragraph, because you buried the lead in the second or third paragraph, they may not ever get to why this story should matter to them.

Continued.....

Leads will exclude certain readers if they're full of jargon. Make sure the news reported is suitable for everyone to read.

Examples of Good Leads

Below, you'll find a few examples of particularly grabbing leads. See if they encourage you to want to read on.

"On the second floor of an old Bavarian palace in Munich, Germany, there's a library with high ceilings, a distinctly bookish smell and one of the world's most extensive collections of Latin texts. About 20 researchers from all over the world work in small offices around the room." - [Byrd Pinkerton, NPR](#)

"A Center City school teacher got enough kisses today to last-well, maybe not a lifetime, but a few weeks, anyway. Mary Saint Clair kissed 110 men at the annual fund-raiser for the local zoo. At ten bucks a kiss, she raised eleven hundred dollars for the zoo. When she turned the money over to zoo officials, she joked that all the animals were not behind bars." - [School Video News](#)



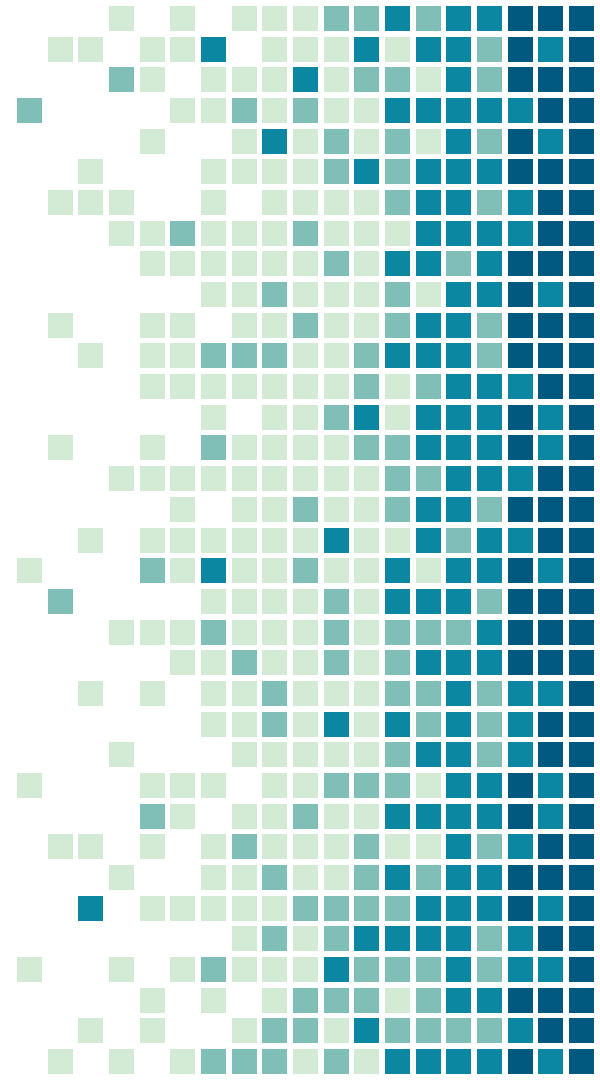
continued

"The million-to-one shot came in. Hell froze over. A month of Sundays hit the calendar. Don Larsen today pitched a no-hit, no-run, no-man-reach-first game in a World Series." - Clear Voice

Tips for Better Writing

Enjoy these additional writing tips that can also apply to a wide range of writing genres:

- In news writing, always follow the inverted pyramid. That is, place the most pressing facts at the start of the article and close with the least compelling elements.
- Avoid long or complicated words. A news story isn't the place to impress people with your intelligence or command of the English language.



Continued.....

- Choose short sentences over lengthy sentences that require many forms of punctuation. Here are six basic punctuation rules to consider.
- Follow a simple subject-verb-object form. For more on that, here are 20 rules of subject-verb agreement.
- Don't use too many commas. Try to adhere to these eight comma rules.
- Each paragraph should introduce a new idea and, like sentences, be short and to the point. Consider dropping in a few transition words, where appropriate.
- Never use more than two prepositional phrases. These are phrases like, "According to the national weather forecast..." Here are some added prepositional phrases examples

Remember that the core objective of a great news report is to convey the fact in a compelling and easy-to-understand manner. Get to the point and use shorter sentences.

