






# Lesson 8 Learning Objectives

-  Review the hourglass structure of features/soft news
-  Explore profile (personality feature)
-  About the writing assignment
-  About the final
-  Wrap up loose ends...

# Lead (hook)

“The most important sentence in any article is the first one. If it doesn't induce the reader to proceed to the second sentence, your article is dead.”

WILLIAM ZINSSER, WRITER

- To pull readers into the piece, write a lead that's concrete, creative, and provocative
- How-tos:
  - ① **Anecdotal** — a specific story that illustrates the main point
  - ② **Descriptive** — concentrates on the five senses, showing readers what the event or person looked and felt like
  - ③ **Allusion** — plays to the reader's knowledge of literature, history, or mythology
  - ④ **Punch** — a short, snappy sentence as a paragraph by itself
  - ⑤ **Pun** — to surprise and entertain the reader

# nut graph (theme)

"I like the nut graph. Readers need a frame around the picture. But sometimes the nut graph sticks out like a pig going through a snake. It doesn't have to be a paragraph. It can be one elegant line that foreshadows the rest of the story."

JACQUI BANASZYNSKI, JOURNALIST

- Once you grab attention in the lead, you need to tell readers where you're taking them in a nutshell.
- The nut graph explains the lead's connection to the rest of the story. It reveals your destination, or the essential theme of the story. It also convinces readers to come along for the ride.
- How-tos:
  - ① Summarize your story angle
  - ② Make a promise to readers
  - ③ Keep it short

# body

“Always grab the reader by the throat in the first paragraph. Sink your thumbs into his windpipe in the second and hold him against the wall until the tag line.”

PAUL O'NEIL, TIME MAGAZINE

- In the body, you build out the story into clear, logical parts.
- How-tos:
  - ❑ Fill in the background:
    - ✓ short definition/description of a key concept;
    - ✓ history of the subject;
    - ✓ additional facts or details that contextualize the story
  - ❑ Arrange the parts by:
    - ✓ Location — e.g. country to country, area to area
    - ✓ Theme — tackle your topic categorically
    - ✓ Chronology — progress from beginning to middle to end
    - ✓ Hierarchy — structure from most important to least
  - ❑ Label the parts with subheads if need to

# Conclusion (Kicker)

“While we obsess about beginnings, we often don’t spend enough time sculpting our endings, or kickers, and that’s too bad. Endings are our last word to the reader, and often what readers remember most.”

MICHELLE NIJHUIS, JOURNALIST

How-tos:

- Circle technique ending
- Surprise ending
- Summary ending
- Quotation ending
- Telling detail ending
- Provoking question ending
- Open ending

# 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](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)

Speed-read L19 (p. 172) & analyze its structure  
(12 mins)

- What structure does the story adopt?
- Identify the Lead (hook), Theme (nut graph), Body (How is it arranged) and Conclusion (kicker)
- Analyze how these components are tied together to form a self-contained entity.

# Profile 人物侧写

- a type of feature story: a.k.a. personality feature, personality sketch
- subjects:
  - ✓ focuses on a person and what's important or interesting about that person at the moment
  - ✓ can profile entities like sports teams or companies
  - ✓ not necessarily public figures; can be anyone who might make for an interesting story readers can relate to: connected to current events, have achieved sth. extraordinary, or have overcome incredible odds
  - ✓ Profiles vs. biography (which provide a comprehensive overview of a person's life and accomplishments)



# Profile writing

- **News angles** of the subject's personal or professional life:

To make its subject seem real and relatable, allowing readers to walk around in someone else's shoes for a while and to see life from a new perspective.

- Explanations for why the subject is **newsworthy**, **relevant**, and **interesting**
- Usually based on **interviews** with the subject as well as his/her associates
- combines major elements of hard news stories and **details that capture the essence of the subject**

# Commentary Assignment

- 20% of the overall grade
- Please write a commentary of 200-300 words on a current event, phenomenon or trend. Make sure to include the five elements and appeal to logic, ethics and emotions.
- Bring a hard copy (double space, stapled) to the final and submit to the TA.

# About the Final

课程名称	课程代码	考试时间段	任课教师	考试时间	考试日期	考试地点	开课院系	上课周次	结束周	结
美英报刊导读	LANG4013	02/期末	黄红宇	第9周 星期一 9-10(小节 19:00-21:00	2024-04-29	T3501(60)	人文与社会科学学院	1-8	8	1

- 50% of the overall grade
- Open-book: only bring your textbook
- Two parts:
  - ① Media literacy questions (50%): T/F, match, single/multiple choices, translation of required readings, etc.
  - ② Reading comprehension of 2 English newspaper and magazine articles (50%): to write a headline, a summary...  
(up to minor adjustment)