

Chap 1 journalism

1. Journalism is the discipline of collecting, analyzing, verifying (核实) and presenting information regarding current events, trends, issues and people.
 2. Purpose of journalism: to inform, to interpret, to guide, to entertain
 3. Classification: news/feature article/column/interview/editorial
 4. People who write journalism are called "journalists". make public
 5. Property of journalists: curiosity.
 6. Responsibility of journalist: Journalists decide what news is/how the problems and shortcomings of that society are revealed.
 7. Journalists convention: gathering news/editing/distributing in the standard of fairness and accuracy.
 8. Function of newspaper: inform/comment/advertise/entertain
 9. Famous newspapers:
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The New York Times: metropolitan, high quality of reporting and commentary, world-wide

The Washington post: politics, reporters of respected reputation in the political field

The Wall Street Journal: the business of the nation

USA TODAY: travelers. Stories are short, lively, upbeat stories, easy to read. Largest circulation.

lack of depth and apparent dependence on style over substance. Mcpaper.

The Los Angeles Times: 2nd largest metropolitan, 4th circulation, column one

The times: conservatives, sometimes labour party

The financial times: international business

The guardian: an organ of the middle class

The daily telegraph: conservative.

The Sun: largest circulation, yellowish, anecdotes of celebrities, scandals or presenting ordinary news in a sensational effect.

10. News agencies

AP: the associated press. Largest.

United press international

Reuters, 3rd. specialize in business and financial

Agence France-Press: AFP

ITAR-TASS, TASS, Soviet, now Information Telegraph Agency of Russia

11. The poorer nations particularly are dependent on the Western agencies and media to find out about themselves and their neighbors, and they criticize what they consider a one-way news flow from North to South, from the rich to the poor. the world needs a "new international information order"

Chap 2 discourse

1. What is discourse

Linguistic: language used in speech or writing, which expresses a coherent meaning in a specific context.

Narrow definition: grammatical and other relationship between sentences.

General: uses of language in social contexts.

Also: an extended and socially integrated view of text./news event

Above all, discourse is a matter of the way in which things said are embedded in the social world.

2. Discourse analysis

How it form larger meaningful units

the choices of articles, pronouns, and tenses, punctuations

The relationship between utterances in a discourse;

The moves made by speakers to introduce a new topic, change the topic, or insert a higher role relationship to the other participants.

3. News as discourse

How news is structured, what vocabulary it uses.

4. Definition of ideology

It is about the “ideas, values or beliefs” held in common by social groups in their everyday lives.

Characters: power, guide one’s evaluation, guidance towards action, logically coherent

5. Language & ideology

Gap between social and personal cognition. Personal cognition controls discourse.

6. Culture

Culture is a learned, socially acquired traditions and life styles of the members of a given group.

Core of news culture lies in communication, transmission, interpretation and explanation of news in specific cultural context.

Material level/system level/ideological level

Political: trinity system, legislation, administration executive, judicature

American: congress, president and its cabinet, supreme court

The American media is called the fourth power, while in China the media is regarded as the mouthpiece of the government.

Chapter 3 news, news writing and news values

1. Definition of news

reporting of recent events: factual, new and interesting

2. Function of news

Information: broaden our outlook and experience, expand our lives, help us make decisions

Entertainment: sensationalism, aspects will appeal to people

Supervision: watchdog, politics and economics

Persuasion: help to decide what is important, what we will think about, and what we will discuss

3. Principles of news writing

Objectivity: free of the reporter's opinion, should contain observable facts

Impartiality: balance, neutrality

Truth: facts that are verified and explained

4. Characteristics of news writing

Lead/ body or development/ conclusion

Who what when where, why and how

5 characteristics: accuracy: words and phrases, dates, identifications, numbers locations,

Precision: the right word, according to commonly accepted thing,

Efficiency: much information, less space

Clarity: written clearly, understandably and accurately

Simplicity: basic words and sentence structures

5. News values

Timeliness: current affairs, fresh

Impact: how much a particular topic is likely to affect the readers

Prominence: events involving well-known people or institutions

Proximity: events geographically or emotionally close to readers. Or psychological attached.

Conflict: accentuating conflicts of interest

Unusualness: deviate sharply from the expect

Human interest: individuals and their actions, appeal to the emotions of readers

Chap 4 news genres

1. What is hard news or soft news

Hard: event based stories, which refer to the news where overt opinion is in general repressed. Hard news reports real, serious and important events that affect many people, linked to the notion of accuracy, objectivity, neutrality for conveying information. Readers expected it to be factual, reliable, well-informed, and without overt comment from the journalist.

Soft: purpose is more to entertain than to inform, not usually considered immediately important or timely to a wide audience. Emphasizing human interest aspect.

2. News Formulas

1) Who what where when why how

2) tell a story in an entertainment format: a heated conflict, a frightful description, or an unusual quotation

3. News structure

The inverted pyramid form: (in order of decreasing significance)

Five W's and H are in the lead

2nd: give incentive to read on

Body: provide more information/ evidence/ context and illumination

4. Function of inverted pyramid form

Helping readers to gather information as efficiently as possible

To meet the copy space limit, story will be cut off but still remain intact.

5. Genres

Editorials: newspaper takes a stance, bear a heavy responsibility to the public, specialists, be fair

Column: offer comments on the nature, purpose and background of the event from a serious, clear and objective perspective.

Reviews: gives an opinion carrying some authority. Be true to their own experience, not slander

Feature: umbrella term for a number of soft news stories. Feature often use a delayed lead

6. Structure of feature: beginning(interesting anecdotes), body(additional), ending(climax)/ or chronology

Types of features: personality profiles, human interest stories(practical, emotional or entertainment value), in-depth stories, analysis piece, trend stories

Chap 5

1. Definition: tell and sell

2. Function: summarize, arousing interest, beautifying the newspaper page

3. Guidelines for writing news headlines

Understanding subjects, shaping the story, concise, accurate words, specific

4. Compound headlines

Subheads: gives further explanation and complement to the theme

5. Lexical characteristics

Midget words: bans, blast, pact, curb, back, urge, clash(conflict), plea(petition 请愿),probe

Aid=assist, admit=acknowledge, balk=impede, blast=explode, check=examine, curb=control, defy = challenge, delay = postpone **e p107**

6. Abbreviation

DPRK: democratic people's republic of korea

Rok: republic of korea

Acronym: words pronounced according to the syllables

/(initialism): composed of capitalizing the first letter of each word in a phrase

GDP: gross domestic product

AIDS: acquired immune deficiency syndrome

IMF: the international monetary fund

Ufo: unidentified flying object

GM: genetically modified

UNESCO: UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION

Unsc: united nations security council

Anc: African national congress

Cia: central intelligence agency/national security agency

Lgbt: lesbians/gays/ bisexuals/ transgender

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7. Clipping words

Quake=earthquake

Chute = parachute(降落伞)

8. Noun phrases

(1) Present tense

Participation/ the event may be past, but it is recent past, and the reader is learning of it for the first time/ less space

Present tense is used to substitute for future tense

Future tense: will is replaced by to(China to abolish Organ Donations from executed Prisoners)

Present progressive tense: be is usually omitted

(2) . omission

Articles(a, an, the)

Copulas(be, seem, get), auxiliary verbs

主语谓语省略

9. Phonetic devices

Alliteration: the repetition of an initial sound

Pride and prejudice; sense and sensibility

Heaven and hell; beauty and beast

Consonance 尾韵

Assonance 半谐音: repetition of vowel sounds

10. Lexical devices

Simile: It is a figure of speech in which two essentially unlike things are compared

Like/as

Metaphor: could be called “reflections” as they reflect similarities between two events or things, by striking a comparison.

Metonymy: one sign is associated with another. 皇冠-军权/the usa-篮球队/政府

11. Allusion

References to well-known persons, things or events

007/Odyssey: odyssey's ten-year hard return journey

Land of promise

The old man and the economic sea

A tale of two hearts

Farewell to sars(farewell to arms)

Queen lear(king lear)

Of the 1%, by the 1%, for the 1%

To buy or not to buy is a question(whether to buy a house)

Charity begins abroad

The achilles' heel(the weak or vulnerable point of a person) (Greece's solvency)

A herculean task(requires great power of body or mind as well as superhuman efforts)

Catch-22: Catch-22 is often used to indicate a situation in which a desired outcome or solution is impossible to attain because of a set of inherently illogical rules or conditions.

12. Pun(双关)

Climbers hold summit talks

13 syntactical device(the departure from normal grammar)

Antithesis/ interrogative(疑问句) sentence

Chap 6

1. leads

News lead refers to the beginning paragraphs of a news report, delivering the most important or relevant information of a news event.

Intriguing/informative/succinct/

2. direct leads: important stories (often used in inverted pyramid form, summary lead)

summary or statement of the most important facts contained in the story/a clothesline lead

four essentials: (tell sth specifically and precisely)/time events/a source of the information or action/ the place of the action

five ws and h

3. delayed leads: soft news and feature/ set a scene or evoke a mood with an incident, anecdote or example
more latitude in writing and freely applies literary methods to arouse the interest of readers rather than the timeliness of an event.

Chap 7

1. Jargon: jargon is a language especially defined in relationship to a specific activity, profession, group, or event. It originates in the need for technical terms to describe the processes, concepts, or situations.

Keep a low profile: military jargon

On the ropes: facing the dilemma or on the verge of collapse

Threw in the towel: the americans made autonomous concession

Cleared its final hurdle/cross the finish line: remove the obstacle and be successful

Kick off: to start

Battening down the hatches: taking precaution

Soft load: a success economic transition

Tug of war: a jargon from a sport game, a debate or a struggle which is well matched in strength

Showdown: card play—the final argument to settle the dispute

2. bring freshness and curiosity

Catering to readers from different field

Making report concise

Chap 9

Metaphor: metaphor refers to a condensed and implicit comparison of two different things which share some similarities.

Tenor 本体, vehicle(喻体)

Had butterflies in his stomach(uneasy feeling is being compared to butterflies in the stomach)

Cream: elite, the best part

Womb to tomb: life-long

Buoy—floating object

Steal the show: attracting the most attention

Axe 斧子

Dog 困扰

Fly high 野心勃勃

Tumble- reduction

2 . Function

Specific/descriptive

3.the use of war

Spurs go to war over arnessen: exaggerate intensity of the match for the sake of emphasis.

4. euphemism is defined as the use of pleasant, mild, indirect words or phrases in place of more accurate or direct ones which people may find upsetting or embarrassing to talk about, So euphemism can also be called "comfortable words or cosmetic words."

Generous-immodest

5. function of euphemism

avoid taboos, show politeness, and stylistic euphemisms

cemetery-grave yard

disease-lack of comfort

5.1 to avoid taboos

We have developed a greater regard for the emotions, feelings and beliefs

Taboo is a forbidden that once touched, may hurt e,f,b.

Negative feeling:death/humor

went into the fertilizer business", "became a root inspector" "passed his sell-by date".

demised", "deceased", "perished", "asleep", "defunct" or "departed".

5.2 to show politeness

seasoned/well preserved/elder/senior/golden years

"nursing home (疗养院)", "rest home (休养所)", or a "convalescent hospital (康复院)".care h

stout or sturdy/pleasantly plump

5.3 to conceal truth

lay-off/ transition/ workforce adjustment

"rationalization" and "restructuring

revenue enhancements collateral damage = civilian casualties pacify = to invade pre-emptive strikes