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| **Cornell Notes** | **Topic/Objective:** | | **Name:** |
| **Elements and Types of News Stories** | | **Class/Block: Journalism 2B** |
|  | | **Date: 10/19/2015** |
| **Essential Question: Name and describe the elements and types of news stories.** | | | |
| **Questions:** | | **Notes:** | |
| What are the four functions | | To inform, to persuade, to entertain, and to transmit culture | |
| of mass communication? | |  | |
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| What is news? | | Information that has impact – facts, records, developments, accomplishments, etc… | |
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| How do reporters and editors | | Will it attract readers? Through surprise, conflict, timeliness, prominence, | |
| determine whether something | | proximity, novelty, shock value, pathos, human interest, titillation component | |
| is (or is not) news? | |  | |
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| What is hard news? | | News that is about a serious or important topic and has a sense of immediacy | |
|  | | Examples include speeches, news conferences, crimes, fires, major weather stories, | |
|  | | and actions taken by governing bodies. Factual writing; prominent placement | |
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| * What is soft news? | | News that is informational, educational, emotional, or entertaining yet has no sense | |
|  | | of urgency in publication | |
|  | | Examples include features on people or events – often heartwarming tales about | |
|  | | ordinary people who overcome obstacles, do extraordinary deeds, or accomplish | |
|  | | something noteworthy. Colorful, descriptive writing; less prominent placement | |
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| What is breaking news? | | News that is happening now and that journalists must cover live and on deadline | |
|  | | Reporters share first-hand accounts of an event with live video and interviews. | |
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| What is enterprise news? | | Reports that are a result of breaking news (fall-out) – often answers questions or | |
|  | | defines (and solves) a serious problem | |
| **Summary:** | | | |
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