



Writing for Electronic Media

#MC3306

What is reporting?

“I’m here. You’re not. Let me tell you about it.”

– Jay Rosen

We are storytellers.



What makes a good story?

Qualities of News

- Timeliness

The word "news" is rendered in a bold, 3D, red font. The letters are thick and have a slight shadow underneath, giving them a three-dimensional appearance. The word is positioned in the lower right quadrant of the slide.

Qualities of News

- Timeliness
- Proximity

The word "news" is rendered in a bold, three-dimensional, red sans-serif font. The letters are thick and have a slight shadow beneath them, giving them a 3D appearance as if they are floating above a white surface. The lighting is soft, coming from the upper left, which creates subtle gradients and highlights on the top and left sides of the letters.

Qualities of News

- Timeliness
- Proximity
- Conflict

The word "news" is rendered in a bold, 3D, red font. The letters are thick and have a slight shadow beneath them, giving them a three-dimensional appearance. The word is positioned in the lower right quadrant of the slide.

Qualities of News

- Timeliness
- Proximity
- Conflict
- Impact

The word "news" is rendered in a bold, 3D, red font. The letters are thick and have a slight shadow beneath them, giving them a three-dimensional appearance. The word is positioned in the lower right quadrant of the slide.

Qualities of News

- Timeliness
- Proximity
- Conflict
- Impact
- Prominence

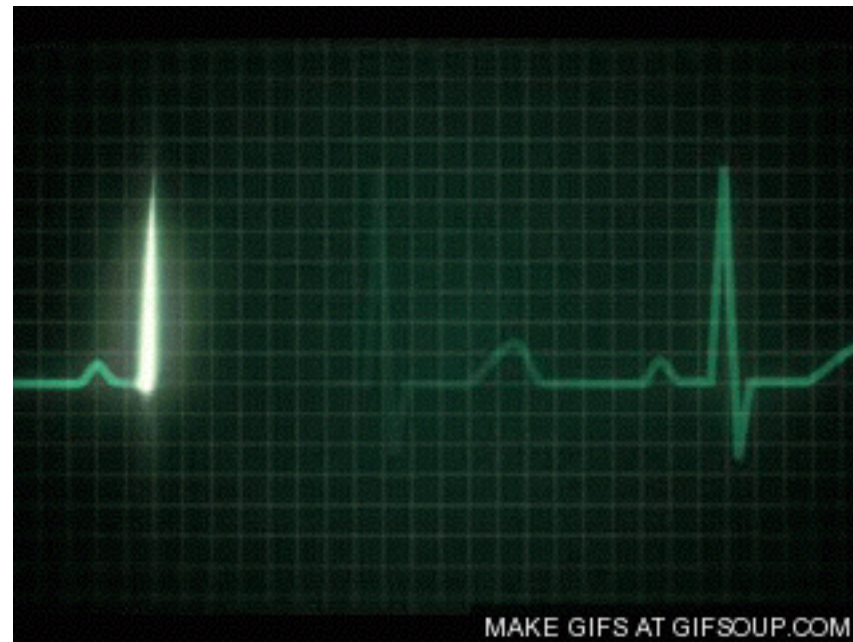
The word "news" is rendered in a bold, 3D, red font. The letters are thick and have a slight shadow beneath them, giving them a three-dimensional appearance. The word is positioned on the right side of the slide.

Qualities of News

- Timeliness
- Proximity
- Conflict
- Impact
- Prominence
- Emotion







report

story



imparts **information**

points you there

who

what

where

when

why

how



renders **experience**

puts you there

character

scenic action

setting

chronology

motive

how it happened

Poynter.

Great stories have great sound.

What is great sound?

- It does not contain facts.



What is great sound?

- It does not contain facts.
- It contains opinions, emotion and observation.



Your reporting provides the context.

**IN
ANOTHER
WORD**

Use subjective sound. Write objective copy.

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