



Lesson 7 Learning Objectives

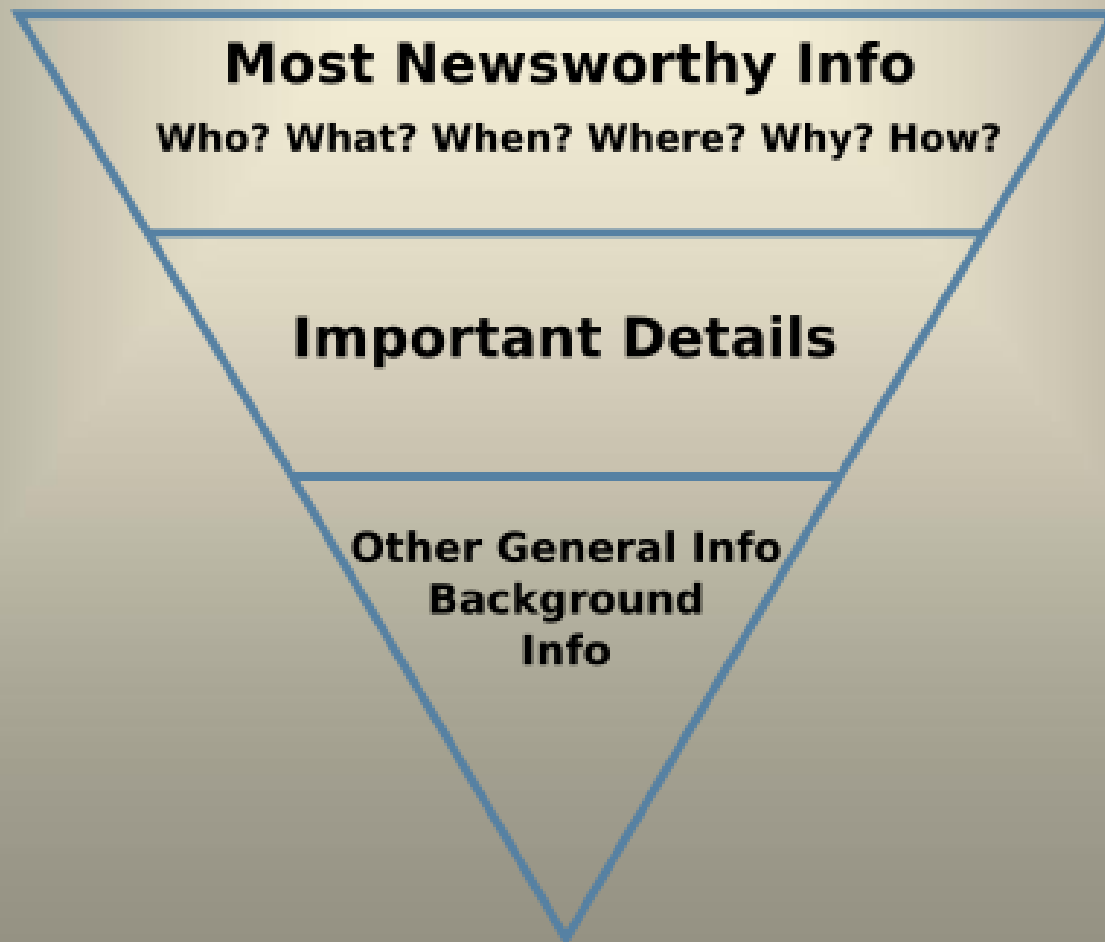
-  Review the features of editorial/commentary/opinion
-  Explore new trends in retail trade
-  Introduce top news magazines in UK and US: *The Economist*, *Time*, *Newsweek*, *US News & World Report*
-  Analyze the hourglass structure of features/soft news

Presentations in the 4/15 Class

1. Review #25 “Thinking Outside the Box,” pp. 221-224.
2. Will online retail business replace traditional retail business?
3. If you were the CEO of Luckin Coffee 瑞幸, what strategies could you adopt to increase its market share?
4. Find an editorial/commentary/opinion piece in China Daily, and analyze its structural and stylistic features.
5. Write a commentary/opinion on a recent event or trend and make sure to address logos, ethos and pathos.

News Structure:

inverted pyramid



Feature Hourglass

Turning the inverted pyramid upside down

source: Nicole Kraft "Writing for Magazines"

Inverted Pyramid

- Most important information is told first (as the pyramid base)
- followed by the next most important info
- next most important information
- down to the least important information (tip).



GET OUT 

Get in and out

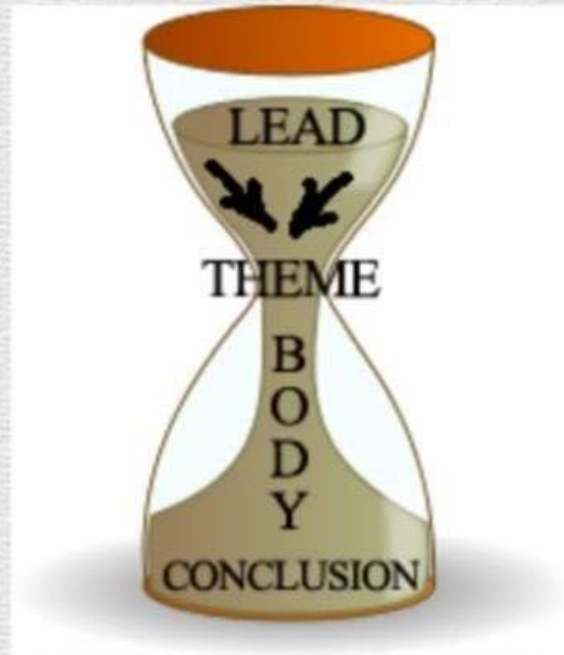
Goal: Give readers what they need as quickly as possible, with no real hope or expectation they will read through from story beginning to end.

Writing to be read

- From anecdotal lead
- To theme paragraph
- Through body
- To emotional or compelling conclusion.



How it works



All Tied Together

- Can't get into the story without lead flowing toward/through theme
- Theme connects lead and the body.
- Body allow the ideas presented in the theme to broaden, but stay connected to theme.
- Strong base holds up the story



Self Contained

No sand can flow outside of the
hourglass, and no ideas can leave
the framework presented in the
theme.



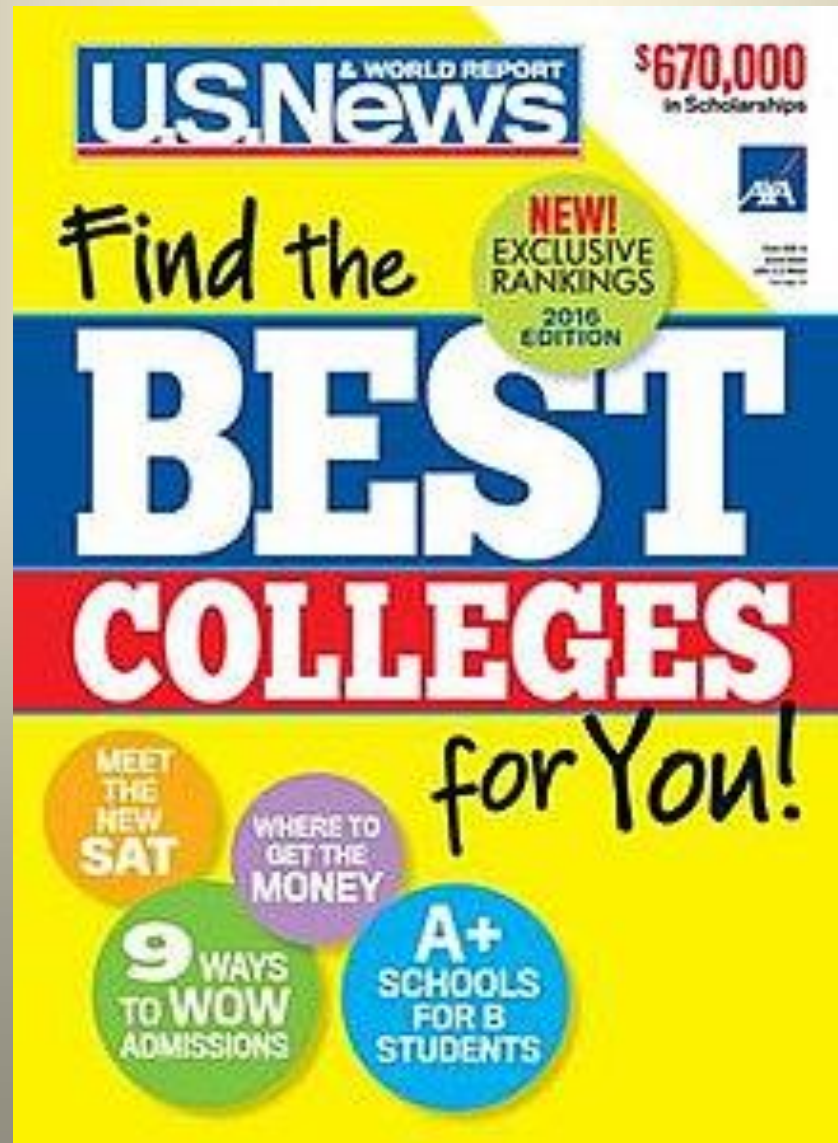
Do the texts we have read adopt the hourglass structure of feature stories?

- **Lead** (hook):
anecdote
flowing to the theme
- **Theme** (nut graph):
What is the story about?
- **Body**: supports the theme
arranged by chronology, or logical division of ideas,
or comparison...
- **Conclusion** (kicker):
quote, or after thought, or looking into the future...

US News and World Report, pp.97-98

- David Lawrence founded *US News* as a weekly news magazine in 1933, *World Report* in 1946
- 1948, *US News*, *World Report*, *US Weekly* → *US News and World Report*
- The “Top 3” weekly news magazines in the US:
- *Time*: pp. 132-133
- *Newsweek*: pp. 211
- transitioned to web-based publishing in 2011:
Nation & World; Opinion; Money & Business; Health; Education
- best known for **Best Colleges** and Best Hospitals rankings:
- * criticism from colleges, administrations, and students

2016 Best Colleges cover



In the *U.S. News* worldview of college quality, it matters not a bit what students actually learn on campus, or how a college actually contributes to the intellectual, ethical and personal growth of students while on campus, or how that institution contributes to the public good [...] and then, when you consider that student SAT scores are profoundly correlated [to] parental income and education levels – the social class that a child is born into and grows up with – you begin to understand what a corrupt emperor 'America's Best Colleges' really is. **The ranking amounts to little more than a pseudo-scientific and yet popularly legitimate tool for perpetuating inequality between educational haves and have nots** – the rich families from the poor ones, and the well-endowed schools from the poorly endowed ones.

——Sacks, Peter (May 25, 2011). "America's Best College Scam“.

University rankings

- US News and World Report
- QS
- Times Higher Education (THE)
- ARWU

The Economist, p.80

- an English-language weekly magazine-format newspaper
- Founded in 1843
- Headquarter: London, UK
- Weekly circulation: >1.2m in 2018
- Focus:
 - *world events, politics and business
 - *also science & technology, books & the arts
- Political alignment: classical and economic liberalism that supports free trade, globalization, free immigration, and cultural liberalism
- Targeted audience: highly educated, cultured readers, including executives and policy-makers
- Writing style: clarity, tight and engaging prose, dry and understated wit, precision

84 Economic & financial indicators

The Economist February 26th 2022

Economic data

	Gross domestic product				Consumer prices			Unemployment rate		Current-account balance		Budget balance		Interest rates		Currency units	
	% change on year ago				% change on year ago			%		% of GDP, 2022†		% of GDP, 2022†		10-yr gov't bonds	change on	per \$	% change
	latest	quarter*	2022†		latest	2022†								latest,%	year ago, bp	Feb 23rd	on year ago
United States	5.5	Q4	6.9	3.4	7.5	Jan	5.2	4.0	Jan	-3.3		-7.4		2.0	62.0	-	
China	4.0	Q4	6.6	5.2	0.9	Jan	2.6	5.1	Dec†§	2.0		-5.0		2.6	¥¥	6.32	2.2
Japan	0.7	Q4	5.4	3.0	0.5	Jan	1.2	2.7	Dec	1.9		-7.0		nil	-8.0	115	-8.6
Britain	6.5	Q4	3.9	4.3	5.5	Jan	4.1	4.1	Nov††	-3.1		-5.4		1.6	88.0	0.74	-4.0
Canada	4.0	Q3	5.4	3.8	5.1	Jan	3.8	6.5	Jan	nil		-7.5		2.0	72.0	1.27	-0.8
Euro area	4.6	Q4	1.2	3.9	5.1	Jan	3.1	7.0	Dec	3.2		-4.0		0.2	53.0	0.88	-6.8
Austria	5.7	Q3	14.6	3.9	5.0	Jan	2.8	4.9	Dec	1.4		-2.9		0.6	68.0	0.88	-6.8
Belgium	5.6	Q4	2.0	3.1	7.6	Jan	4.4	5.7	Dec	1.3		-3.8		0.7	76.0	0.88	-6.8
France	5.4	Q4	2.9	3.9	2.9	Jan	2.2	7.4	Dec	-1.3		-4.9		0.7	79.0	0.88	-6.8
Germany	1.4	Q4	-2.9	3.3	4.9	Jan	3.9	3.2	Dec	6.6		-2.7		0.2	53.0	0.88	-6.8

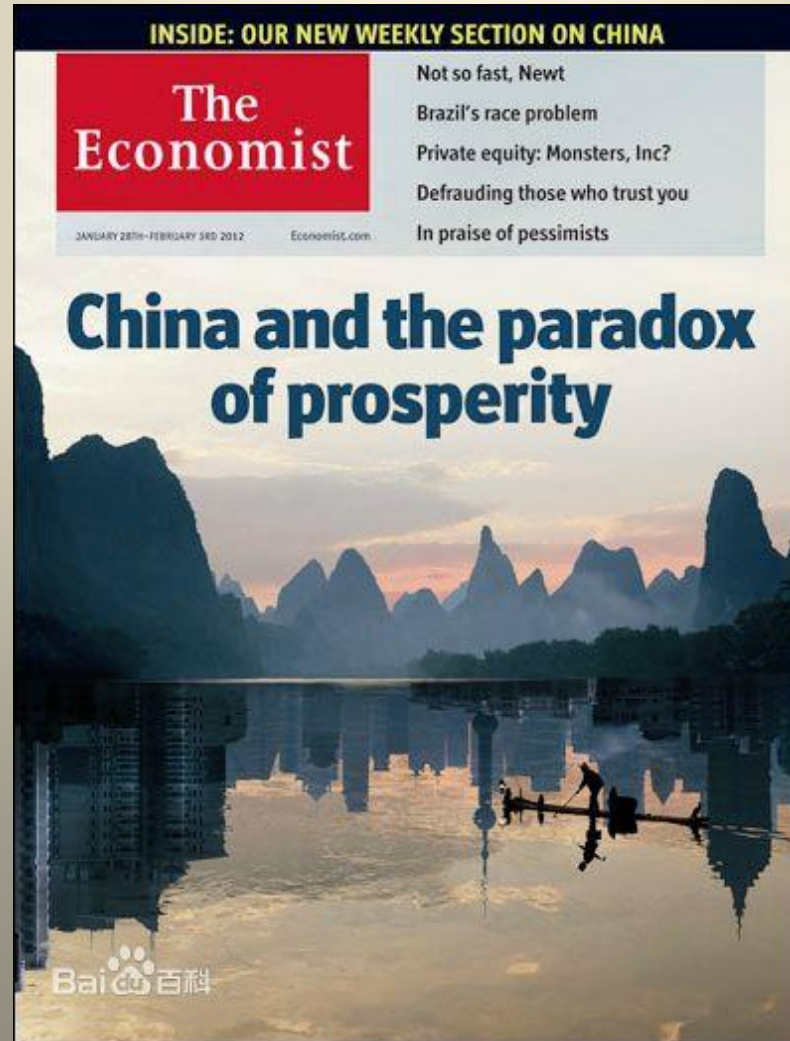
The Style Guide of *The Economist*



The big no-noes:

- Do not be stuffy (人或机构)一本正经的，古板的，保守的
- Do not be hectoring (威吓;欺凌) or arrogant....
- Do not be too pleased with yourself....
- Do not be too chatty (写作或说话)随意的，闲谈似的
- Do not be too didactic (道德说教的)
- Do not be sloppy (马虎的;敷衍的;草率的)

Since January 28, 2012, a new section on **China**
(a section on the US since 1942)



Editorial anonymity

The editors say this is necessary because “collective voice and personality matter more than the identities of individual journalists”.

(*"The Economist – About us". The Economist. 18 November 2010*)

Presentations in the 4/22 Class

1. Write a feature on a HITSZ campus event including anecdotal lead, nut graph, body and kicker. (2 students)
2. Review “It takes a village”

By Yang Yang | China Daily | Updated: 2021-03-16

https://www.chinadaily.com.cn/a/202103/16/WS604ff429a31024ad0baaf5c8_1.html

3. Write a profile 人物侧写 on a writer, an entrepreneur, or a scientist, finding a good news angle and making the subject newsworthy, relevant and interesting. (2 students)