

Newspaper Journalism...



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Newspaper Journalism

Introduction

Where in the world can an instructor find examples and practical applications for the study of journalism?

Caught in the rush to direct students to create a publication to relate the activities of the academic world, it may escape many that the local newspaper can be a real service in instruction of students who aspire to create a similar publication. With school newspaper deadlines, it is far too easy for those of us who teach journalism to overlook the most important community resource devoted to the field of journalism—the local newspaper. Far too often, we call upon the local newspaper to judge our journalism contests or send speakers to our classrooms (which they willingly try to do), yet we fall short of using the newspaper as a vehicle to teach about the basics of journalism, to analyze the final product of journalistic endeavor and to create an enthusiasm within our students to reach for the daily or weekly publication that is one of the cornerstones of our democracy.

It is the intention of this guide, *Newspaper Journalism*, to provide learning activities that may be used as designed or adapted for the classroom that is studying the process of creating newspapers. Whether you are teaching a middle school, junior high school or high school journalism class, or responsible for teaching a unit on creating a classroom newspaper, it is hoped that this guide will provide useful activities to enhance your study of journalism through use of your local newspaper. Though this guide may appear extensive in scope, it may not contain every objective you try to accomplish in your classroom. For this reason, ask yourself how the local newspaper can be used to accomplish those tasks not outlined in this guide.

Feel free to use the activities as individual instruction units or in small or large group settings. These activities may be used in any order, though they are arranged by specific focus noted in the table of contents and on each activity page. Activities may be photocopied for classroom use or you may create overhead transparencies for ease of instruction (and to save paper).

Use of the local newspaper teaches many lessons. It serves as a model. It provides students with a springboard for ideas for the school newspaper. It acts as a catalyst for research and discussion of issues. One of the greatest by-products of using the newspaper in your classroom may be that it provides a link to the real issues of the world and creates a thirst for continued learning long after the students leave the classroom and establish themselves as working, active citizens in our communities.

About the author... This NIE guide was written by Ann West, Newspaper in Education consultant. Mrs. West has served as a language arts and journalism teacher and administrator in public school systems in Missouri for over 30 years. Formerly NIE director for The Kansas City Star Co., she is now president of News Relief, Inc., a consulting and publishing business in Lenexa, Kansas. Nationally known as a newspaper in education consultant, some of her other newspaper publications include *It's NIE For K-3*, *Reading Realities*, *On The Sidelines*, *Comic Strips...Newspaper Capers*, *Mathematics In The News*, *And Time Marches On (current events)*, *Life Skills In The News* and *Science In the News*, *Elections!*, *Election Primary*, *Art Concepts In The News*, *The News Ad Vantage*, *Hoops!*, *Football Fan Fare*, *Speaking of Language (ESL)*, *The News Millennium*, and *Geographic Challenge*.

The Author

Newspaper Journalism Table of Contents

| Activity # | Activity Title | Objective | Page # |
|------------|----------------|-----------|--------|
|------------|----------------|-----------|--------|

NEWSPAPER BASICS

| | | | |
|----|-----------------------|---|----|
| 1 | Front Page Findings | Identify key front page elements | 5 |
| 2 | Newspaper Functions | Locate examples of basic news functions | 6 |
| 3 | A Window On The World | Analyze balance in the news | 7 |
| 4 | Piece Of Cake | Locate features that make reading easier | 8 |
| 5 | Alike, Yet Different | Analyze similarities in newspaper sections | 9 |
| 6 | Mission Accomplished | Analyze purpose of different newspaper sections | 10 |
| 7 | Action Plan | Establish a mission for class/school newspaper | 11 |
| 8 | Newspaper Economics | Evaluate use of news services | 12 |
| 9 | A New Look | Create a front page layout | 13 |
| 10 | A Whole New Story | Create cutlines for news photos | 14 |
| 11 | Reconstruction | Reconstruct an outline for a news story | 15 |
| 12 | Stet | Examine rules of capitalization/punctuation | 16 |
| 13 | Make It An Issue | Analyze issues of different decades | 17 |
| 14 | Target Audience | Describe newspaper audience | 18 |
| 15 | Page One | Analyze front page content | 19 |
| 16 | Touchstones | Define and locate elements that make news | 20 |

NEWS STORIES

| | | | |
|----|--------------------------|---|----|
| 17 | The Heart Of The Story | Analyze the five W's and H | 21 |
| 18 | News Up Front | Define characteristics of headlines | 22 |
| 19 | News Appetizer | Summarize news stories | 23 |
| 20 | Just The Facts, Maam' | Reconstruct a news interview | 24 |
| 21 | New Style - New Story | Rewrite feature as hard news | 25 |
| 22 | The Best/Worst Of Times | Define different perspectives of the news | 26 |
| 23 | As The World Turns | Explain importance of news | 27 |
| 24 | What This Means To You | Localize wire service news | 28 |
| 25 | Communication Connection | Identify effective transitions | 29 |
| 26 | Extra Innings | Create sports story from box score data | 30 |
| 27 | Just Picture It | Evaluate news photos | 31 |
| 28 | Get On The Galoshes | Design and create weather narrative | 32 |
| 29 | A Graphic Art | Create a graphic chart/illustration | 33 |
| 30 | You Asked For It | Create a news story based on human interest | 34 |
| 31 | Feature This! | Analyze feature stories; create a feature story | 35 |

FEATURES

| | | | |
|----|--------------------------|--|----|
| 32 | True To Life | Create comic strip feature with journalistic setting | 36 |
| 33 | Tune In To Tone | Analyze tone of writing in newspapers | 37 |
| 34 | The Way I See It | Analyze advice columns, practice giving advice | 38 |
| 35 | Potpourri | Develop regular variety column for school news | 39 |
| 36 | Building Blocks | Write a how-to article; give directions | 40 |
| 37 | Top Ten Hits | Create a feature based on survey information | 41 |
| 38 | Good Food, Great Service | Analyze components of a review; create a review | 42 |
| 39 | Crossword Critique | Evaluate entertainment features | 43 |

Newspaper Journalism

Table of Contents, continued

| Activity # | Activity Title | Objective | Page # |
|-------------------|-----------------------|---|--------|
| EDITORIALS | | | |
| 40 | Thoughts That Count | Create an editorial on a current issue | 44 |
| 41 | Illustrated Opinion | Design editorial cartoon based on current event | 45 |
| 42 | Talk Back | Respond to a letter to the editor | 46 |
| 43 | Symbolic Significance | Analyze symbols used in editorial cartoons | 47 |
| 44 | Board Meeting | Conduct an editorial board meeting | 48 |
| 45 | Left Or Right? | Analyze liberal, conservative, radical views | 49 |

| | | | |
|-----------------------|--------------------------|--|----|
| ADVERTISEMENTS | | | |
| 46 | Buy It, Sell It | Examine types of advertisements | 50 |
| 47 | Fulfilling Dreams | Evaluate advertisements with sales appeal | 51 |
| 48 | Hop On In To Big Savings | Identify links between ads and current events | 52 |
| 49 | You Won't Be Sorry | Create an advertising "pitch" for a business | 53 |
| 50 | Are You Talkin' To Me? | Create advertisement for target audience | 54 |
| 51 | Coming Soon | Analyze and create promotional ads | 55 |
| 52 | PSA's | Examine and design public service advertisements | 56 |
| 53 | Perfect Placement | Analyze and discuss advertising placement | 57 |
| 54 | Font Appeal | Locate examples of fonts that communicate feeling | 58 |
| 55 | Short, But Sweet | Interpret abbreviations used in classified section | 59 |
| 56 | J-Jobs | Project future of jobs in journalism | 60 |

SUPPLEMENTAL ACTIVITIES

| | | |
|-------|---|----|
| 57-66 | SUPPLEMENTAL ACTIVITIES – PROJECT SHEET A | 61 |
| 67-77 | SUPPLEMENTAL ACTIVITIES – PROJECT SHEET B | 62 |

The supplemental activities contain brief suggestions and ideas for classroom activities that correlate the study of newspaper journalism with the local newspaper and the classroom or school newspaper.

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Publisher's Notice:

Activities in this publication, *Newspaper Journalism*, may be photocopied by educators for use in the classroom with students. Each activity requires use of the local newspaper.

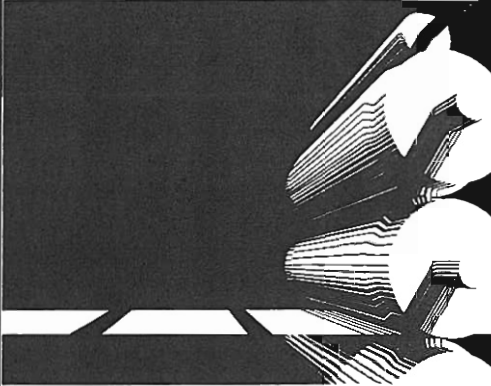
Newspaper Basics

Activity 1

Objective:

Identify key front page elements

Front Page Findings



The front page of most newspapers contains several key components that enhance not only the appearance of the newspaper, but also the readability of the newspaper.

Headlines, for example, are attention-getters, but also provide a great deal of information for a reader who may not have time to read an entire story. A headline may help a reader select which story to read.

One of the first steps a beginning journalist needs to take is to become familiar with the major elements found on front pages of newspapers.

Student Name _____

- Some of the major elements of the front page include the masthead (or flag), headlines, leads, news summaries, index, cuts, cutlines, bylines, datelines, jumps (or refers), folio, etc.
- Use a copy of your newspaper to find an example of each of the major front page elements listed below.
- To identify each element, circle with a pen and label with the element identified. Check off each element from the list below as you find it.
- Upon completion of the above tasks, fold the front page in fourths and attach to this activity page.

Flag
Folio
Wire Service
Dateline
Byline
Index
Jump
Photo Credit Line
Cut
Cutline

Other Elements...

- List below any elements you were unable to locate on the front page.

Newspaper Basics

Activity 2

Objective:

Locate examples of basic newspaper functions

Newspaper Functions



News stories expand a reader's knowledge about local, state, national and international current events. Feature stories may look at social issues, special personalities or certain features of current events. Opinion columns and editorials provide arguments and debate on controversial topics. Advertising, which is space paid for by businesses or individuals, provides important information about goods and services available.

Newspapers have several objectives. The most basic of these functions include the provision of information, interpretation, entertainment and service for readers.

_____ Student Name

- Examine your copy of the newspaper to locate at least one example of the four basic functions of a newspaper.
- Follow the information and directions below.

Informing...Newspapers provide facts that readers must have in order to be informed citizens and to make decisions. Find one example of a story in your newspaper that informs readers and write the headline of the article in the space provided.

Interpreting...Newspaper stories, columns or editorials may be intended to explain the meaning of certain news. These stories often contain opinions of the writer and should be read with this in mind. Find one example of a story or column/editorial that interprets the news for the reader. Write the headline or title in the space below.

Serving...Newspapers provide information that serve readers in making decisions about matters involving business, personal needs, recreation, etc. Find an example of an advertisement that serves a consumer by providing money-saving information. Write the logo of the advertiser in the space below.

Entertaining...Some sections of the newspaper are intended to provide amusement or enjoyment for the reader. Find six different examples of items from your newspaper that are intended to entertain and list your examples below.

Newspaper Basics

Activity 3

Objective:

Analyze balance in the news

A Window On The World



Newspapers usually try to carry a balance of news. Not only might a reader find news from different levels (local, state, national, international), but also from different points of view.

Balance is an important goal to which most newspapers aspire. There may be more than two or three views of an important news event. Through views of different writers in different sections of the newspaper, balance is usually achieved. This balance may not be evident in one day's edition of the newspaper. A conservative opinion on the solution to economic problems may be presented one day, for example, with a more liberal view presented a few days later.

_____ Student Name

- Scan the pages of your local newspaper to examine the amount of coverage of local, state, national and international news.
- List below the number of stories that best "fit" in each of the categories.

INTERNATIONAL NEWS _____

NATIONAL NEWS _____

STATE NEWS _____

LOCAL NEWS _____

- Based on your findings, discuss in the space below what you think your newspaper's mission is. In other words, do you think your newspaper intends to focus mainly on local and state news or do you think your newspaper tries to balance the coverage at all levels? Discuss fully.

- Balance of viewpoints may be provided in news stories, features, editorials and letters to the editor, as well as through special columns.
- Use your local newspaper to find an example of this attempt to balance views on an event or issue. Use the space below to briefly discuss what you discover.

- As a class, identify ways in which a school or classroom newspaper can achieve a balance of coverage and viewpoints.

Newspaper Basics

Activity 4

Objective:

Locate features that make reading a simpler task

Piece Of Cake



In recognition of the fast pace of many of today's lifestyles, newspapers frequently make changes in an attempt to improve the newspaper's reading appeal.

These improvements may be made in content and coverage, but can also appear in special new features that are intended to enhance reading. News summaries have been added by many newspapers to allow readers to quickly scan the contents of an edition and gain information at a glance.

To compete as a provider of news, newspapers continually evaluate their methods of news coverage and their appeal to the communities they serve.

Student Name _____

- Use your local newspaper to find examples of features which you think are intended to make reading and the access to information an easier task. (Check your local library for an historic copy of a newspaper from the 1800's or early 1900's. A quick comparison can give you many ideas on features that have helped to improve the readability of the newspaper.)
- As you find each example, clip it from the newspaper (to attach to this activity page upon completion), identify the feature below and briefly evaluate the effectiveness of this feature. An example is provided.

| | Feature | Brief Evaluation |
|----|-----------------------------|---|
| 1. | Monthly Precipitation Chart | A lot of information is given in a small amount of space, which is good. Use of color would improve it. |
| 2. | | |
| 3. | | |
| 4. | | |
| 5. | | |

- Identify some ways in which your school or classroom newspaper might be improved for easier reading or easier access to the information it contains.

Newspaper Basics

Activity 5

Objective:

Analyze similarities in different news sections

Alike, Yet Different



Under some amount of scrutiny from a reader, the various sections of a newspaper may contain similar components. For example—though the topics may be vastly different, the sports section contains hard news, just like the national news section. The same sports section may contain editorial comment, syndicated columns and/or letters to the editor, just as the editorial section does.

Examination of a newspaper and its various sections may likely reveal that some sections are like "newspapers within a newspaper."

_____ Student Name

- Use the checklist given below to examine the various sections available in your local newspaper. (Your newspaper may have only one or two sections, if so compare the contents of the sports page to the contents of the editorial page, etc.)
- Make a checkmark by each element you find similar in the various sections.

| Section → | News | Sports | Style | Business | Other |
|------------------------------|------|--------|-------|----------|-------|
| Components ↓ Hard News | | | | | |
| Charts | | | | | |
| Editorial Comment | | | | | |
| Letters | | | | | |
| Humor (Or Cartoons) | | | | | |
| Feature Stories | | | | | |
| Index | | | | | |
| Summaries | | | | | |
| Syndicated Columns | | | | | |
| Photos | | | | | |
| Other Similarities | | | | | |
| Other Similarities | | | | | |
| | | | | | |

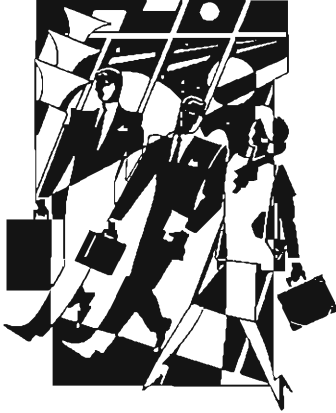
Newspaper Basics

Activity 6

Objective:

Analyze different sections;
determine purpose

Mission Accomplished



Each section of a newspaper is designed to meet the needs of the reading audience. When you pick up a newspaper for reading, is there a special section that you select first?

Though most sections of newspapers contain an array of hard news, features, photos, graphics, opinion and advertising, the differences among sections exist in their purpose and content.

The mission (goals or objectives) of a newspaper may be evident in what sections are available for readers. For example, a national news section may be an important part of a newspaper that is attempting to provide in-depth coverage of national current events.

Student Name _____

- In the space below, create a listing of the various sections of your local newspaper (up to six sections).
- Beside each section name, write a brief statement or two that describes the purpose or mission that the existence of this section fulfills.

| Section Name | Purpose/Mission of Section |
|--------------|----------------------------|
| | |
| | |
| | |
| | |
| | |
| | |
| | |

- After examination of each section of your local newspaper, use the space below to write a mission statement of two or three sentences that you think describes your local newspaper's intentions in the types of news coverage and special features it provides. (You may discover that the mission of your local newspaper, for example, is to provide extensive coverage of local news and entertainment features, rather than to compete with another newspaper in your area that covers the international, national and state news.)

Mission Of The Newspaper I Examined

Newspaper Basics

Activity 7

Objective:

Establish a mission for the class or school news

Action Plan



Establishing a mission or plan for the type of coverage to be provided by a newspaper is an important first step in designing a newspaper.

The mission of a newspaper will likely dictate the final content, coverage and organization of the newspaper.

The mission of the school or classroom newspaper may be already established in terms of the area of news to cover, but establishing a mission can help a news staff organize the total newspaper, define its approach and outline areas of major and minor focus.

Student Name _____

- As a class, discuss what some of the goals of a school newspaper should be.
- List the final goals your school newspaper will strive to accomplish. Use the space below.

Goals of the school newspaper...

- Use the space below to write a general mission statement for your school newspaper.

Mission Statement For School Newspaper

Newspaper Basics

Activity 9

Objective:

Create a front page layout

Student Name _____

A New Look



Front page layouts for newspapers are important in that they must accommodate the newspaper logo, top news stories and headlines, photos, graphics, indices and summaries while being visually attractive.

Occasionally, major changes occur in the "look" of the front page of a newspaper, but most newspapers maintain a certain visual identity for an extended period of time.

The newspaper's front page must be designed so that readers want to read it, and when they do, are satisfied that it gives them the information they want and the additional guidance regarding inside pages and sections.

- Study the front page layout of your local newspaper.
- Use the space below or a dummy sheet to create a new and different layout for the front page of your newspaper. Be sure your layout can accommodate the same amount of information that is contained on the original.
- Be prepared to share your new layout plan with classmates.

Newspaper Basics

Activity 10

Objective:

Create outlines for news photos

A Whole New Story



Cutlines, or captions, identify the elements in news photos and summarize a story. Some photos and cutlines stand alone as a story (without accompanying a news story). These photos and cutlines are usually referred to as "wild photos." Others are intended to enhance a story they accompany or are used to refer to a story located on another page of the newspaper.

As is true in other elements of the newspaper, information in a cutline must be accurate, with correct spelling and identification of time, place and persons featured in the photo.

Student Name

- Select two interesting news photos from your local newspaper. Clip them out and attach them to this activity sheet.
- For each photo you selected, create two entirely new cutlines that completely change the meaning of the photo. Try to be as creative as possible.

NEWS PHOTO #1

New Cutline A

New Cutline B

NEWS PHOTO #2

New Cutline A

New Cutline B

- Who writes the cutlines for photos that appear in your local newspaper? You may have to do some research to find the answer to this question.

Newspaper Basics

Activity 11

Objective:

Reconstruct an outline for a news story

Reconstruction



In putting together a news story in organized fashion, an outline is important so that the reporter has a plan to follow.

A news or feature story's organizational plan, or outline, can be reconstructed by analyzing the major facts of the story and identifying important supporting details.

The content of an outline for a news story might be different from that of an essay that you would write for a class, since the news story (if hard news) is written in inverted pyramid format.

Student Name

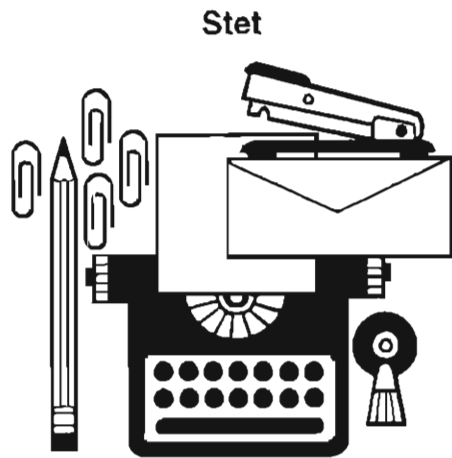
- Select a lengthy news story or feature story from your local newspaper.
- In the space below, reconstruct the outline that might have been followed by the story writer. Be sure to include the major facts and supporting details mentioned throughout the story.

Newspaper Basics

Activity 12

Objective:

Examine rules of capitalization/punctuation



Years of education, training and practice in application of the rules of grammar, punctuation and capitalization come together as a writer employs these important tools of the journalism trade.

Though many newspapers follow a certain stylebook which may dictate how to appropriately handle punctuation and capitalization, most stylebooks are very similar in content and agree with basic rules of grammar and punctuation/capitalization that can be found in textbooks.

_____ Student Name

- Selecting from the categories of capitalization or punctuation, create a chart in the space below which depicts the **exact rule** in use in the writing in your local newspaper.
- Clip the example of capitalization or punctuation found from the newspaper, tape it below and write the rule which your selection exemplifies.

EXAMPLE:

Comma Usage

"The remodeling project is not going together as fast as we would like, " said John Doe, principal of Georgia High School.

1. A comma should be used in a direct quote at the end of a declarative sentence used prior to a phrase of attribution.
2. A comma should be used in an appositive.

Newspaper Basics

Activity 13

Objective:

Analyze issues of different decades

Make It An Issue



Important issues of the contemporary world are reflected throughout the pages of any newspaper. An issue may be a local concern, e.g., zoning or an issue may be an international one, e.g., civil rights.

Whatever the level (international, national, state or local) of the issue, you can be certain that this topic will be reflected in news stories, editorials, features and photos in the newspaper. (Don't overlook issues seen in advertising and comic strips, as well.)

Major issues may wax and wane. Examination of newspapers of past decades will reveal this.

Student Name _____

- Research examples of historical newspapers at your local library to identify three to five major issues that existed during a particular decade. Select three decades on which you want to focus a brief report.
 - Write a brief synopsis of the issues of each decade revealed in your research and complete your report by comparing and contrasting past issues with the issues of the present decade.
- (Some issues to watch for: student demonstrations, taxation, the economy, inflation, depression, recession, environmental hazards, industrialization, civil rights, crime, prohibition, disease, feminist movement, labor reform, war, isolationism, child-care, etc. There are many more issues to consider, but these examples should give you a start.)

Newspaper Basics

Activity 14

Objective:

Describe newspaper audience

Target Audience



Careful analysis of a newspaper can reveal a description of a particular locale, its economy, schools, problems and lifestyles.

A similar analysis can tell you what a newspaper's reading audience is like. Since a newspaper generally tries to meet the needs and expectations of its diverse audience, the contents of the newspaper can mirror its readers.

Student Name _____

- Carefully analyze the content of your local newspaper and identify specific items and the audience to which each item would appeal. Note the items and audience in the space below. (An example is provided.)

Example:

*Advertisement for car phone
in the business section*

Business Men & Women

- In the following space, summarize your findings by describing the target audience of your local newspaper, based on the content of the newspaper.

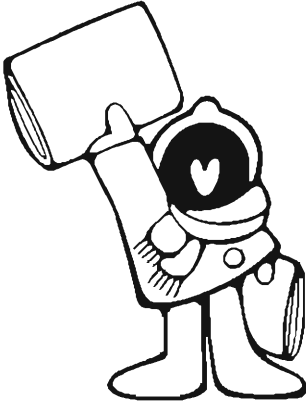
Newspaper Basics

Activity 15

Objective:

Analyze front page content

Page One



A newspaper's front page is its show page. In the opinion of its editors, it contains the most important news of the day.

The major news of the day is often showcased in the same location on the front page. In some newspapers, this may mean the the top story is always located on the upper right side of the page, but since this may vary in different newspapers, it may not hold true for yours.

Every newspaper tries to print all of the important news. Since there is not enough room on the front page for every story, the editors try to insert the most important news on the front page. Often, long stories are continued on inside pages.

Student Name _____

•Study page one of your local newspaper to answer the following questions.

•What is the headline of today's top news story?

*How many columns does page one of your paper contain?

•What special features, other than news stories, are on the front page of the newspaper?

*How many front page stories are completed on or continued from page one?

_____ # Completed _____ # Continued

*What are the headlines of each "continued" front page news story (give the first headline and the second headline from the inside pages)?

1st Headline

2nd Headline

*How many news stories are located on page 1? _____

*What percentage of the front page news stories in your newspaper represent each of the news coverage areas?

Local

State

National

International

News Stories

Activity 16

Objective:

Define and locate elements that make news

Touchstones



What makes news? You've probably heard that if a dog bites a man, it's not news; but if a man bites a dog—well, that's news!

One or several characteristics can usually be detected in news stories. These elements act as criteria for determining news worthiness.

On any given day, an editor faced with decisions about what to print may have to analyze the news worthiness of what is available. The editor may question the timeliness or importance of a news item. Does the news item contain an element of emotional or physical proximity for the readers? Does a news item contain information about prominent people that the reading public should know about? Does a news item contain an element of the unusual, or the unique, (man bites dog) that would appeal to the reader?

Student Name _____

- Scan the pages of your newspaper to find examples of news stories that you think contain one or more of the following described elements.
- Create a scrapbook of *Elements That Make News* by defining and exemplifying (using articles from your local newspaper) each of the elements that make news below.
- The elements below are a partial list. You should discuss, as a class, other elements that make news and consider making these a part of your scrapbook, as well.

Elements That Make News

TIMELINESS
Is the news current or of interest to readers at this time?

SUSPENSE
Does the story tell of suspense created by disasters?

CONFLICT
Is there a conflict dealing with interesting persons, situations or emotions?

CONSEQUENCE
Does the story affect a large number of persons?

PROGRESS
Does the story tell about discoveries or advances of humankind through science, medicine or technology?

EMOTION
Does the story deal with classic themes of love, horror, fear, hate, jealousy, etc.?

PHYSICAL PROXIMITY
Does the story tell about an event that occurred nearby? Will people be interested in the event mainly due to its physical closeness?

EMOTIONAL PROXIMITY
Does the story tell about an event that will touch the lives of many? Will readers relate to the event because of their emotional closeness? Does the story relate to local needs and interests?

UNUSUAL
Is there an element of the unusual or the unique in the story?

PROMINENCE
Does the story deal with well-known people or social groups?

- In the space below, list other elements that you should look for to become a part of your scrapbook.

News Stories

Activity 17

Objective:

Analyze 5 W's & H

The Heart Of The Story



The newspaper's main purpose is to keep us informed of important local, national and/or world events. Unlike much writing, news stories present the most important information in the first (lead) paragraph or sentence. The lead usually answers the who, what, when and where questions about an event, with the how and why being answered later in the story.

This journalistic approach to writing, often called the *inverted pyramid* style of writing, is specifically used in stories of immediate importance to the public. These stories are called "hard" or "breaking" news.

The key to differentiating between "hard" and "feature" news is that though both contain news and information, the "hard" news contains an added element of *immediacy*—it must be printed immediately or it will lose its timely appeal.

Student Name

- Read the news pages of your local newspaper to identify five hard news stories. Include at least two stories that are local news.
- Clip only as much of the story as is necessary to locate the who, what, where, when, why and how of the news. Attach the articles to this activity sheet.
- For each story, identify the answers to the 5 W's and H in the spaces below.

| <u>Headline</u> | <u>Who</u> | <u>What</u> | <u>When</u> | <u>Where</u> | <u>Why</u> | <u>How</u> |
|-----------------|------------|-------------|-------------|--------------|------------|------------|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |

- Explain why you think news stories are written in the inverted pyramid style, giving the most important facts (the gist) of the story first. Use the back of this activity page to write your answer.

News Stories

Activity 18

Objective:

Define characteristics of headlines

News Up Front



The purpose of a headline is to summarize and advertise a story. Headlines help readers decide which news stories to read by indicating the general subject and interest level of the story.

Each headline expresses a complete thought and contains the basic components of a sentence (subject, verb). A headline uses key words that express the main idea of the story concisely and accurately.

Headlines in most newspapers are similarly written. Headlines have unique characteristics that make them art forms. Though a reporter writes the story, the headlines are often written by a copy or desk editor. Writing a headline requires a special technique to say a lot in few words.

Student Name _____

- Examine the headlines in your local newspaper.
- List in the space below, special attributes or characteristics that differentiate headlines from the other parts of the newspaper.

Characteristics of Headlines

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

- In the space below, write two new headlines for two stories in your newspaper. Try to make your headlines contain the characteristics you identified above.

Story #1

a. _____

b. _____

Story #2

a. _____

b. _____

News Stories

Activity 19

Objective:

Summarize news stories

News Appetizer



Many newspapers provide readers with indexes and news summaries that present the news in capsulized form. The intention of the newspaper, of course, is not to replace news stories with summaries, but to enhance the stories and to whet the reader's appetite for the news provided on the inside pages of the newspaper.

These summaries may be found on the front page or within the first few pages of the newspaper. News summaries may act as an index, providing a reference to where the whole story can be found elsewhere in the newspaper. News summaries may make the newspaper more "user-friendly" and may serve as one answer to non-subscribers who claim to have not enough time to read every story, so they read none of the newspaper at all.

Student Name _____

- Create a news summary for your newspaper. Assume the summary will be placed on page two of your newspaper. This news summary should accomplish the following objectives:
 - create desire on the part of the reader to read on
 - create a feeling on the part of the reader that they have read at least summaries of the top news of the day
 - provide a glimpse of news in diverse areas (sports, business, entertainment, current events, editorial comment, foods, etc.)
 - provide a summary that can be read completely in 5-7 minutes
- If your newspaper already contains such a summary, you may use it as a model, or redesign it to be even better.
- Use another sheet of paper for your news summary and prepare a dummy layout to show how you envision its final look.



News Stories

Activity 20

Objective:

Reconstruct news interview

Just The Facts, Maam!



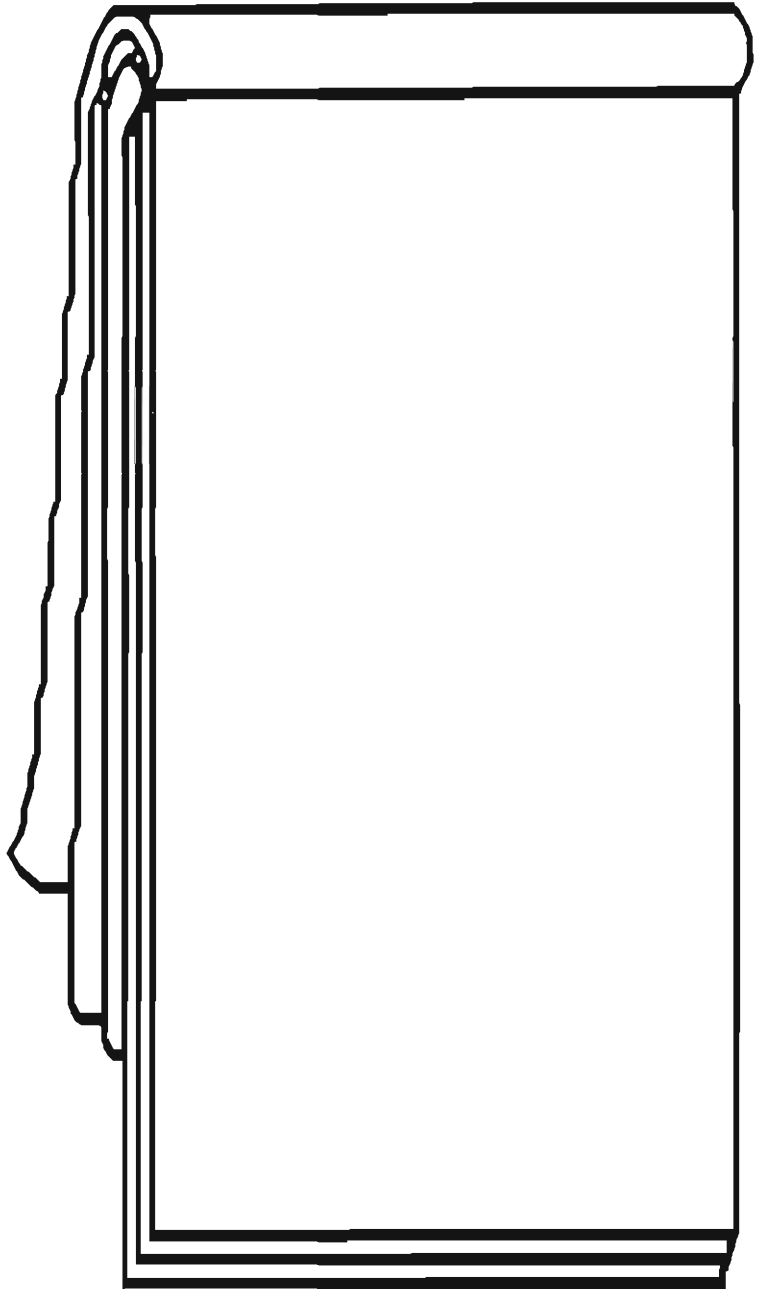
Many of the news stories in your local newspaper are based on interviews. In some cases, it is apparent that many people were interviewed to get a variety of facts and perspectives regarding a single news event.

The interview process provides a reporter with important information about an event, sheds light on an event through different perspectives and makes a story more credible through eyewitness and expert testimony as evidenced in quotations.

In some news stories, it is obvious that many people were interviewed to provide additional facts about the event.

Student Name _____

- Scan the news articles in your local newspaper to identify stories that you think were gathered mainly through interviews with individuals. (Look for quotations, phrases of attribution, etc.)
- Select one story, clip it and attach it to this activity page.
- In the reporter's "notebook page" below, recreate the questions that you think may have been asked in order to develop the attached story. Be sure to identify the person who was interviewed.



News Stories

Activity 21

Objective:

Rewrite feature as hard news

New Style-New Story



Feature stories contain news. The presentation of the feature story, when compared to the hard news story, is one of the major differences between the two.

The inverted pyramid style of writing, giving the major gist of the story in the first few paragraphs, with the supporting details given later, is used in the reporting of hard news.

Hard news also contains the element of immediacy, which sets hard news apart from feature news. A feature story may remain "fresh" for a longer period of time, therefore being suitable for publication several days after its creation. On the other hand, hard news must be published immediately or it will no longer be "news."

Student Name _____

- Scan the pages of your newspaper to identify those stories that are hard news stories and those that are feature stories. When you find examples, check the writing style (presentation) and whether or not you think the story contains the element of immediacy.
- Select a feature story, rewrite it in inverted pyramid style and add the element of immediacy to the story to create "hard news."
- Use the space below for your "rewrite." Attach the original feature story to this activity page.

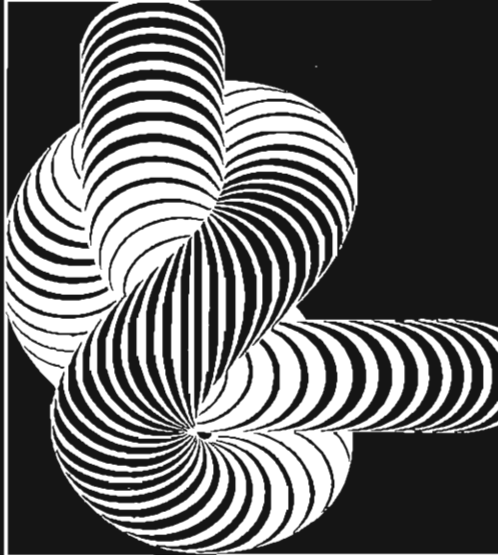
News Stories

Activity 22

Objective:

Define different perspectives of the news

The Best of Times— The Worst of Times



News stories may have many faces. To some readers, even bad news may be good news for them as individuals. Perhaps a community is losing one of its largest industries to another state. This type of story, for the most part may be *bad news* for the economy of a community and for workers facing unemployment. On the other hand, the same news may be *good news* for the employee who has been promised a position with the company after relocation in the state where he/she has always wanted to live.

In the world of journalism, complaints about "all the bad news" are not taken lightly, but a journalist must keep in mind that not all news is bad. An analysis of any newspaper will reveal that good news does, in fact, exist.

Student Name

- Use your local newspaper to identify stories that you would classify as Good News, Bad News, Neutral News. Find two stories for each category. Neutral news may be that which appears good or bad to some readers, but may be just the opposite for many other readers.
- In the chart below, list the headlines of stories for the each of the categories.
- In the neutral category, explain your decision.

GOOD NEWS

Headline #1

Headline #2

BAD NEWS

Headline #1

Headline #2

NEUTRAL NEWS

Headline #1

Explain Your Decision

Headline #2

Explain Your Decision

News Stories

Activity 23

Objective:

Explain importance of news

As The World Turns



The news stories in your newspaper report events from all over the world. This news may be about places nearby or from the far reaches of the globe.

It's important to be able to read a news story and determine what and how the events reported in the story may affect you and your community. Personal interpretation of the news is one of the most critical reading skills that should be practiced by a newspaper reader.

Student Name

- Read through several news stories in your local newspaper. Note where the stories originated, which are local, regional, national or international in scope.
- Select one article from each category. Summarize each story and describe how the events reported in the story may or may not affect you and/or your community.

NEWS STORY SUMMARY

IMPORTANCE TO YOU/ YOUR COMMUNITY

Local

State

National

International

- Identify one local or state story that may have impact on citizens in other states or countries. Clip the story, attach it to this page and explain on the back of this page what kind of impact this story originating in your local area might have on people living in a distant location.

News Stories

Activity 24

Objective:

Localize wire service news

What This Means To You



Wire services are used throughout the newspaper industry. Wire service news provides information from around the world to newspapers more economically than sending local reporters to each location to gather the news.

Information from wire service news is sometimes interpreted through news stories to keep the local reading community in mind. This interpretation helps to "localize" the information which may come from distant places, yet may have an impact locally.

Student Name

- Identify two wire service news stories from your local newspaper.
- Write an additional paragraph to add to each story. The paragraphs should contain information which "localizes" the information in the news stories for readers in your area.
- Use the spaces below to create your paragraphs. Mark an X in the spot on each of the original news stories to indicate where the paragraph you created should be inserted. Attach the original stories to this activity sheet.

STORY # 1

STORY #2

- Select a wire service story that might provide a news idea for your school or class newspaper. Create a story appropriate for the audience, using facts from the wire service story.

News Stories

Activity 25

Objective:

Identify effective transitions

Communication Connection



One of the challenges of writing a news story is to effectively link information in an organized manner, using transitional phrases or words that help connect the events or information being reported.

Transitional words help the writer create a piece that is easy to read and follow, with a smooth flow of thought. Examples of transitional words and phrases used in newswriting can be found in your local newspaper. Transition may be used from one sentence to the next or from one paragraph to another.

By using examples from professional journalistic models, such as the newspaper, an aspiring journalist may build a special vocabulary of transitional words and phrases.

Student Name _____

- In a small group, examine news stories from your local newspaper to identify transitional phrases and terms used. Create a list of transitions your group located in each of four news stories.

Transitions-Story A

Transitions-Story B

Transitions-Story C

Transitions-Story D

- As a group, evaluate the effectiveness of the transitions you found. Which of the transitions could you improve?

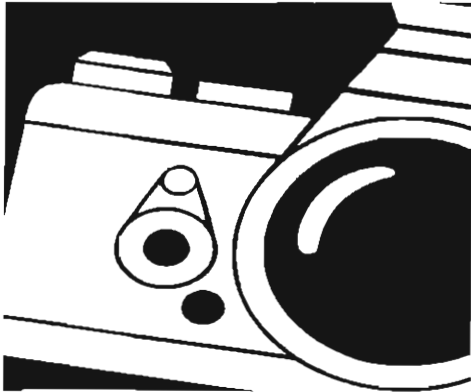
News Stories

Activity 27

Objective:

Evaluate news photos

Just Picture It



An increasingly important aspect of news coverage is the use of photos to illustrate an event and/or to enhance a news story covering an event. In some instances, a photo (or cut) and its accompanying outline provides the entire story. In most cases, the news photo provides additional visual support for a news event.

A good photo will put the reader on the scene of an event. The newspaper takes on a great deal of responsibility in its planning to get the photographer to the scene of action as soon as possible and to anticipate good photo opportunities.

For news pictures of events around the world, newspapers often rely on wire photos from the various services they use. In some cases, newspapers send photographers to major arenas of world events, e.g., The Olympics, a war, etc.

Student Name _____

- Analyze news photos in your local newspaper to develop criteria for good photography. Evaluate four or five news photos used in the newspaper's current edition.
- In the space below, describe the news photo that you think does the best job of illustrating a news event in your local newspaper. Explain your decision.

- Read the news stories in your newspaper that are not accompanied by a photograph. Select two stories that you think would have been greatly enhanced through use of a photo. Write the headline of the story and describe the composition of the news photo you would envision for the story.

Headline:

Photo Composition:

Headline:

Photo Composition:

News Stories

Activity 28

Objective:

Design and create weather narrative

Get On The Galoshes

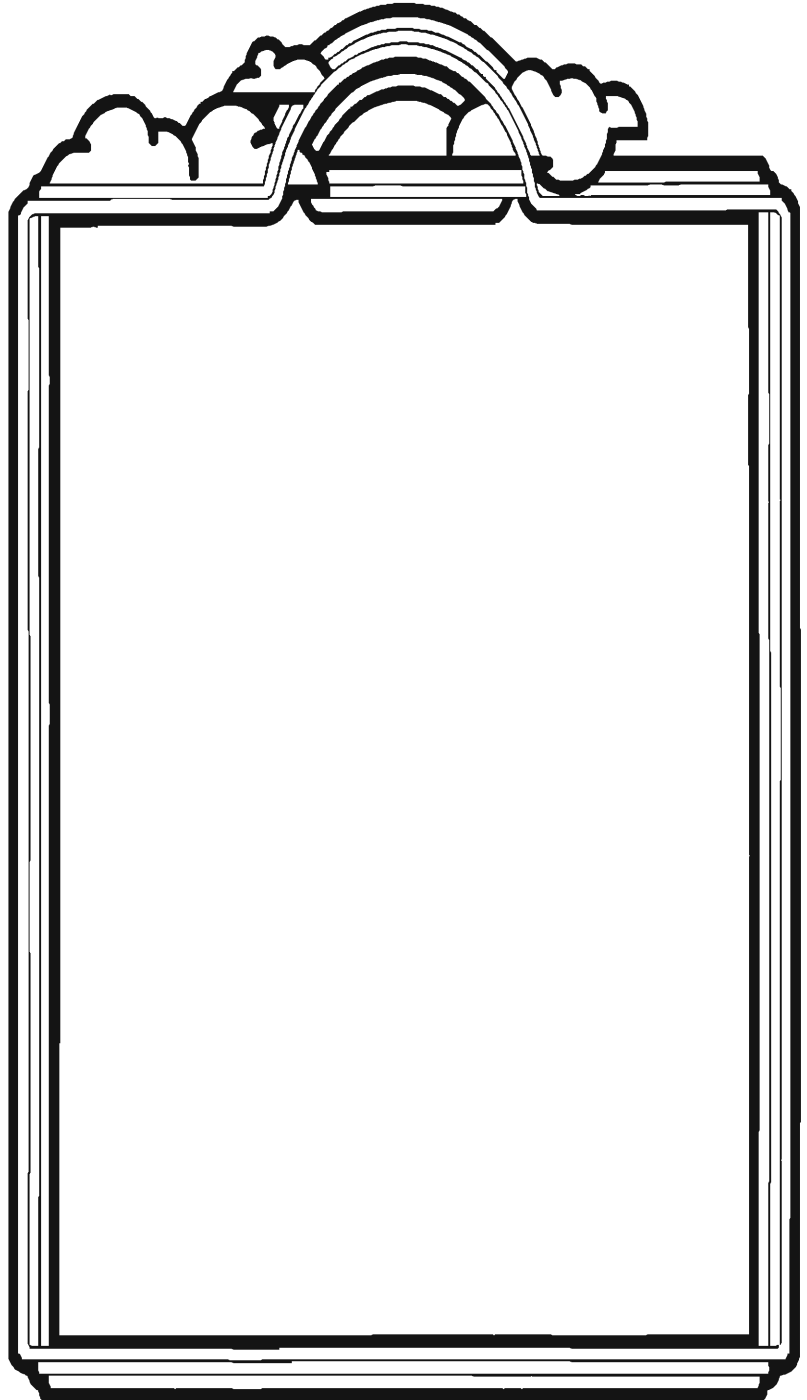


An important segment of news is that of the weather section. Conversation about the weather is a frequent topic among friends and strangers alike. Perhaps the critical role weather plays in daily lifestyle, dress, business and travel is reason for weather being a regular feature of most newspapers.

Newspapers report the weather in a variety of forms. Through illustration on maps, through charts and various symbols and through narrative, weather is often forecast or described in the weather section of the newspaper. The presentation of the weather through a variety of methods allows the reader to take what they want, a brief local summary or an in-depth analysis of weather nationally and internationally.

Student Name _____

- Clip a local, regional or national weather map from your newspaper which gives the weather forecast for the next day.
- In the space below, organize and create text which might serve as a weather report about conditions depicted on the map. Your column will have to be written in past tense, since you are describing a prior day's weather, based on the assumption that the weather map forecast was exactly correct.
- When complete, create a headline for your weather narrative.



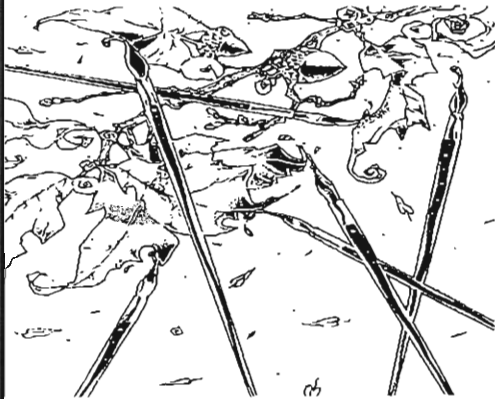
News Stories

Activity 29

Objective:

Create a graphic chart/illustration

A Graphic Art



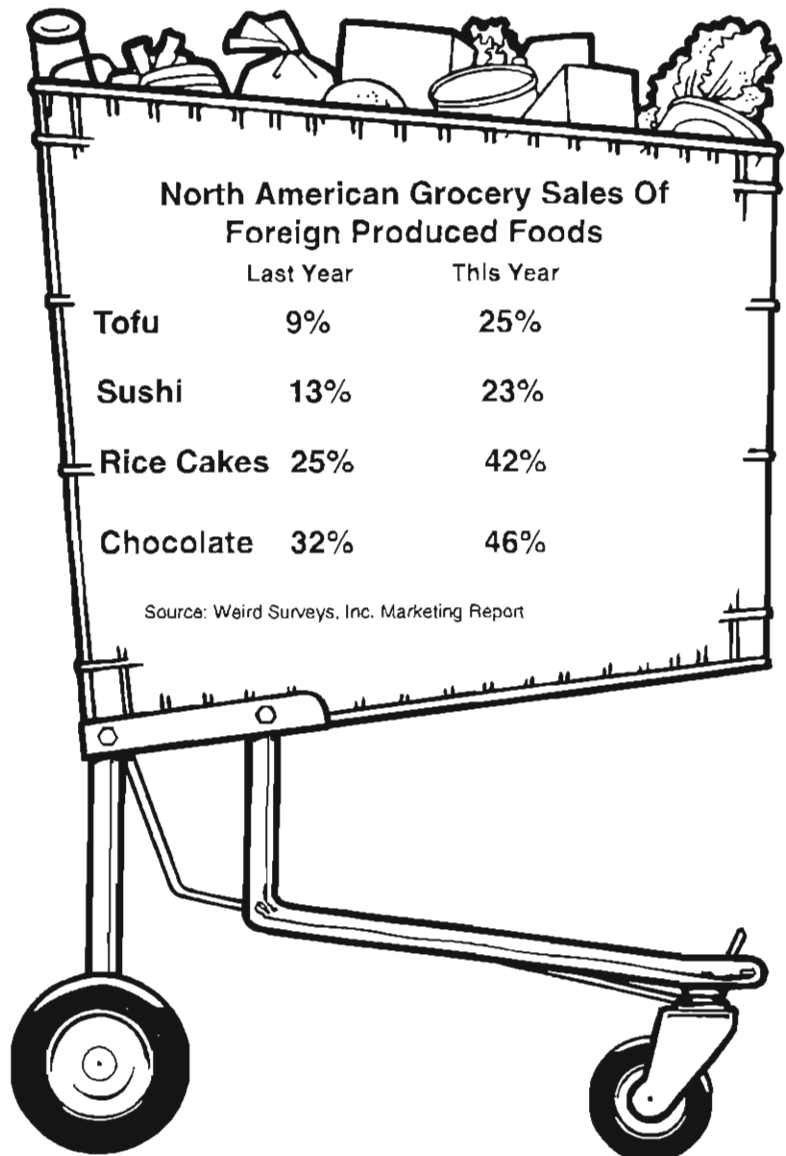
The demand to receive "news in a nutshell" has placed many newspapers in a position where they use graphics and charts as an integral part of news reporting.

Where appropriate, the chart or graph can reveal a great deal of information in an easy-to-read format. Graphs/charts also gain more popularity with readers since they permit a "break" in a news story from numerous column inches of type and are pleasing to the eye.

Of course, the content of every news story may not be appropriate for the use of a chart or graph, but when possible, these new journalistic devices can help capsule news information and provide additional enhancement of information which pertains to a news story.

Student Name _____

- Use your local newspaper to analyze the frequency of use and placement of graphics or charts in reporting news.
- Select a story from any news section that you think would be enhanced through the use of an accompanying graphic or chart.
- Either through use of a desktop publishing system or by hand, create the graphic or chart for the news story you identified.
- Clip the news story and attach it, along with the graphic or chart you created, to this activity sheet. An unscientific, whimsical example is provided for you below.



News Stories

Activity 30

Objective:

Create a news story based on human interest

You Asked For It



Since one role of the newspaper is to act as a "watchdog" for society, the result is often stories which make revelations about events and practices that are negative.

Publishing a human interest news story can balance bad news. Human interest stories are written in similar format as any hard news. A headline clearly communicates the general idea of the story and invites attention to the story. The lead must be written to provide the basic information about the story. Following paragraphs are constructed to provide additional, supporting details about the news event.

The human interest story usually touches the emotions of the reader. Human interest stories are popular since they may contain people or events with which readers easily identify.

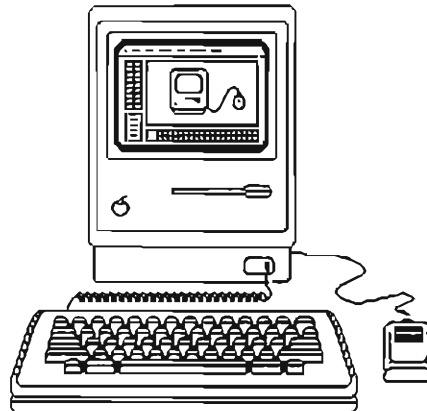
Student Name

- Using your copy of the local newspaper, identify a news story from which may come ideas for stories of human interest. For example, a story about toys stolen from a welfare agency may evoke ideas about a story on the director of the agency, families who have relied on the agency in the past for needed holiday aid or a generous donor of new toys.
- Write the headline of the news story selected in the space below and list some of the human interest news tags or story ideas you generated from reading this story.

Headline

Human Interest Story Ideas

- Select one of your story ideas and develop your human interest story based on facts from the original news story and ideas you imagine might be a part of this new story.
- Use the space on back of this paper or use your desktop publishing system to create your human interest story.



Features
Activity 31
Objective:

Analyze feature stories; create feature story

Feature This!



Feature stories, unlike news stories, are not limited to news events, though many feature stories may be linked to a current event.

Features can cover a wide variety of topics and may deal with the emotional or human side of a story. Feature stories do not follow the inverted pyramid style of writing. They may be written in different styles and from different points of view. Unlike news stories, feature stories tend to use informal or descriptive language, may include opinion and are generally written in an essay style.

Feature stories do not contain the element of immediacy that hard news stories do, though a feature story may be classified as news. Features retain freshness despite printing several days after the story is received.

Student Name _____

- Examine several issues of your local newspaper to identify examples of feature stories.
- Using two of the examples you found, complete the information requested below about each story as completely as possible.
- Attach to this activity sheet the two feature stories you analyzed.

Feature Story #1

Headline:

Subject of Feature:

Human Appeal:

Main Idea:

Interesting Details:

Feature Story #2

Headline:

Subject of Feature:

Human Appeal:

Main Idea:

Interesting Details:

- Create a feature story for your school or class newspaper about a special program or person at your school. You will need to identify a topic, select a person(s) to be interviewed to gather information, develop an interview or survey and prepare an outline to organize your story. When you have completed the story with an attention-getting headline and opening, develop a brief list of appropriate photos or illustrations/graphics that might accompany the story to further enhance its presentation.

Features
Activity 32
Objective:

Create comic strip feature with journalistic setting

True To Life



Newspapers publish comic strips which are made available through contracts with various syndicates. This process frees the newspaper from hiring several individuals to produce comic strips and frees the comic strip creator to focus on the art of creation, rather than the business process of selling strips to individual newspapers. Syndicates provide a valuable product to purchasing newspapers.

The importance of comic strips published in the newspapers comes as a result of audience demand. If the newspaper wants to hear the voice of the people, all it has to do is start changing comic strips, dropping old classics and adding new ones. So why all the fuss about comic strips?

Comics are strictly intended as an entertainment feature of the newspaper. In their own way, comics help balance out the news with a view of the lighter side of life.

Student Name _____

- Analyze the comic strip settings of each comic strip in your local newspaper.
- Identify those comics that regularly use a certain type of career or business as a setting for the action.
- Create in the space below, a storyboard (rough sketch) for a series of comic strips for your school or class newspaper. Use your school, or your newspaper production office as a setting for the comic strips.

Storyboard for Proposed Comic Strip Series

- Can you find or recall examples of comic strips that feature the business of journalism as a setting for action?

Features
Activity 33
Objective:

Analyze tone of author in columns

Tune In To Tone



From time to time in history, tremendous furor has been generated by writers whose tone has been misunderstood. Jonathan Swift's *A Modest Proposal...* proposed that the Irish people should fatten and eat their own children to rid themselves of famine and the burden of oppression from the Church of England. Repulsive as his cannibalistic theme was, Swift upset many who took his words literally, failing to identify his ferocious mockery of social and economic systems of the time.

The same is true today. Those who write tongue-in-cheek articles may bring about criticism from readers who fail to recognize the tone of the author. Criticisms may sometimes be found in the letters to the editor.

Critical reading is required to identify an author's tone in columns and special features in the newspaper.

Student Name

- Most newspapers carry the writings of special columnists, whether syndicated or local.
- Identify two or three examples of regularly published columnists in your local newspaper.
- Select two columns from your local newspaper and discuss the tone of the authors in the space below. (If you choose columns by Ann Landers or Abigail Van Buren, be sure to analyze the tone of the letter writers, as well.)

- Clip each article you analyzed and underline words or phrases that are clues to author's tone.

Features

Activity 34

Objective:

Analyze advice columns, practice giving advice

The Way I See It



Advice columns have long been featured in newspapers across the nation. These popular columns have grown in number and type in recent years.

Personal advice columns, like those of Ann Landers and Abigail Van Buren, have been joined by others that offer advice in specialty areas like health and medicine, do-it-yourself projects, home decor, business and gardening.

The format that many of these columns follow is that of question and answer or letter and response. Whatever the format, columns and features such as these perform a valuable reader service, and in some cases, provide entertainment and important information.

_____ Student Name

- Select various advice columns from your local newspaper to study topic, frequency of publication and format.
- Discuss the audience that each column would attract.
- In the space below, create a list of five possible advice columns that you think would meet the needs of students in your school.

POTENTIAL ADVICE COLUMNS FOR SCHOOL NEWS

- From the above list, select one topic and challenge class members to develop letters or questions to address to the "columnist." In groups of two, practice writing responses by creating two different answers to each problem posed by class members.

Features

Activity 35

Objective:

Develop regular variety column for school news

Potpourri



Regular columns that feature news and events about famous people, rock stars, screen and TV stars, political people, etc., seem to appeal to and attract a good many readers. Even minor news about a major personality becomes big news in columns such as these.

In the school or classroom newspaper, similar columns may play an important role. Featuring an avocation of a particular teacher or an important volunteer effort on the part of a group of students, for examples, may be newsworthy to the reading audience.

Student Name _____

- Study columns offered in your local newspaper that you think probably reach a diverse audience. Analyze the content of these columns and discuss reasons for the columns' appeal.
- Create a similar column for your classroom or school newspaper in the space below. The column must be factual. Base your column on school personalities, staff and students. It should be informational with an interesting twist. Create an inviting title for your column.

Features
Activity 36
Objective:

Write a how-to article; give directions

Building Blocks



Many feature articles consist of giving directions to the reader for construction of a project, creation of fine cuisine or completion of a flower garden, to name a few topics.

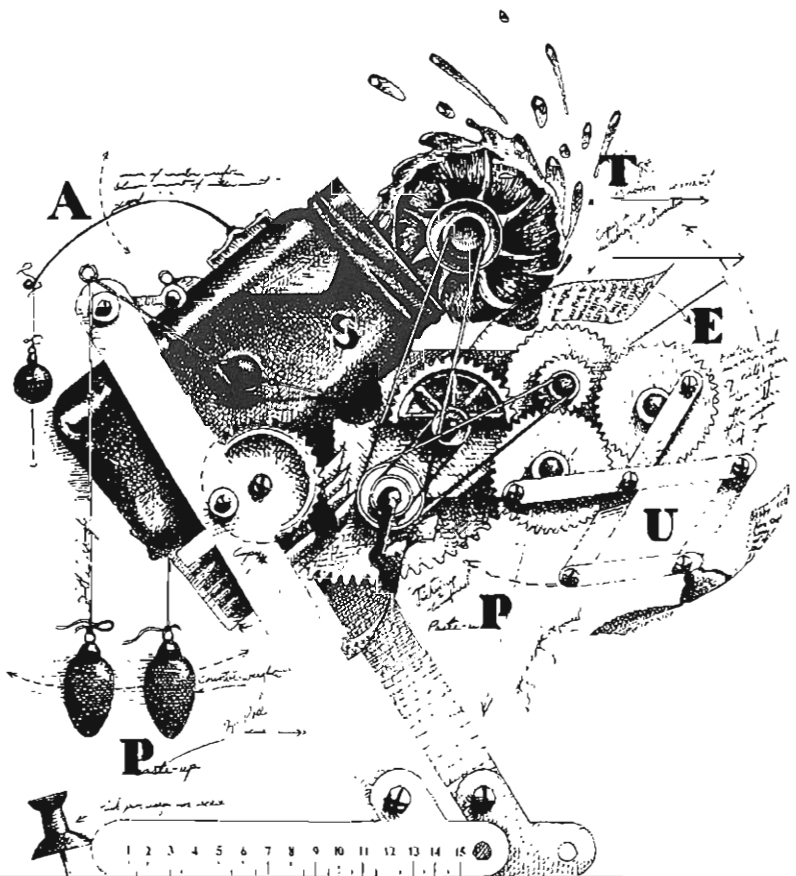
The importance of the content of such features may be overlooked by the novice journalist, but clear, concise instructions or directions are just as important to these articles as the facts are to articles reporting current events. Articles of this nature are important to any newspaper trying to fulfill its role of providing information, entertainment and service to its readers.

Giving directions in writing can be a challenging, yet fulfilling task.

Student Name _____

- Use your local newspaper to identify examples of articles which give instruction or provide directions for the completion of a particular project.
- Analyze the organization of the article, noting how each step is introduced, how transitional words or phrases are used to help the article flow smoothly and how the final object is described.
- In the space below, identify several possible projects that you would feel capable of describing in print.

- Create a rough draft of your how-to article on the back of this page. If a photo or illustration is necessary, provide a rough sketch. Test your article by having a parent or classmate follow the directions, verbatim, to completion of the final project.



Features

Activity 37

Objective:

Create a feature based on survey information

Top Ten Hits



Among the many features in newspapers, some may be based on results of surveys. Surveys help to analyze trends and measure public opinion on a variety of topics.

Entertainment features may include brief feature segments about the top five or ten box office hits, based on box office receipts, for example. Another likely feature may report the top ten singles in the world of music, based on sales.

Whatever the focus, surveys may help analyze public opinion and provide information to be published in the newspaper. Construction of a survey includes questions that will be asked as well as the audience that will be interviewed for information. The source of the information should always be included in the reporting of a survey.

Student Name _____

- Scan your local newspaper for feature stories and /or charts which have been created as a result of survey.
- Create your own survey for your school or class newspaper by identifying topics of interest and an audience to survey.
- List possible topics below.

- Conduct your survey, analyze the data collected and decide in what format the information collected would best be presented (feature story, chart, graphic).
- Prepare your survey results for publication. If possible, include a comparison with the survey results on a similar topic from your local newspaper. For example, how did student response compare with box office reports for the top ten movies?

Features

Activity 38

Objective:

Analyze components of a review; create review

Good Food, Great Service



Critical reviews are often published in newspapers as features and offer a service to readers. Reviewers are usually experts who offer opinions and judgments about their area of expertise.

Critical reviews often focus on restaurants, theater, movies, television, books, music or other methods of entertainment. Reviews may contain praise for some aspects of the topic and dissatisfaction with other aspects. In a restaurant review, for example, the food may be great, but the service may be slow.

Reviews are intended to help the reader get the most from his or her time and money expended on entertainment. From recommendations made in a review, a reader may have a better idea of what to expect.

Student Name

- Select a critical review on any topic of your choice from your local newspaper.
- Read the interview carefully and answer the questions in the chart below.

Review of _____

Topic:

Explain what the reviewer liked...

Explain what the reviewer disliked...

Describe the tone of the review.

List adjectives which helped you determine the opinion of the reviewer.

What were the reviewer's recommendations?

- On a similar subject, create a review for your school or classroom newspaper. Include all facets of the topic. Be fair, since you are reviewing in behalf of the reader. Include praise and dissatisfaction, if appropriate. Use another sheet of paper, your word processor or desktop publishing system for the final creation of your review.

Features
Activity 39
Objective:

Evaluate entertainment features

Crossword Critique?



One of the basic roles filled by the newspaper is to provide entertainment for the reader. Entertainment comes in many forms. Some entertainment features are offered directly to the reader (comics, crossword puzzles, humorous columns, etc.), while other features act as a directory for outside entertainment (movie listings, television guide, stories on new musical album releases, directories of free or low-cost community activities).

Examination of your local newspaper may reveal the diverse topics in the world of entertainment.

_____ Student Name

- Examine one issue of your local newspaper to identify as many examples as you can of entertainment features.
- List below each of the features you find and evaluate on a scale of one to ten, the entertainment value of each feature. (1-Poor; 10-Excellent) Include a brief identification of the audience the newspaper intends to serve through each feature.

| Feature | Entertainment Rating (1-10) | Audience |
|---------|-----------------------------|----------|
| | | |

- In the space below, write a proposal for an entertainment section that you think would have wide appeal for people in your age group. List some of the features that should be included in each installment of this section.

Editorials
Activity 40
Objective:

Create an editorial on a current issue, plan purpose

Thoughts That Count



The editorial pages in a newspaper provide space for comment by writers and readers. This section, whether brief or extensive, plays an important role in helping the newspaper to fulfill its duties in providing interpretation of significant news events for the reader.

All of us have opinions about different topics, but the editorials in a newspaper are written with a specific purpose, to avoid incoherent ramblings of one person's opinion, based on emotion only. The purpose of an editorial may be to explain the significance of an event, to criticize action of an individual or group or to persuade the reader to take action or think about an issue. Sometimes an editorials purpose may be to praise an event, an individual or group or to eulogize a loss to the local or world community. Determining purpose is an important step in writing a meaningful editorial.

Student Name

- Use your local newspaper (several different issues) to identify examples of editorials that perform different functions...to interpret, to entertain, to praise, to persuade, to criticize, to eulogize or to inform. Try to find one example for at least four of these categories.
- Be prepared to explain your choices aloud to your class.
- Study one local issue of your choice by reading the current events and editorials in your newspaper for two weeks.
- Create, in the space below, an editorial essay with a specific purpose in mind.
- Before you begin, identify the topic and the purpose in the space provided.

TOPIC:

PURPOSE:

EDITORIAL:

**Editorials
Activity 41
Objective:**

Design editorial cartoon based on a current event

Illustrated Opinion



Editorial cartoons often say in pictures what might take many words to describe. The art of the editorial cartoon depends on two basic components, use of symbols and knowledge of current events.

If you fail to keep up on current events by reading the newspaper on a daily basis, you risk the inability to understand an expression of opinion in an editorial cartoon. The editorial cartoonist likely spends a great deal of time reading newspapers, developing ideas for editorial comment and designing several cartoons for submission for the next edition of the newspaper.

Symbols used in cartoons often depend on stereotype to convey a message. Politicians may be viewed through caricature or as fat cats or cigar-smoking wheeler-dealers. Whatever symbol is used, the intention is to convey opinion through art.

Student Name

- Select five news stories from your local newspaper that you think might make good "food for thought" in an editorial cartoon for the next edition of the newspaper. Write topic possibilities below.

POSSIBLE TOPICS FOR THE EDITORIAL CARTOON

- Place a star beside the topic above that you plan to editorialize through a cartoon.
- Use the space below to sketch your planned cartoon.

- Identify two recent school events that you think might be good topics for an editorial cartoon in your school or classroom newspaper.
- Describe the two cartoons you envision on these topics.

1.

2.

Editorials
Activity 44
Objective:

Conduct an editorial board meeting

Board Meeting



Major newspapers have editorial boards that meet regularly to discuss and plan editorials.

If comprised of several members, the board is likely to discuss the research findings of its members on proposed issues and discuss the stance of the individual writer. Often, even editorial boards do not totally agree within its ranks on some views that are expressed by individual members through editorials and cartoons.

Another part of the agenda of an editorial board meeting may include informal interviews of candidates for office, etc. During election years, editorials are written which support certain candidates. To do so, an editorial board must hear the views of the various candidates.

The agenda for editorial boards is crucial in planning the editorial pages.

Student Name

- Within your class, discuss what the agenda for a school newspaper's editorial board might include prior to your next publication.
- In the space below, set out an agenda for your editorial board meeting, including time for remarks by each of the editorial writers, cartoonists and columnists. Be sure to analyze the "balance of opinion" to be contained in your next edition.

**Editorials
Activity 45**

Objective:

Analyze liberal, conservative, radical views

Left or Right?



In this society a person in public office is often "labeled" as a *conservative, liberal, or radical*. These labels usually identify, to some degree, the political philosophy of a person. According to the Dictionary of American Politics, these terms are defined as follows.

•**Conservatism**-1. General and uncritical opposition to change of any sort. 2. A reasoned philosophy...directed toward the control of the forces of change in such a way as to conserve the best elements of the past by blending them into an organic unity with new elements in an ever-evolving society.

•**Liberalism**-A philosophy which reflects an attitude favorable to the freest and fullest development of the individual, and to the elimination of laws, institutions, conditions and beliefs which restrict human development.

•**Radical**-One who advocates immediate and fundamental changes in governments and laws, especially laws relating to economic and social welfare.

Student Name _____

- Discuss in class the definitions and views of a liberal, a conservative and a radical.
- Examine the local newspaper to find these terms used to describe a person or philosophy. Identify high profile politicians who might be examples of persons with these varying views.
- Select one issue of current interest in your local newspaper or one issue that is of great interest in your school.
- Create three brief letters to the editor on this same issue, each exemplifying the points of view of a radical, liberal or conservative.

ISSUE:

Liberal Point of View

Conservative Point of View

Radical Point of View

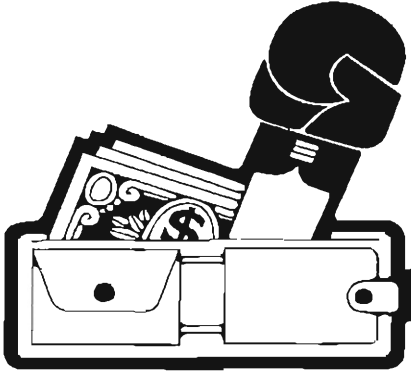
Advertisements

Activity 46

Objective:

Examine types of advertisements

Buy It, Sell It



Though numerous kinds of ads exist, three basic types of advertisements can be found in most newspapers.

General advertising emphasizes a product, brand or company (a specific airline, a food product or a specific name in clothing). Occasionally, several stores that carry that brand share the cost of the ad and have their names listed on the ad (e.g., a new car debut or frozen food product).

Retail advertising emphasizes merchandise, products or services available at a particular store or place of business. Frequently prices are included in these ads to attract customers to the store paying for the advertisement.

Classified advertising serves business and private sellers. Most classified ads are comprised of brief lines of type. These ads may also include lost and found, employment opportunities, automobiles and real estate.

Student Name _____

- Examine different types of advertising in your local newspaper.
- Identify several examples for each of the basic types.
- Create three posters for each type of advertising. Each poster should bear a heading, a definition of the type of advertisement that is the topic and examples. The examples should be of the different products/services advertised through this approach.



Advertisements

Activity 47

Objective:

Evaluate advertisements with sales appeal

Fulfilling Dreams



Advertisements often use words or illustrations that appeal to the reader's senses. Words that perform this task are called descriptive adjectives.

These adjectives may focus on the economy or quality of a product or service being advertised. More than likely, the adjectives will imply how much the product or service will enhance the life of the potential purchaser.

Coupled with effective illustrations or photos, the creative advertisement will get attention and create revenue for the company or business that is paying for the advertisement.

Student Name

- Within small groups, establish criteria by which newspaper retail advertising, in your opinion, should be judged. Should art or photography be high on the priority list for good advertising? Should adjectives be simple and straightforward, or should they be glamorous? What types of information should all ads contain? What qualities separate *good* advertisements from *great* advertisements?
- Use the space below to list criteria your group chooses as measurements of good advertising.

CRITERIA FOR EVALUATING RETAIL ADVERTISEMENTS

- Evaluate at least five advertisements from your local newspaper, using the criteria you established. Create a poster to report your evaluations.
- On your own, design an advertisement for a local business that you would like to see paying for ads in your school or class newspaper. Prepare the ad to take to the business you selected.
- If possible, report to the class what response the business had in relation to your proposal.

Advertisements

Activity 48

Objective:

Identify links between ads and current events

Hop On In To Big Savings



Current events and seasons of the year are often reflected in advertising. One of the major objectives of a good advertisement is to get reader attention. By capitalizing on a mood or current trend, advertisements lure the reader to read the ad and take action to buy a product or a service.

Links to seasons of the year or current events are so evident in many advertisements that a reader could predict the approximate month of issue, just by seeing the advertising. Some of these current events connections may seem appropriate (grocery ads for big savings on turkeys, yams and cranberries at Thanksgiving), but other connections may be a bit more contrived (Celebrate your own independence with a new car from Uncle Sam's Motors).

Student Name _____

- Scan editions of your local newspaper to identify advertising connections with current events. These connections do not have to be purely seasonal, you may find some ads that are a direct result of a current event. (An ad for loan refinancing at a low rate of interest may be a link to an announcement by the Federal Reserve Board to lower prime interest rates.)
- In the space below, describe ideas you have to create three different ads to connect with a recent current event or season of the year. Select from the list given below one to three different products to "pitch" to the reading audience by connecting with current events.

PRODUCT LIST: Car Tires, Televisions, Milk, Irons, Shovels
(If you think this is not an easy list to work with, keep in mind that advertising professionals don't get to choose the product they are selling; they only develop the approach!)

Advertisements

Activity 49

Objective:

Create an advertising "pitch" for a business

You Won't Be Sorry



Advertising executives who work for newspapers have the awesome responsibility to bring in advertising revenue for the newspaper by selling advertising space.

To sell space in the newspaper, an advertising executive is usually equipped with important data (usually provided by the newspaper's market research department) about people who read the newspaper, the number of readers, the circulation figures of the newspaper and the reading habits of those likely to rely on newspaper ads. This information helps the advertising executive make a sales pitch to get new business or to retain long-time advertisers.

Most businesses have a budgeted amount of money to spend on advertising. The business must decide how and where the money will be spent, for space in newspapers, magazines, or air time on radio or TV.

Student Name

- Discuss the advantages of newspaper advertising when compared to other media. Within small groups, create a list of newspaper advertising advantages. Use the space below for your list.

THE NEWSPAPER ADVANTAGE

- Anticipate some of the questions a potential advertiser (business) might pose to a newspaper advertising executive about the value of newspaper advertising. Create that list below.

QUESTIONS A BUSINESS MIGHT ASK

- Role play several different situations in class, with some playing the role of the advertising executive and others the role of the business person with budget money for advertising. Ad executives should be prepared to answer some difficult questions posed by the business person and to defend and "pitch" the value of the newspaper as an advertising vehicle. You may want to role play situations that you might encounter if you are trying to sell advertising space in your class or school newspaper.

Advertisements

Activity 50

Objective:

Create an advertisement for a target audience

Are You Talkin' To Me?



Newspaper advertisements may feature a variety of products or services available to the reading public.

Occasionally, it is obvious that an advertisement is directed to a particular audience or type of customer. Targeting an audience does not happen as a matter of coincidence. Advertisements targeted to a certain market may be developed after careful study and research about the needs, demands and income of an audience.

Targeting an audience provides assurance to the business placing the ad that the information will attract the business of the specific type of customer.

Student Name _____

- Use your local newspaper to identify and select an item featured in the advertising that might appeal to diverse types of newspaper readers.
- Using the item you selected, create two different advertisements that target two different segments of the reading population. Use the space below for planning each of your ads. Create your ads on a desktop publishing system or on a separate sheet of paper.

PRODUCT TO BE ADVERTISED IN ADS:

AUDIENCE #1

Age:
Income:
Interest Level:
Possible Methods To Use For This Audience Appeal...

Attention Getter:

Art/Illustration:

Rough Draft of Copy:

Layout Sketch

AUDIENCE #2

Age:
Income:
Interest Level:
Possible Methods To Use For This Audience Appeal...

Attention Getter:

Art/Illustration:

Rough Draft of Copy:

Layout Sketch

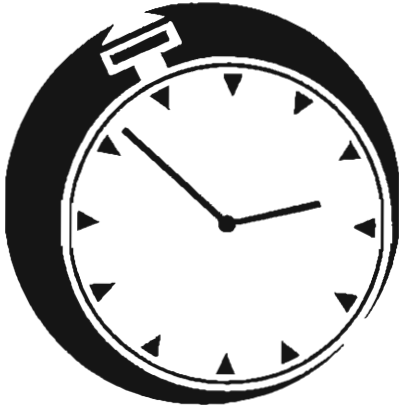
Advertisements

Activity 51

Objective:

Analyze and create promotional ads

Coming Soon



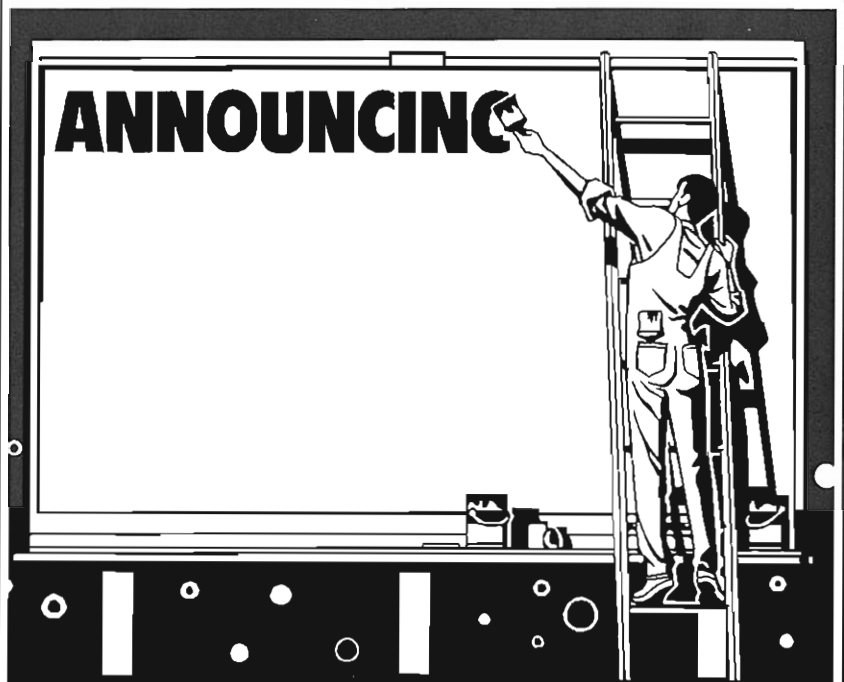
Promotional advertisements are a unique art form. Promotional ads, or promos, are often created to spark interest in a product or service that is not yet available on the market.

Promos may use mystery as a device to attract attention. A product that is to be released may even appear pictured in an advertisement veiled in a sheet (like a new car model). Many promotional ads simply inform the public that something is about to become available in the market.

Newspapers promote their own special series or games or special services through promotional ads. Often these ads begin to "run" in the newspaper just prior to availability and continue running until the event or service is in full swing or is completed. Newspaper promos may appear to promote the purchase of the newspaper on a more regular basis by the occasional buyer.

Student Name _____

- Read your local newspaper, scanning several different issues, to practice identifying promotional ads. Try to find examples of advertisements in the newspaper in which the newspaper itself is the advertiser and is promoting its own product—the newspaper.
- Create a series of promotional ads that you think will help promote greater newspaper readership. Your ads may focus on the daily newspaper or on your class or school newspaper. The series of advertisements you develop should be designed in such a way that they may be used at any time and revolve around a specific theme.
- Present your promotional ads to the class by showing examples on a poster or in a flip chart. Invite input from classmates on strengthening your advertising campaign.



Advertisements

Activity 52

Objective:

Examine and design public service advertisements

PSA's



Public service announcements or advertisements may be printed as a community service by a newspaper. If advertising space is available, a public service ad may fill a space free of charge, or at a charity rate, as a public service of the newspaper.

Public service ads may be a part of a nationwide campaign by an organization or may come from a local effort in behalf of a community project or service. Ads that campaign against drug abuse or in behalf of a local adult literacy project are examples of the wide variety of topics dealt with in public service advertising.

Student Name

- Using several different issues of your local newspaper, find two examples of public service advertisements. (Often, the advertisement contains words that clearly tell a reader "This is a public service advertisement.")
- Complete the information about each ad by filling in the charts below.

PSA #1

What public good is the ad serving?

What does the advertisement advocate?

Aside from the newspaper, who are the sponsors of the ad?

What audience does the advertisement target?

PSA #2

What public good is the ad serving?

What does the advertisement advocate?

Aside from the newspaper, who are the sponsors of the ad?

What audience does the advertisement target?

- In small groups, decide on some school issues, problems or special projects that could be aided by effective public service ads in the school newspaper. Create three public service ads on one topic that could be appropriate for publication in the school newspaper.

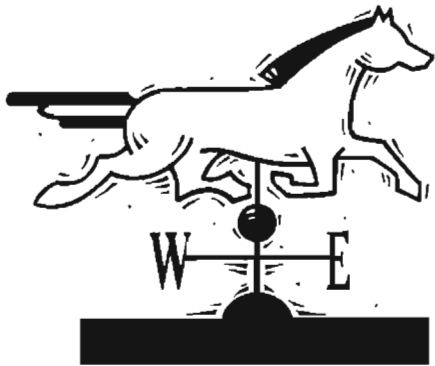
Advertisements

Activity 53

Objective:

Analyze and discuss advertising placement

Perfect Placement



The design and content of an advertisement is of utmost importance in getting a newspaper reader's attention and the intended reaction. However, placement of an advertisement (where it appears in a newspaper) can be important, especially in advertisement of items with a definite audience.

Though preferred placement of an advertisement may not be guaranteed by newspapers, some advertising clients may be allowed a choice about the particular section of the newspaper where their ad will appear. Often, special services, such as placement, may be a part of an advertising contract between the newspaper and the advertiser.

You may be able to recall seeing ads from a particular advertiser that consistently appear in a certain section of your local newspaper.

Student Name _____

- Prior to looking through the pages of your local newspaper, discuss advertisements that you recall appearing in particular sections of the newspaper.
- Look through your local newspaper to identify two advertisements that you think are especially well placed. List the business advertising, the product/service advertised and the section of the newspaper where the ad appeared. Explain why you think the advertisement placement was appropriate.

Appropriately-Placed Advertisement #1

Business:

Product/Service
Advertised:

Section/page
of Placement:

Why Appropriate:

Appropriately-Placed Advertisement #2

Business:

Product/Service
Advertised:

Section/page
of Placement:

Why Appropriate:

Advertisements

Activity 54

Objective:

Locate examples of fonts that communicate feeling

Font Appeal



A B C D E F G
A B C D E F

Different fonts of type may be used in advertising to create a mood or appeal to the senses. A newspaper reader may not consciously realize that certain fonts (types of type) may be communicating a message.

Advertisements usually rely on the copy to get attention. Part of this approach may depend on the font selected for the attention-getter. Once selected, a font may undergo slight changes in appearance by selection of type styles. Some simple type styles are bold, italic, shadow, outline, small caps, all caps or plain.

Certain fonts may communicate a variety of messages to a reader. An analysis of fonts and type styles used in your local newspaper's advertisements may reveal some surprises.

Student Name

- Use your local newspaper, focusing on advertisements, to find 6-10 different fonts used.
- Clip examples of each font you locate and paste the examples below. Indicate what feeling you think each font communicates. If possible, identify the name of each font used.

Examples of Fonts

Feeling

Font Name

Advertisements

Activity 55

Objective:

Interpret abbreviations used in classified ads

Short, But Sweet



The classified advertising section of the newspaper offers a place for readers and businesses to advertise products and services for lease and for sale.

Certain categories within the classified advertising section contain jargon and often abbreviations that are specific to the category. For example, real estate sections may contain abbreviations (Bdrms, a/c, wbf) which are of little pertinence to other categories. The extent of use of abbreviation and the abbreviation for the same item may vary from newspaper to newspaper.

Use of abbreviations in classified advertising help the advertiser save space (and therefore, money) and provide descriptions of items for sale.

Student Name

- Clip and paste the headings of five different categories from the classified advertising section of your newspaper in the space below.
- From each of the categories, find five different abbreviations used and translate each.

| CATEGORIES | ABBREVIATIONS | TRANSLATION |
|------------|---------------|-------------|
|------------|---------------|-------------|

- What are some categories that would be especially appropriate for your school or class newspaper?

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Advertisements

Activity 56

Objective:

Project future of jobs in journalism

J-Jobs



The availability of jobs in the field of journalism is likely to vary. Those who have their career focus narrowed to a specific position with a specific company may be disappointed when the dream job is not available.

Rather than searching for jobs in the field of journalism, it would be a good idea to think of careers that would need a person with journalistic skills. This approach might make the job hunt less frustrating for those who want to showcase their journalistic talents.

Student Name _____

- Use the classified and display advertising, as well as the business section of your local newspaper to identify several businesses that might employ someone with journalistic talents. Create a list of those businesses, along with jobs they might need to have filled. Include brief job descriptions for each of the jobs you list.

Businesses

Jobs

Description

- Project jobs in the field of journalism that may be eliminated and/or created by technology in the next 20 years.

Supplemental Activities in Newspaper Journalism Project Sheet A

The following activities should provide ideas for special tasks and projects to help students gain a fuller understanding of newspaper journalism. The instructor may want to use these activities for extra credit, extra practice or enrichment. The activities may be used for individual or group challenge. These activities are in no particular order. You may select those activities which seem most appropriate for your students and the objectives you have established.

57 Types Of Humor In The News

- Examine the different forms of humor used in editorials, columns, features and comics. Try to locate at least one example each of sarcasm, irony, physical-sight gag, the absurd, ridicule, pun and insult.

58 News Broadcast

- Create a news broadcast from the newspaper. Use appropriate guidelines for radio or television news and similar presentation formats. The newspaper should provide all of the information presented in the broadcast.

59 Vocabulary Expansion

- Build a notebook of vocabulary lists of terms commonly used in news reporting. Each list should be categorized. Sample categories are sports, foods, religion, entertainment, weather, world news, national news and business news.

60 Spread The Word

- Locate examples of propaganda in the newspaper. Try to find positive and negative examples. Explain your choices.

61 Marginal Choices

- Use the newspaper to find examples of typesetting techniques such as *centering*, *justifying*, *ragged right* and *ragged left*.

62 Classified Typesetting

- Reproduce five classified ads as they appear in the newspaper. Clip and paste the original classified ads to a sheet of paper. Center lines as indicated and justify all others. Use word processing software to complete this activity and attach the final printout to the sheet carrying examples of the original ads. Include any graphics, if available.

63 Font ID

- Use the newspaper to identify fonts and type size used for news stories, headlines, the flag, stock market listings, etc.

64 To Err Is Human

- Start a proofreading chart in which any error in the local newspaper or school newspaper is clipped and pasted and then corrected by the student.

65 Innumerable Opportunities

- Use the newspaper as a springboard for ideas in compiling a list of jobs and job descriptions necessary to produce a newspaper. Include jobs that may not necessarily require a degree in journalism, or even a college education.

66 Photo Story

- Use five photos clipped from the newspaper to illustrate a creative, though fictional, feature story.

Supplemental Activities in Newspaper Journalism Project Sheet B

The following activities should provide ideas for special tasks and projects to help students gain a fuller understanding of newspaper journalism. The instructor may want to use these activities for extra credit, extra practice or enrichment. The activities may be used for individual or group challenge. These activities are in no particular order. You may select those activities which seem most appropriate for your students and the objectives you have established.

67 In My Mind's Eye

- Identify picturesque language/imagery used in a column or feature story from your local newspaper. Create a chart to show findings.

68 Inferences

- Referring to headlines of news stories only, infer the content of each story.

69 Fractured Fairy Tales

- Practice creating effective headlines by developing headlines for nursery rhymes, fairy tales or current stories studied in literature classes.

70 Posthumous Honor

- Create an obituary in a style similar to that used in your local newspaper. The focus of the obituary should be a comic strip character.

71 Press Conference

- Develop a mock press conference for someone in the news. Each student should develop a set of five important questions regarding the famous person's recent or future activities.

72 Movie Titles

- Discuss the degree to which movie titles reflect the actual story line of movies. Write a feature story to report on this discussion. Compare news story headlines to movie titles. Include a description of the extent to which each reflects the body of the story.

73 Main Attraction

- Select five different items pictured in retail ads from the local newspaper. For each item, create a set of descriptors that would encourage a reader to buy the product. The descriptions must be honest.

74 Punctuation Puzzle

- Using a news story from the local newspaper from which your instructor has removed all punctuation, replace in the appropriate locations what you think is the correct punctuation. Use a stylebook from a news agency for reference.

75 What A Cite

- Cite sources referred to in news stories. Discuss what the law says about the reporter and anonymous sources. What are a journalist's obligations to sources that are revealed or kept secret?

76 Language Of Advertising

- Create a chart which represents the language of advertising. Prepare a chart of cliches, emotionally charged words and/or disclaimers used in advertisements in your local newspaper.

77 News Hole

- In a special report, discuss the importance of advertising to the newspaper. Include in your report a discussion about the "news hole" created by advertising. If no advertising existed in newspapers, what would result?