

# COMM 2321: Writing for the Media

Moses

Study guide for final exam

## Part One – 35 questions

### Newswriting

- News values
  - timeliness, impact, currency, prominence, proximity, conflict, human interest, unusual
- Structure
  - 30-35 words max per sentence
  - 100 words/three sentences max per graph
  - three sources
  - third person
- Inverted pyramid
  - Most important first
  - lead, second graph to expand on lead, body with most important info first
- 5 Ws and H
- Keys to clarity
  - be clear, use familiar words, avoid cliches and jargons
- Keys to good media writing
  - clarity, simplicity, brevity, accuracy
- Included elements
- Style
- Leads (different types and how they should be written)
  - anecdotal leads
    - begins with a story
    - follows with statement of facts to support point of story
  - descriptive leads
    - sets the scene up for a story
    - illustrates the emotional and human element
- Features (how they differ from straight news, components, structure, leads, profiles)
  - suspended interest features
    - produces some special effect
    - raises questions/puzzles reader
  - profiles
    - center on single person/aspect of their life
  - questions and answer
    - starts with explanatory paragraph
    - interviewer asks questions
  - anecdotal leads
    - begins with a story
    - follows with statement of facts to support point of story

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- Verbs – active vs. passive
  - active: stresses subject of the sentence
- Quotes (formatting, punctuation, use, direct vs. indirect)
  - direct: what the source said in quotes
  - indirect: what the source said in diff words not in quotes
- Attribution
  - according to ... for indirect
  - .....said

## Public Relations writing

- News releases (components, style, structure)
  - impact, timeliness, proximity, prominence, currency, unusual, resolution
  - dateline, date, header, slug, ###, contact info, when release
- Style
- Media kits
  - at least one news release, backgrounder/factsheet, images, exec bios, brochures, pr contact info
- Backgrounder
  - background info on a company
  - biography of key player
  - 300-350 words each
  - chronological order
  - like a story
- Fact sheet
  - supplies additional factual info
  - not meant for publication
- Media alert
  - media advisories
  - memos to reporters and editors about conferences, interviews, ect

## Writing for the Web

- allows for flexibility with photos, links, audio
- permanency
- capacity is limitless
- interactivity
- mobility
- have to be able to cut in half

## Social media

- anticipated reciprocity
- increased recognition
- sense of efficacy

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- communion
- web 2.0- interactive, not just find info, vertical to horizontal communication
- do: listen, be authentic, be consistent, be gracious, disclose
- don't: share, criticize, spread rumors, reveal, misrepresent yourself or company

## Broadcast

- Style
  - must get attention, short compared to print
- Timing
- Audience

## Advertising

- Elements of print ads
  - visual, headlines/subheads, body copy, closings, mandatories, legals, logos/slogans
- Calls to action

## Legal

- Trademark infringement
  - prevents consumer confusion
- Copyright infringement
  - protect those who produce creative work

## Part Two – 15 questions

AP Style (there will be multiple questions where you must identify correct AP style)