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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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