

1 Journalism

Get ready!

1 Before you read the passage, talk about these questions.

- 1 What is the job of a journalist?
- 2 How do reporters investigate stories?



ACADEMIC DEPARTMENT | JOURNALISM | JRNL 101



Introduction to Journalism

Students will not only learn how to present the **news**, but also how to find their own **stories** and **investigate** the facts, just like real **journalists**.

Students will learn what a journalistic **peg** is and how to find one to write a great story.

The course will focus on local **current events**. Each student is assigned a **beat** on campus. For example, one student might **cover** the athletics department and another the arts. Students will submit weekly **reports** and follow guidelines, just like real members of the **press**. That means they must demonstrate honest and ethical reporting methods. Students will apply their skills to different branches of the **media**.

4

Reading

2 Read the webpage. Then, choose the correct answers.

- 1 What is the webpage mostly about?
A former students of a journalism program
B information about a journalism class
C reasons to choose journalism as a major
D the background of professors in the journalism department
- 2 What is each student assigned?
A a beat on the university campus
B an actual member of the press to interview
C a particular branch of news media
D another student to write reports with
- 3 What is NOT true about the course?
A It focuses on local current events.
B It requires students to find their own stories.
C It helps students find jobs with local press agencies.
D It covers many types of media.

Vocabulary

3 Match the words (1-8) with the definitions (A-H).

- | | |
|------------|-----------------|
| 1 __ news | 5 __ report |
| 2 __ beat | 6 __ media |
| 3 __ peg | 7 __ story |
| 4 __ press | 8 __ journalism |

- A the subject or location a reporter regularly focuses on
- B the people who work for newspapers, magazines, and news networks
- C the people or organizations that distribute the news
- D the range of activities involved in presenting the news
- E information about current events that is given to the public
- F a subject appropriate for a news story
- G a written or spoken account of an event or situation
- H something described in the news

4 Read the sentences and choose the correct words or phrases.

- 1 The reporter had to **cover / investigate** the facts before reporting them.
- 2 The newspaper features stories about **current events / journalists** such as the recent war.
- 3 Without a **peg / report**, a journalist cannot write a good story.

5 Listen and read the webpage again. Why will students be asked to hand in weekly reports?

Listening

6 Listen to a conversation between an interviewer and an applicant. Mark the following statements as true (T) or false (F).

- 1 ___ The woman worked a beat at her college paper.
- 2 ___ Most journalism students choose to cover the sports beat.
- 3 ___ The woman plans to investigate local politics.

7 Listen again and complete the conversation.

Interviewer: Have a seat, Ms. Larson. So, why are you interested in the journalism program?

Applicant: I'm very interested in current events. I read the news 1 _____.

Interviewer: That's good. Do you have any journalism 2 _____?

Applicant: A little. 3 _____ the sports beat for my high school newspaper.

Interviewer: And you enjoyed that?

Applicant: Very much. 4 _____, _____ want to do something more challenging.

Interviewer: 5 _____ allows you to choose your own beat. Most students investigate local politics.

Applicant: That sounds great! I'd like 6 _____, too.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

Why are you interested in ...?

I'm very interested in ...

That sounds great!

Student A: You are an interviewer.

Talk to Student B about:

- his or her interest in journalism
- his or her experience
- what your program offers

Student B: You are an applicant.

Talk to Student A about your interest in journalism.

Writing

9 Use the conversation from Task 8 to fill out the application for a journalism program.

BU Bullard University

Journalism Program Application

Applicant Name: _____

Experience:

I was _____

_____.

Why are you interested in the program?

I want to learn _____
_____.

Glossary

- above the fold** [ADV-U9] If a newspaper item is **above the fold**, it is located above the horizontal crease that is visible only after the newspaper is unfolded, and is preferred by advertisers and columnists.
- angle** [N-COUNT-U3] An **angle** is a particular approach or way of thinking about something.
- article** [N-COUNT-U12] An **article** is a story about a particular topic in a newspaper or other periodical.
- arts** [N-PLURAL-U8] **Arts** is a section of a newspaper that focuses on art, music, theater, books, and community events.
- assignment** [N-COUNT-U14] An **assignment** is an article that a journalist is required to complete.
- background** [N-COUNT-U13] The **background** is the foundation or history of a situation, and typically includes the circumstances in which the story developed.
- banner** [N-COUNT-U9] A **banner**, also called a flag, is an element of a newspaper with large printed letters spanning the length of a page, typically consisting of the name of the newspaper.
- basement** [N-COUNT-U9] The **basement** is a section at the bottom of a newspaper page that includes references, very brief stories, and other short items.
- basic** [ADJ-U14] If something is **basic**, it includes only the simplest, most important information.
- beat** [N-COUNT-U1] A **beat** is the subject or location a reporter regularly covers for his or her job.
- below the fold** [ADV-U9] If a newspaper item is **below the fold**, it is located below the horizontal crease that is visible only after the newspaper is unfolded.
- billboard** [N-COUNT-U11] A **billboard**, or charticle, is information that is presented with both regular text and a chart or other image, and is usually placed in a box over a color screen.
- breaking** [ADJ-U3] If news is **breaking**, it is related to an event that just occurred.
- brite** [N-COUNT-U14] A **brite** is a brief story that conveys its important details in very few words and is often humorous.
- broadcast journalism** [N-UNCOUNT-U2] **Broadcast journalism** is a type of journalism that is distributed through radio or television.
- broadsheet** [N-COUNT-U4] A **broadsheet** is a type of newspaper with very large pages and is often folded in half horizontally as well as vertically.
- bury the lead** [PHRASE-U13] To **bury the lead** in a news story is to neglect to inform the reader immediately of the most important or interesting part of a story.
- business** [N-UNCOUNT-U8] **Business** is a section of a newspaper that focuses on financial and economic news.
- byline** [N-COUNT-U12] A **byline** is a line of text indicating an author's name and title and usually appears at the beginning of an article.
- centerpiece** [N-COUNT-U9] A **centerpiece** is an element of a newspaper that provides a point of focus for a page and includes a picture and accompanying story.
- charticle** [N-COUNT-U11] A **charticle**, or billboard, is information that is presented with both regular text and a chart or other image, and is usually placed in a box over a color screen.
- circulation** [N-COUNT-U4] The **circulation** is the number of copies of a publication that are sold or distributed over a particular period of time.
- classifieds** [N-PLURAL-U8] The **classifieds** are a section of a newspaper where jobs, items for sale, and other personal advertisements are printed.
- clerk** [N-COUNT-U6] A **clerk** is a person who handles the business records and documents at a newspaper.
- color** [N-UNCOUNT-U11] If something is in **color** it has multiple hues rather than just black and white.
- color screen** [N-COUNT-U11] A **color screen** is a block of color on a page that is light enough so that text can be clearly seen on top of it.
- column** [N-COUNT-U12] A **column** is one in a series of articles that appear regularly in a newspaper and are usually written by the same person with a particular theme or topic.
- column** [N-COUNT-U9] A **column** is a vertical division on a page that contains a continuous section of text and may be one of several columns on a page.