

functions of a newspaper: inform, education, entertain, advertise

① News (hard News) 新闻

② Features (soft ~) 特写

③ Editorial / commentaries 评论
(opinion article)

④ Non-fiction.

Hard news: current event

Typical structure: inverted pyramid 倒金字塔

Soft news: human interest

~~: Feature hourglass.

broadsheet or tabloid

format, content, style.

US: The Wall Street Journal, USA Today

The New York Times.

UK: The Times, The Financial Times.

The Guardian, The Daily Telegraph

Headline: accuracy, brevity, clarity.

Lead: 新闻导语

Acronyms 首字母缩略词, clipped words

剪切词, word blend 拼新造词

simile 明喻, metaphor 暗喻, metonymy 转喻

pun 双关, hyperbole 夸张, euphemism 婉语

allusion 暗指, irony 反讽, repetition 重复

antithesis 对照, parallelism 排比

oxymoron 矛盾修辞, parody 仿拟

deafening silence 寂静 to lie or not to lie.

Rhetorical Question 反问 If winter comes, can spring be far away?

metaphor or analogy

Love is a battlefield / Explaining a joke is like

dissecting a frog. 你更理解, 但青蛙也死了。

Elements of news headline, byline, lead body

subtitle, photo, caption

pre-modifiers, 前置定语 compounds 复合词

midget words and Abbreviations

CD, WTO, doc, info.

Neologisms and Vogue words 新词时尚词汇: e-book

Metonyms and loan words 转喻, 外来词

Fuzzy words and vivid words 模糊词, 生动词

opinion / commentary.

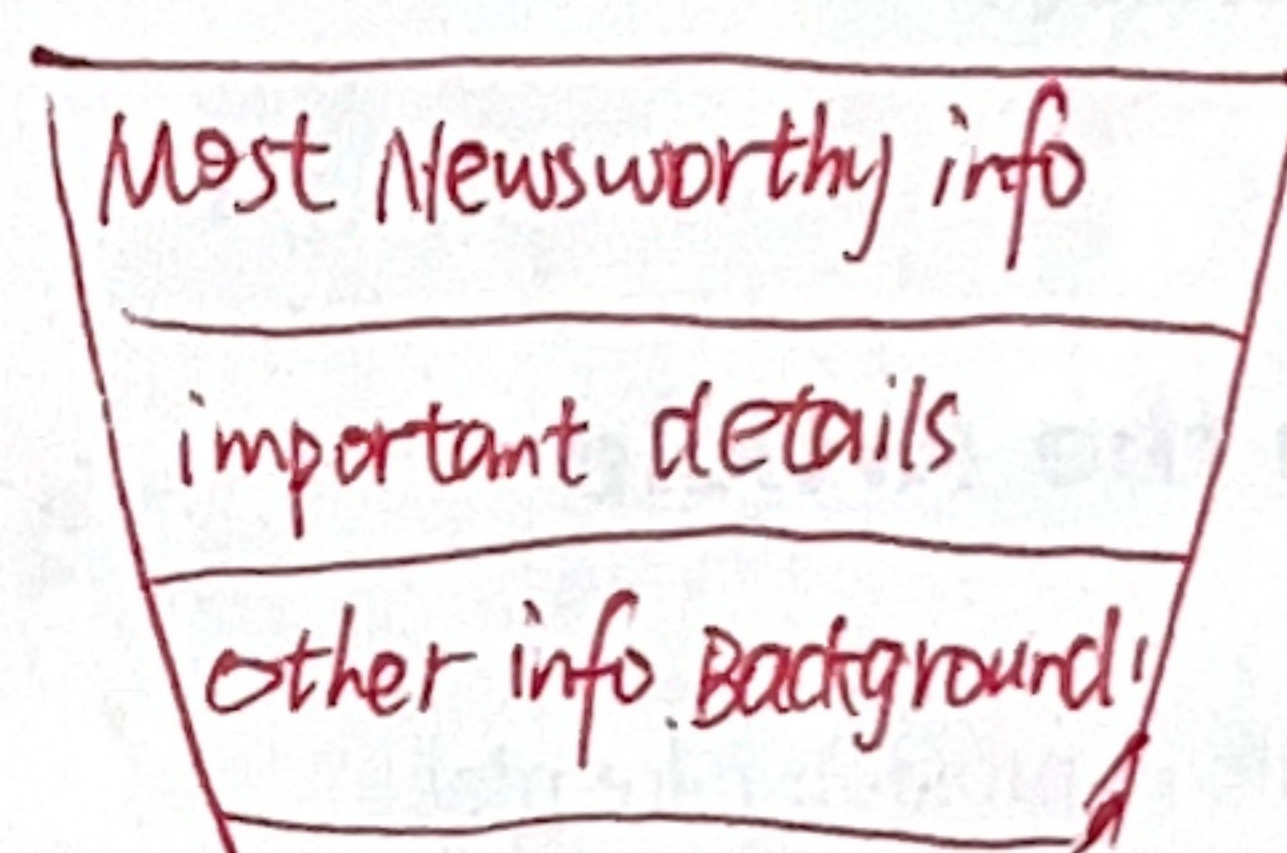
5 elements.

The problem? The author's opinion on the problem.

The author's supporting information?

The solution? Why should we care?

ethics 道德 logic 逻辑, emotions 情感



From anecdotal lead

To theme paragraph

Through body

To emotional or compelling conclusion

Structure of feature story?

• Lead (hook) anecdote, flowing to the theme.

• Theme (nut graph): what is the story about?

• Body: supports the theme

• conclusion (kicker) 引用, 思考, 展望未来.

