

## Communication Study Guide

### Chapter 1

Slug: no more than 3 words that specifically describes the story's content

Upper left corner

Name date slug

Story should start 1/3 way down first page, 1 inch margins all around

Double space

Don't divide paragraphs across the page

Type "more" at the bottom of the page if story continues

Type name, page number, and slug at top of second page

### at end of story or 30

*Rhetoric:* Words you use to influence an audience

Never write in 1<sup>st</sup> person in a news story

Reporters must have:

News judgement

Social responsibility

Critical thinking

Organized

*Convergence:*

1. One organization operating multiple news entities (newspaper, t.v., radio)
2. Two or more organizations share info, each delivers stories by it's traditional medium and the web.

Ex: Belo Corp, owned 20 broadcast stations, 24 cable TV stations, several newspapers

Central point is NOT the topic

2 stories can have the same topics but different central points/angles  
answers the "so what" question

Avoid passive voice

Short concise sentences

### Chapter 4

#### The Language of News

New website blogs started up by sponsors who have \$\$\$

Be precise

Use strong verbs

Avoid slang, jargon and euphemisms

Don't rely on adjectives and adverbs (state the obvious or insert writer's opinion)

Use verbs and nouns

Avoid clichés

Avoid platitudes (the mayor was pleased by the warm reception-obvious)

Avoid the negative

Avoid restating things

Avoid enthusiastic over exaggeration

Avoid vague time references

- Don't say "yesterday", use exact date

- Don't say "10:00 am in the morning" or "This Tuesday"

## Chapter 8

### Basic News Leads

Types of leads:

- summary

- alternative (ch.9)

Between 18-20 words

Summary Leads: Should focus on the following:

- the most important info (central point)

- What action was taken or what was said

- The most recent developments

- The facts most likely to interest readers

- The most unusual facts

Be concise

Be specific

Stress the unusual

All statements of evaluation should be attributed to an identified source, even if the evaluation seems to be one most would agree with.

Begin with the news, don't start lead with attributions or with a long introductory phrase/clause

Emphasize the NEWS

Avoid "agenda" leads that emphasize time, place, topics, not the news

Don't use lists in leads

## Chapter 9

### Alternative Leads

Can be multiple paragraphs

Usually not good for news stories

More story-telling like

\*Serious news stories don't use alternatives unless it is a follow up story

Three main Alternative Leads:

- Delayed lead
- Quotation lead
- Question Lead (considered lazy)

Other types:

- Descriptive
- ironic
- suspenseful

Body Structures:

1. Inverted Pyramid

- descending order of newsworthiness
- most common for news stories
- 1<sup>st</sup> paragraph tells the most important and newsworthy facts and central point
- rest of info is details that amplify the lead in 2<sup>nd</sup> 3<sup>rd</sup> and 4<sup>th</sup> paragraphs

Avoid leapfrogging (not introducing name properly)

Continue with the news (don't change subject in second paragraph)

Names are not important

Don't crowd background info into 2<sup>nd</sup> paragraph-save for later in the story

2. Hourglass structure

- inverted pyramid
- The turn
- Chronological conclusion
  
- Turn is 1 or 2 paragraphs
- chronological body uses narrative to develop the story

Chapter 2:

Grammar and punctuation

- subject-verb order
- Active voice verbs, not passive ones
- avoid personification
- because modifies a verb, due to modifies a noun

Chapter 18