**Reading Texts**

**Second Year**

**Mrs Guerfi**

**Journalistic Text**

1. **Journalistic writing** is a form of non-fiction writing used to report news and factual events.It can be utilised in newspaper articles, television reports, radio scripts and on news websites.

To achieve a more formal tone, think about the following:

* no slang, no colloquial expressions
* avoid contractions (e.g. It’s à It is /You’re à you are /Can’t à cannot)
* try to use appropriate and perhaps more sophisticated words and correct grammar
* verbs are often in the passive form in news
* aim for a polite and often objective tone (unless it is an opinionated piece)
* news language is often about Keep it short and simple.

In all types of text in a newspaper you need a *Headline* and *Lead paragraph*

**The headline** needs to catch the reader’s attention. E.g. Shark Attack at Beach

The headline must state the topic of the news in a strong, short phrase or statement. Typically the “5 W’s” (who, what, where, when and why) are answered in the headline and the first paragraph.

**The By-line:** this is the line with your name on it. It is called the "by" line because it tells by whom the article is written.

**A Lead paragraph** gives the most important information and is often written in **bold.**A lead paragraph offers the reader information in a few short sentences.Supportive paragraphs tell the reader HOW the news occurred via description and quotes from witnesses to the news.

1. **Text types in a newspaper**

**a. News Article**: reports a specific incident or development. It is formal, objective and no personal opinions are to be included.

**b. Feature Story:** The purpose of a feature story is to analyze a series of events or a development. It does not have to inform about something that has just happened. This type of text is semi-objective.

**c. Feature Story – Profile:** A feature story with focus on a profile is an examination of a certain person. Often an interview is included. Semi-objective.

**d. Letter to the editor**: Written by the readers of the newspaper where the reader expresses his/her opinion on a certain topic or react to a text earlier published in the paper.

**e. Review:** To evaluate a piece of art (books, films, shows, concerts, TV-programs, computer games etc). Generally descriptive and formal but also expresses the reviewer’s professional opinion. It is Semi-objective.

**f. Opinion column:** The purpose of an opinion column is to argue for a specific point. You want to address a problem, express an opinion and/or give a reaction to something. You want to be persuasive and convincing and cause debate. Newspapers also organise paragraphs into columns, to help the reader follow the story more easily.Columns are bodies of text placed side by side.

**Example:**

# C:\Users\elkima\AppData\Local\Temp\ksohtml1256\wps1.png **3. Column types**

**a.Personal or interpretive columns**

* + One of the most important types of columns observes and interprets life at school or university for instance. This kind of column get meaning from everyday events.

# **b.Humorous columns**

* + Sometimes the best way to make people aware of an issue is through humor. A columnist can turn a problem into humourous story.
  + Using humor isn’t easy. What you think is funny may not be funny to readers.

# **c.Life style columns**

* + Professional newspapers have people who write nothing but columns about popular culture. These topics range from
  + music to fashion, fads to TV shows. A lifestyle column informs readers about

popular trends.A lifestyle column could be on lava lamps, the popularity of boy bands or finding an after school job.

**4.What makes a column interesting?**

A column should be written to attract many different readers. A good column “speaks” to readers in a way that they appreciate.

The column is written casually and conversationally, as though the writer and the reader were talking over a soda.

What NOT to do in a column: Don’t use big words and long sentences. Readers want to be able to easily understand a column. **D**o not make the column goes on and on. Readers will stop reading. Don’t patronize readers or talk down to them.

## 5.The Anatomy of a Compelling Column

To craft a column that stands out, one must pay attention to its structure. Each part of the column has a role to play in engaging the reader and conveying the message.

### \_Opening with a Bang: The Engaging Introduction

The introduction of your column is like the opening scene of a movie. It needs to grab attention and set the tone for what’s to come. A powerful quote, a startling fact, or a provocative question can serve as an excellent hook. The intro should also provide a glimpse of the column’s angle, giving readers a taste of your unique voice and perspective.

### \_Fleshing Out the Argument: The Informative Body

In the body of your column, you’ll expand on your introduction, presenting arguments, evidence, and analysis that support your viewpoint. Here, the effective use of data, research, and anecdotes can lend authority to your writing. However, it’s not just about piling on information; it’s about telling a story that guides the reader through your logic and reasoning.

### \_Leaving a Lasting Impression: The Rewarding Conclusion

The conclusion is your chance to leave a lasting impact. It should wrap up your argument and offer a rewarding insight or call to action. Whether it’s a reflection on the broader implications of your topic or a personal anecdote that underscores your point, the conclusion should resonate with the reader and solidify your column’s message.

## \_Finding Your Voice: The Soul of Your Column

Your voice is what sets you apart from other columnists. It’s the personality and style that readers come to recognize and trust. Developing a unique voice involves a balance of authenticity and consistency. It can be conversational or formal, humorous or grave, but it must always be sincere and relevant to the topic at hand.

## \_The Freedom and Responsibility of Expression

Columnists have the freedom to express personal viewpoints, but with that freedom comes responsibility. Critiquing political decisions, social norms, or economic policies requires a columnist to conduct thorough research and present balanced arguments. It’s not just about airing grievances or lauding achievements; it’s about enriching the discourse with nuanced and informed perspectives.

Column writing is more than just sharing opinions; it’s about engaging readers in a conversation that extends beyond the [newspaper](https://journalism.university/print-media/mastering-column-writing-tips-techniques/)’s pages. By understanding your topic deeply, expressing your unique voice, and structuring your arguments effectively, you can write columns that not only inform but also inspire and provoke thought. And as you master the art of column writing, you contribute to a richer, more diverse media landscape that reflects the complexity and nuance of the world around us.