

# WHAT'S FIT TO PRINT:

## **Content Writing for Journalism**

- *What is the difference between “hard news” journalism and “features” journalism?*
- *What strategies can we use to write effective articles?*

# HARD NEWS

- ✿ **Up-to-the-minute news**
- ✿ **Can be local, national, or international**
- ✿ **“Hard” news provides information about something happening right now**
- ✿ **Usually about politics, war, economics, corruption or crime**



# FEATURES



- \* **Once known as “Soft” news; AKA a “Profile Piece” or “Human Interest”**
- \* **Can ALSO be local, national, or international**
- \* **Feature news is meant to provide background information OR entertainment**
- \* **Usually about one person, event, place, or trend**

# *Hard News*

- \* **Up-to-the-minute**
- \* **Informational**
- \* **Politics or Economics**
- \* *Makes you upset, concerned, want to take action*

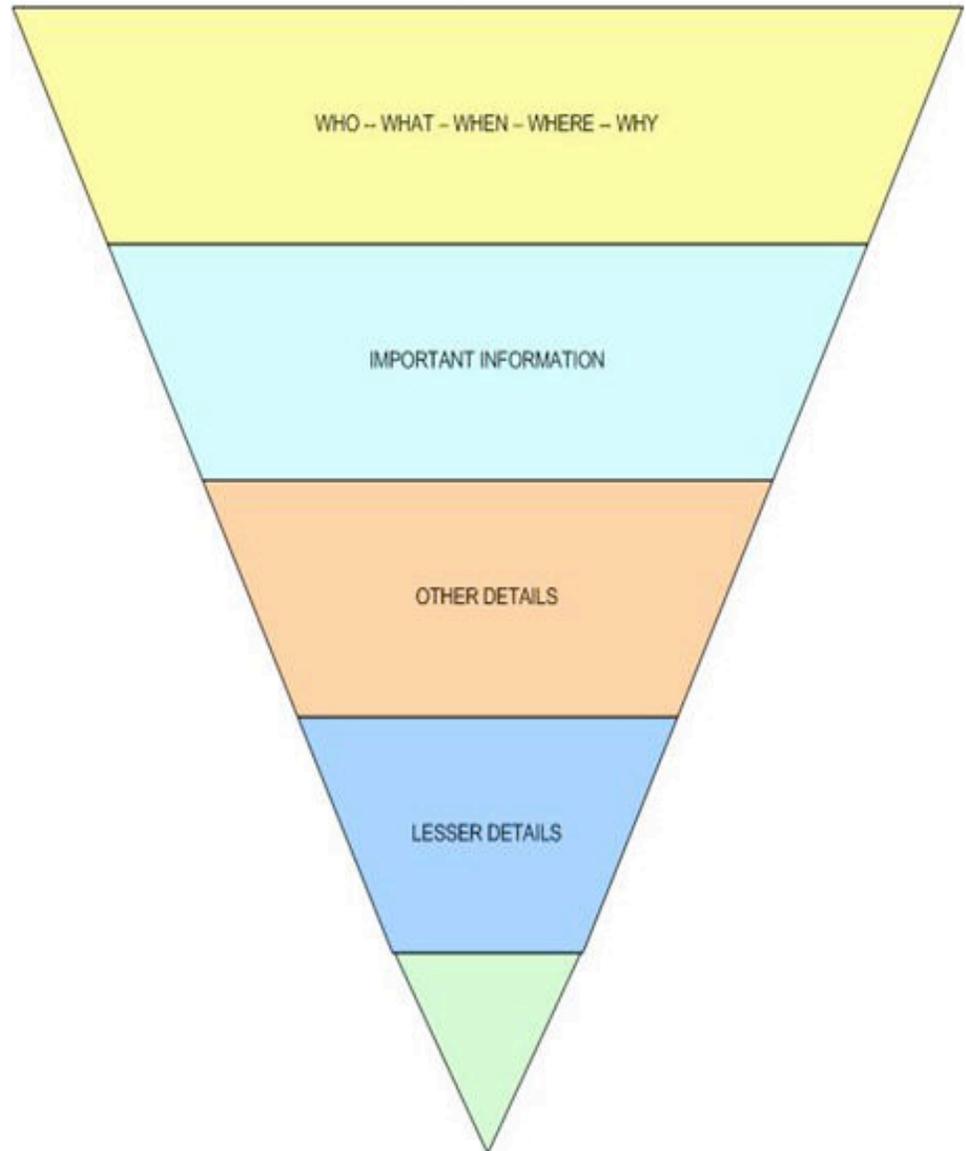
# *Features*

- \* **Current**  
(but not immediate)
- \* **Entertaining**
- \* **Arts and Lifestyle**
- \* *Makes you LOL or say “awww”*

# THE INVERTED PYRAMID

The basic, accepted  
**structure for  
how information  
is organized** in a  
news article.

## Inverted Pyramid News Writing Style



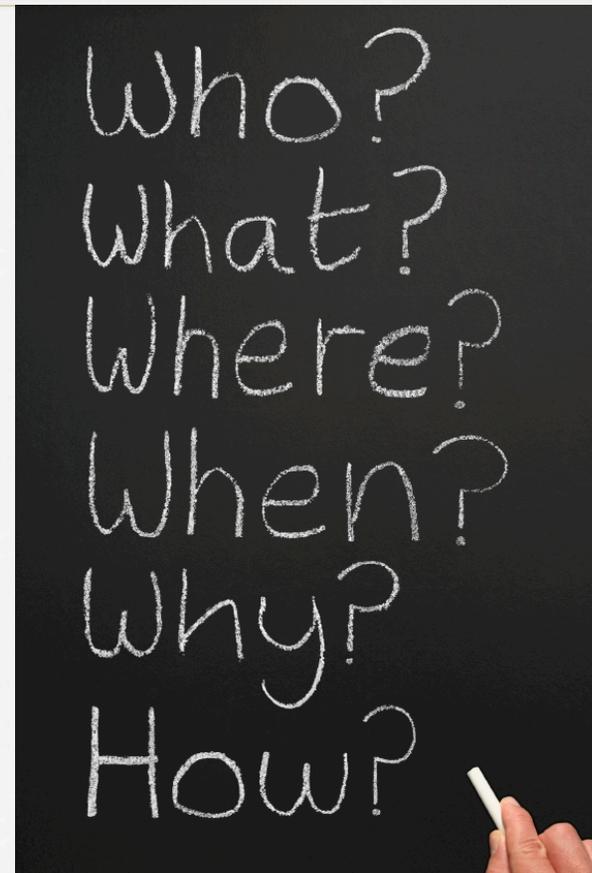
# THE INVERTED PYRAMID

- ✿ In MOST news articles, the content is arranged so that...
- ✿ Information of **highest importance comes first**
- ✿ Information of **lowest importance comes last**
- ✿ A newspaper article is arranged so that if somebody only reads the first few paragraphs, they will have all or most of what is important

# THE FIVE W'S

✱ These are **the five basic questions** that any article should address:

- ✱ **Who** is involved?
- ✱ **What** is he/she/it doing?
- ✱ **Where** is this occurring?
- ✱ **When** is this going on?
- ✱ **Why** or **How** is this happening?



# THE LEAD

- ✦ **The first sentence** of a news article is referred to as **The Lead**
- ✦ The information of **The Five W's should all fit in the first paragraph**
- ✦ The Lead tells the readers the absolute essentials of the article  
(usually in less than 40 words)
- ✦ The lead is **NOT** the headline!

# NEWS ARTICLE ORGANIZATION

1. Headline
2. Author and Publication (“Byline”)
3. Lead Paragraph
4. Body Paragraphs
  - Explanation and Amplification
  - Background Information

# WARNING: BIAS FREE ZONE

- \* A journalistic article, whether it is hard news or soft news, should maintain **“journalistic neutrality”**
- \* Journalistic Neutrality: **presenting ONLY the facts with out any bias from the author**
- \* **A true journalist writes an article using:**
  - \* Credible, primary sources
  - \* Accurate information
  - \* Precise quotations