

# Assignment 1

Fundamentals of Journalism - JR 220

Week 2 - Sept. 13

Emerson College - Fall 2012

# Reminder

- We will not be meeting on Tuesday, Sept. 18.
- You will still have reading assignments to complete and homework to do.
- Homework will be handed in on Sept. 20.

# Some Recurring Mistakes

- The reporter should be invisible.
  - No: I, We
- Don't use "When asked..."
  - Make the quote fit with the flow of your story.
- Avoid all and every when talking about large groups.
  - You can't know what all freshmen think, how they feel, etc.

# Some Recurring Mistakes

- Everything in your story should be backed up by the reporting.
- You must have a nut graf.
- Don't assume your reader knows what you do.

# Some Recurring Mistakes

- No profanity.
  - Not even mild.
- Hard returns.
- Don't indent.

# Some Recurring Mistakes

- Avoid assumptions and inserting opinions.
  - After a fun orientation week, ...
    - You might have thought it was fun. I might have thought it was boring.
- Be mindful of word choices.
  - Positive, negative, neutral
    - You want to be neutral.
- If you make assertions, you need to back them up.
  - Many students enjoyed orientation week.
    - Segue into quote from Eric Jones talking about how it was the best week of his life.

# Some Recurring Mistakes

- Spell out acronyms.
- For straight news, past tense.
- First and last name on first reference, last name thereafter.
- Just talking to people isn't always enough. Do some research.
  - It will also help you shape your reporting and questions.

# Some Recurring Mistakes

We will go grammar crazy next week, but in the meantime:

- Commas
  - With clauses
  - With lists, but not before “and”
  - In compound sentences.
    - Ask yourself if you can make that two sentences.
- No semicolons.
  - This is the case 99 percent of the time.
  - Make it two sentences.
- No exclamation points!

# Some Recurring Mistakes

We will go grammar crazy next week, but in the meantime:

- Colons aren't that common.
- Don't use two or three words when one will do.
  - Always be looking to cut words out.
  - Efficiency.
- Limit use of contractions.
- Don't end sentences with prepositions.
  - Of, from, about, on.

# Quotes/Attribution

We'll get into this again as well, but in the meantime:

- Attribution goes at the end of the first sentence in a quote or at the first natural pause.
- A quote should be its own graf.
- Proper structure
  - “I like peanut butter and jelly sandwiches,” Ortiz said.
  - “I’m a Mac person,” Emerson professor Maria Burns Ortiz said.
  - Exception, if the description is long...
    - “I don’t get enough sleep,” said Maria Burns Ortiz, ESPN.com social media columnist and mother of two young children.

# Quotes/Attribution

We'll get into this again as well, but in the meantime:

- Use said.
  - You cannot laugh a quote.
- Quotes should usually be two or three sentences at most.
- Don't use bland quotes. Paraphrase.
- Don't stack quotes.
  - You want it to be clear who is speaking.
  - “I like classes,” Jones said.
  - “I like my professors,” Smith said.

# Quotes/Attribution

We'll get into this again as well, but in the meantime:

- Transition between quotes so that there is a flow.
- Only use quotes that are relevant and illustrate what your piece is trying to convey.
- Until further notice do not use partial quotes.  
Paraphrase.

# Other Things We'll Cover

- Don't start with quote ledes.
- AP Style
  - I don't expect you to know it yet, but you will soon live and breathe it.
    - The only majors that should be capitalized are proper nouns (i.e. languages)