

Storytelling - Narrative structures

# JOURNALISTIC NARRATION

*Topic 1*



## ***What is journalism?***

There are many definitions of journalism.

For the purposes of this lecture we can use the following brief description: *any text in written, audio, or visual form presented to the audience as a true description of events, or presentation of certain new, previously unknown facts.*



## ***Research and its importance***

An **analytical approach** to journalism means looking at certain information and data from all possible angles.

It's also important to pay attention to the **context** of information and data (historical, political, socio-cultural, or economic), and supporting materials (such as methods of data collecting), especially in the case of opinion polls.

It is an established practice that journalists **rely on at least two independent sources**.



## ***Features of a news piece***

Key principles of news are summarised under abbreviation "5W", which stands for questions that a news piece should answer: Who?, What?, When?, Where?, and Why?

The characteristics of news genre are:

Novelty, topicality, time and local relevance, clarity, accuracy, completeness, reliability, emotional neutrality, being unbiased, appropriate length, answers 5W.

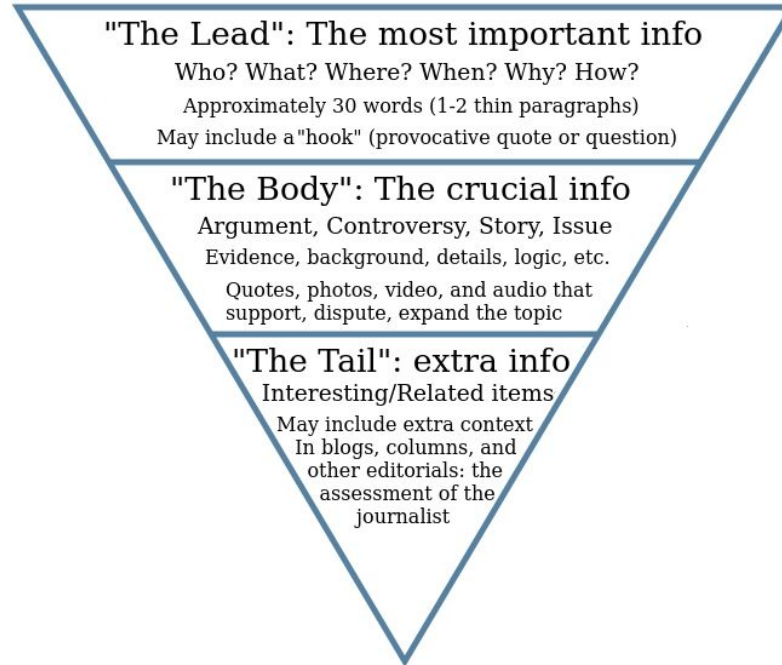


## ***Principles of creating and editing***

- 1. Select a topic***
- 2. Choose a format***
- 3. Start with the most important***
- 4. Use quotes***
- 5. Don't rush***
- 6. Question your own attitudes***
- 7. Don't be afraid to ask for help***



## *Inverted pyramid structure*



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<https://ohiostate.pressbooks.pub/stratcommwriting/chapter/inverted-pyramid-style/>



# *Headline*

It is basically a one-sentence summary of the media piece and therefore it needs to correspond with the rest of the media.

It's important to prevent the risk of **click bait** – headlines that are provoking emotions or contradict the rest of the text.

There are four main types of headlines (titles):

- Neutral headlines
- Forward-reference headlines (click-bait)
- Question-based headlines (click-bait)
- Shocking/emotional headlines (click-bait)



# Questions

The questions can be asked during interviews, but also when an author thinks about the structure of the text or plan of the research.

The most common types of questions are:

- **Open-ended question** - the answer is not limited
- **Semi-open ended questions** - are limiting the answer
- **Closed-ended questions** - it is possible to answer only by one word
- **Leading questions** - leading people to answer questions in a specific way
- **Loaded questions** - constructed in a way that is suggesting or presuming the answer





# Questions

The following questions are used less often in journalism and media, but they can come in handy:

*Dichotomous question*

*Likert scale*

*Single choice and multiple choice*

*Ordering questions*

*Matrix questions*

*Star rating*

*Semantic differential*

*Distribution of points*