

A. ASSIGNMENT SUMMARY:

In this section, we will revisit the assignment's expectations and the steps necessary to complete the assignment effectively.

1. Assessed criteria:

- Apply professional writing disciplines such as accuracy, style, relevance for the advertorial.
- Adapt your writing to accommodate different audiences.
- Produce fundamental documents for use in media and communication.

2. Assignment details:

- *Requirement:* Develop an editorial article according to your brief to promote the product/service to the target audience/relevant stakeholder.
- *Format:* an editorial article containing 700-1,000 words, pictures, figures and other contents
- *Objectives:*
 - Your article must have a word count ranging from 700 to 1,000 words.
 - It must also have accompanying features such as illustrative images or designs, key figures or statistics and any other element that you think works best in delivering the message to your desired audience.
 - The article must be suitable for publication based on a target mass media or social media.
 - Apply storytelling technique, feature, news values as well as alternative angles/hooks.
 - Achieve a harmonious balance between textual (paragraphs, sentences, words, etc.) and visual components (images, illustrations, figures, etc.) in order to attract attention.
- *Suggested tools:* Canva and Adobe InDesign are recommended tools to design the layout of your article
- *Suggested assignment structure:*
 - Title
 - Subtitle
 - Byline
 - Introduction

- Body paragraphs (1-4)
- Conclusion

B. KEY TERM DEFINITION:

In this segment, we will take another look at the terminology associated with assignment that is discussed within the context of the course.

Term	Definition
News value	A news value is considered a criteria used by journalists and reporters in assessing the newsworthiness of stories and streams of information. Here are all of them: timeliness, proximity, significance, prominence, conflict, human interest, oddity, currency (relevance), consequence, trend, social justice.
News hook/angle	This is a nuance of a story that renders it appealing, interesting or newsworthy to a certain audience. They are pivotal as they can attract the reader's attention by tackling the same story that could be irrelevant in one aspect to being hugely relevant in another.
Editorial article	This type of article often intends to project the author's perspective and opinion on a specific issue. For this assignment, your task is to compose an opinionated article regarding the matter described in your brief in a positive, favorable light.

