

# AJ93100 Seminar 1

## 1 March 2017

The hardest one.

If you'll manage to sit through this seminar today, you'll manage everything in life.

# Course Participants

## SENIOR

Helena Brunnerová - PH

Peter Docherty - PRR

Anna Jílková - ART

Michaela Medved'ová (in absentia) - ART

Barbara Ocsovayová - PR, ART

Pavel Peléšek - PR

Pavla Wernerová (in absentia) - PR, ART

Natália Poláková (in absentia) - ART

## JUNIOR

Anežka Hřežová - ART

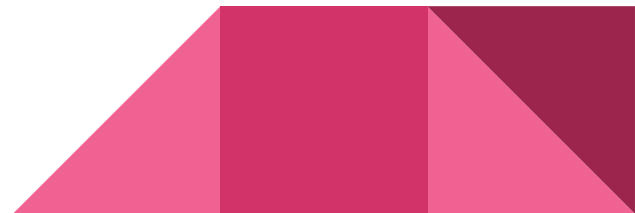
Patrícia Iliášová - ART

Yume Katsumi - ART

Bára Skorkovská - ART

Eva Růžičková - PH

Simona Hromuřáková - PR



# Teachers and other good-hearted people

Teacher: PhDr. Kateřina Tomková, PhD.

Assistants: Blanka Šustrová (editor-in-chief) + Tereza Walsbergerová (chief-of-staff)

Good-hearted people AKA the rest of the permanent staff (might become your supervisors):

Markéta Šonková

Anna Formánková


Martina Krénová



## Primary means of communication:

- [FB group](#): to communicate on daily basis, share ideas, leave messages, set polls (*befriend Blanka and Tereza on FB, you will be added there*)
- [Google Drive](#): to share materials, to submit your work  
→ you will need a Gmail account

## Supervisor - supervisee(s) contact:

- personal FB messages, group chats: organising, questions, tips
  - emails: more substantial issues, discussing the work, sharing the works-in-progress
- 

# Communication with the rest of the world

FB page: [Re:Views Magazine](#)

Twitter account: @ReViewsMagazine

Re:Views Magazine [website](#)

Magazine email: [re.views.magazine@gmail.com](mailto:re.views.magazine@gmail.com)

LinkedIn: [link](#)



# Guidelines: Article Constituents

## TEXTUAL COMPONENTS

Headline

Lead paragraph

Body of the article

Sources

Author's profile

(Your subject's profile)

## VISUAL COMPONENTS

Highlighted sentences  
(COLORCODING)

Pictures (properly referenced!)

Article layout



# Lead Paragraph

= Perex (in CZ)

*The lead, or opening paragraph, is the most important part of a news story. With so many sources of information – newspapers, magazines, TV, radio, and the Internet – audiences simply are not willing to read beyond the first paragraph (and even sentence) of a story unless it grabs their interest. A good lead does just that. It gives readers the most important information in a clear, concise and interesting manner. It also establishes the voice and direction of an article.*



# Tips for Writing a Lead

1. **The Five W's and H:** Before writing a lead, decide which aspect of the story – who, what, when, where, why, how – is most important. You should emphasize those aspects in your lead. Wait to explain less important aspects until the second or third sentence.
2. **Conflict:** Good stories have conflict. So do many good leads.
3. **Specificity:** Though you are essentially summarizing information in most leads, try to be specific as possible. If your lead is too broad, it won't be informative or interesting.
4. **Brevity:** Readers want to know why the story matters to them and they won't wait long for the answer. Leads are often one sentence, sometimes two. Generally, they are 25 to 30 words and should rarely be more than 40.
5. **Active sentences:** Strong verbs will make your lead lively and interesting. Passive constructions, on the other hand, can sound dull and leave out important information, such as the person or thing that caused the action. Incomplete reporting is often a source of passive leads.
6. **Audience and context:** Take into account what your reader already knows. Remember that in today's media culture, most readers become aware of breaking news as it happens.
7. **Honesty:** A lead is an implicit promise to your readers. You must be able to deliver what you promise in your lead.



# What to Avoid

1. **Flowery language:** Do not overuse adverbs and adjectives in the leads. Concentrate instead on using strong verbs and nouns.
2. **Unnecessary words or phrases:** Watch out for unintentional redundancy. For example, 2 p.m. Wednesday afternoon, or very unique. You can't afford to waste space in a news story, especially in the lead. Avoid clutter and cut right to the heart of the story.
3. **Formulaic leads:** Readers want information, but they also want to be entertained. Your lead must sound genuine, not merely mechanical.
4. **It:** Most editors frown on leads that begin with the word it because it is not precise and disorients the reader.

# Types of Lead

**Summary lead:** This is perhaps the most traditional lead in news writing. It is often used for breaking news. Straight news leads tend to provide answers to the most important three or four of the Five W's and H. Historically this type of lead has been used to convey who, what, when and where. But in today's fast-paced media atmosphere, a straightforward recitation of who, what, when and where can sound stale by the time a newspaper hits the stands.

**Anecdotal lead:** Sometimes, beginning a story with a quick anecdote can draw in readers. The anecdote must be interesting and must closely illustrate the article's broader point. If you use this approach, specificity and concrete detail are essential and the broader significance of the anecdote should be explained within the first few sentences following the lead.

**Other types of leads:** A large number of other approaches exist, and writers should not feel boxed in by formulas. That said, beginning writers can abuse certain kinds of leads. These include leads that begin with a question or direct quotation and those that make a direct appeal using the word you. While such leads might be appropriate in some circumstances, use them sparsely and cautiously.


# Body of the Article

- MLA style
- Please, avoid plagiarism at all costs!
- It is perfectly OK (even recommended) to quote other sources, make sure, though, you reference them all properly.
- You can write all sorts of texts: descriptive (overview study), analytical, and argumentative. Other genres are possible too.
- We also do interviews and reviews (books, movies, and TV series).
- Always bear in mind who your audience is, what is goal of your article (its core message), and how it fits into the concept of the whole issue.

# A bit like MLA but not that stiff - advice on form and style

- Follow the MLA rules but don't be so rigid with the concept of "I'll state what this is about in the intro and repeat it again in the conclusion"
- Think of catchy bomb titles (paraphrased part of the text body, quotation, a wordplay) - you'll catch reader's attention from the beginning
- Be as much objective as you can. Do not bring your personal attitudes and beliefs in your writing! Use pros and contras and comment on them using reliable and relevant sources!
- Don't use empty academic language to "look smart", you are writing for fellow students and no one wants to read 5 pages of dead wood. Your articles don't have to be long
- USE STANDARD ENGLISH - no slang, colloquialisms - unless you're writing about it
- Don't mock, attack, humiliate your reader. Don't use sarcasm to make them feel


# Author's Profile

- Please include a brief profile of yourselves too to introduce yourselves to your readers
  - You obviously do not have to include anything personal or anything you don't feel like sharing.
  - It is a good idea to include what you study, your interests, anything you feel like people might enjoy knowing about you.
  - It does not have to be long.
  - Our photographer shall take pictures of all of us.
  - You can have a look into previous issues on various examples of these.
- 

# Your Subject's Profile

When you are writing about an author, working on a review, etc., please include a brief profile of your subject.

What should be included (depending on type of your piece):

- Date of birth (death)
  - Nationality
  - Occupation
  - Crucial bio
  - Most important works
- 

# Sources

- MLA style
- It is necessary to make sure it is always possible to trace your sources
- List at the end of your article
- Please don't use Wikipedia

## IN-TEXT REFERENCING

Books and printed sources: the same way as you are already used to from MLA style

Online sources: instead of reference in brackets, we use embedded hyperlinks

- You can also introduce it as you are used to from essays and then we use the  
hyperlink etc...

## Works Cited:

<sup>1</sup> Alton, Anne Hiebert, and William C. Spruiell. "Cover Art." *Discworld and the Disciplines Critical Approaches to the Terry Pratchett Works*. Jefferson, N.C.: McFarland &, 2014. Print.

<sup>2</sup> Gaiman, Neil. [Neil Gaiman](#) on Dave McKean. "Neil Gaiman. Web. 1 Oct. 2015.

<sup>3</sup> "John Tenniel." [Wikipedia](#). Wikimedia Foundation. Web. 1 Oct. 2015.  
<[https://en.wikipedia.org/wiki/John\\_Tenniel](https://en.wikipedia.org/wiki/John_Tenniel)>

<sup>4</sup> "[The Lewis Carroll Society Website](#) - The Works of Charles Dodgson." *The Lewis Carroll Society Website - The Works of Charles Dodgson*. The Lewis Carroll Society. Web. 1 Oct. 2015.

**technology:** to start translating/creating subtitles you only need the video for which the sub(title)s are to be made and a specialised subtitling programme; there are many free or open source programmes, such as [Subtitle Edit](#) or [Subtitle Workshop](#).



# Pictures

- The authors are also asked to supply pictures
- Pictures should be accompanied with a caption
- We shall instruct you on copyright issues in one of the future seminars

**Possible ways to find visual material** (also depending on the type of your written contribution):

- you find it online (copyright!!) → *we'll talk about copyright next time*
- **you use your own material or take your own pictures**
- **the photographer takes it for you**

# Highlighted Sentences

- We use them to visually “break” the lengthy passages
- You can choose whichever sentences you like. Mind, though, that taking a sentence out of context may manipulate its message, so careful with that.
- How many you choose is up to you (take into consideration how many pictures you wish to supply).

The Department of English and American Studies (KAA) has been here for more than 95 years. Following the establishment of the university in 1919, it was one of the founding departments of the Faculty of Arts. However, finding out the precise day of the founding of the English Department has proven to be a task more complicated than we imagined. There are no official records accessible. This we learned after checking a number of webpages, the whole Faculty of Arts library, and underneath the KAA couch. Failing in this task miserably, we decided to pay a visit to Don Sparling, who became a member of staff in 1977, to interview him in the hope that he would tell us where we could access the information we were so desperately seeking.

---

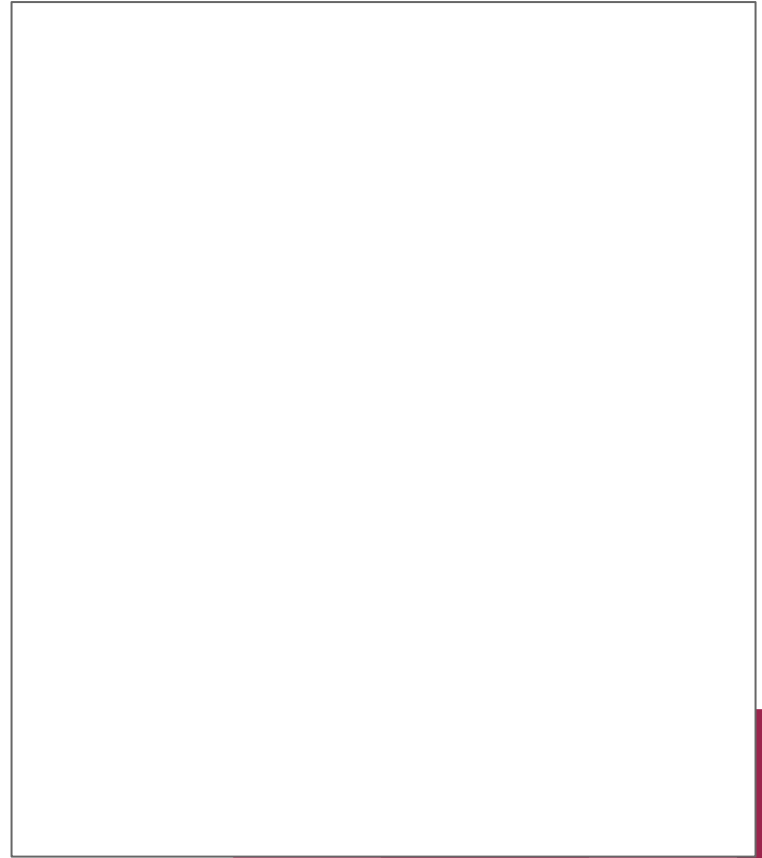
**“In the 1980s Professor Hladký said that he was going to write a history of the Department. He claimed that someone else beforehand had started to write it and that whenever anyone attempted to do this, they fell ill and died.”**

---

“No, it’s not accessible anywhere. This is something that has bothered me for a long time. And it’s one of the many projects that I’m involved in now.” This was the point where we found out that attempts to write the Department’s history have always been a bit risky. One might even dare say cursed. “In the 1980s Professor Hladký said that he was going to write a history of the Department. He claimed that someone else beforehand had started to write it and that whenever anyone attempted to do this, they fell ill and died. This is some kind of an old Department legend – though I don’t know if he was just joking (laughs).”

# Color Coding

- When the text is copied into the graphic program, all the word formatting gets lost
- We came up with a system of “color coding” to make sure your desired formatting is kept and to make it easier for the graphic designer to deal with all the requests



# Layout

- Should you have any specific requirements as of what you want your article to look like graphically, supply the graphic designer with a layout.
- You can do so by drawing a picture in hand or just a simple drawing in MS Office programs and uploading it with the rest of your material.
- If you don't have any specific requirements, the graphic designer will do it as he seems best. If you don't hand in any requirements, please be ready to respect the way it is going to be done by the GD (unless there is something really bugging you ;) ).



# Sources

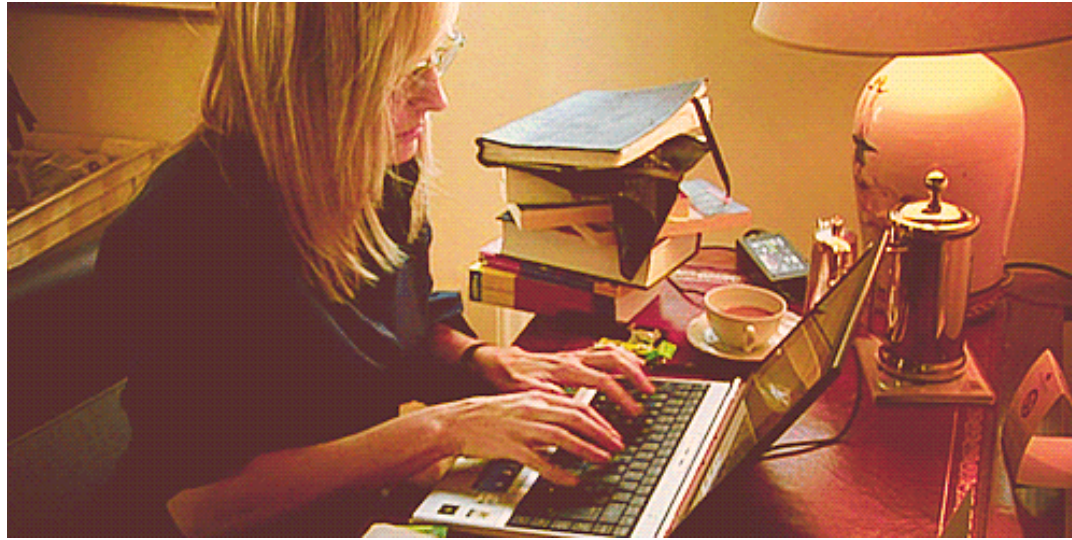
Information on & examples of “lead” (edited):

<https://owl.english.purdue.edu/owl/resource/735/05/>



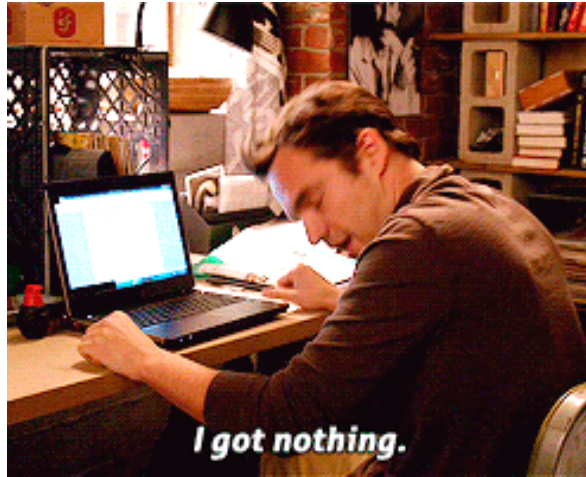
Are you all warmed up? The next part is coming!





# GENERAL WRITING TIPS

# ARTICLE STARTER-PACK



Brainstorming

Mind Mapping

Keywords

Outline

Data Bank

Actual Writing

---



# 1. BRAINSTORMING



**Determine your target group** (academia, but fun!)

Write down everything

As in, ALL THE THINGS

Even if they seem silly

Or out of place

Doodle

Anything goes

Try using actual pen and paper if possible (it pleases the brain)

## 2. MIND MAPPING

Associations + research items

Can be done while brainstorming

Organises your thoughts

Big concepts in the middle

COLOURS!

CONNECTIONS!

## BEHOLD THE AWESOME SCIENCE OF MIND MAPPING AN INSTRUCTIONAL CIOUS GUIDE



# PODCASTING

# FICTION

# IMMERSION

# AUDIOBOOKS x PODCASTS

# STUDYING

# MILLENNIALS

# FAN-CASTS

# ACCESSIBILITY

# 3. KEYWORDS AND PHRASES

(will come in handy  
later!)

# 4. OUTLINE



Use your keywords

And your Mind Map

Sub-points are love

Too many paragraphs is  
better than too few  
paragraphs

Think about transitions  
(/segways) and put them in  
brackets

Don't overthink it

## 5. DATA BANK

**ALWAYS** save your sources

Data **AND** pictures

Preferably **in the same document**

EVEN IF YOU THINK YOU'LL REMEMBER  
THEM LATER

**YOU WILL NOT!!!!**

*Google Drive* or *Google Keep* are  
your friends



# 6. ACTUAL WRITING



[https://docs.google.com/document/d/1m4Heyi5R14Hb9\\_1VTrskArLW7uKm9t49DCUf4dOOpi8/edit?usp=sharing](https://docs.google.com/document/d/1m4Heyi5R14Hb9_1VTrskArLW7uKm9t49DCUf4dOOpi8/edit?usp=sharing)

Words are the meat

Don't worry about being too messy (that's what editing is for)

Ask questions

Short sentences are good for emphasis or comic relief, but don't stack too many next to each other, you'll sound like a robot

fewer adverbs = good

Use transition words

# CONSTRUCTING YOUR PARAGRAPH

## Good starter phrases:

“According to...”

“As...”

Time markers “In the last  
five years...”

“In fact,...”

Start with a **topic sentence**

Continue with **an analysis**  
(supported by up to 3  
pieces of evidence)

End with a /soft/ **conclusion**

## 6 Ws of writing:

WHO, WHAT, WHEN/WHERE, WHY,  
WHO, WHY



## Transition Words and Phrases

### Agreement / Addition / Similarity

in the first place  
not only ... but also  
**as a matter of fact**  
in like manner  
**in addition**  
coupled with  
in the same fashion / way  
**first, second, third**  
in the light of  
not to mention  
to say nothing of  
equally important  
by the same token

again  
to  
and  
also  
then  
equally  
identically  
uniquely  
like  
as  
too

**moreover**  
as well as  
together with  
of course  
**likewise**  
comparatively  
correspondingly  
**similarly**  
furthermore  
**additionally**

### Conclusion / Summary / Restatement

as can be seen  
**generally speaking**  
in the final analysis  
all things considered  
as shown above  
in the long run  
given these points  
**as has been noted**  
in a word  
for the most part

after all  
in fact  
**in summary**  
**in conclusion**  
in short  
in brief  
in essence  
to summarize  
on balance  
altogether

**overall**  
ordinarily  
usually  
by and large  
to sum up  
on the whole  
in any event  
**in either case**  
all in all



# HANDY WRITING RESOURCES!

[Smart Words](#)

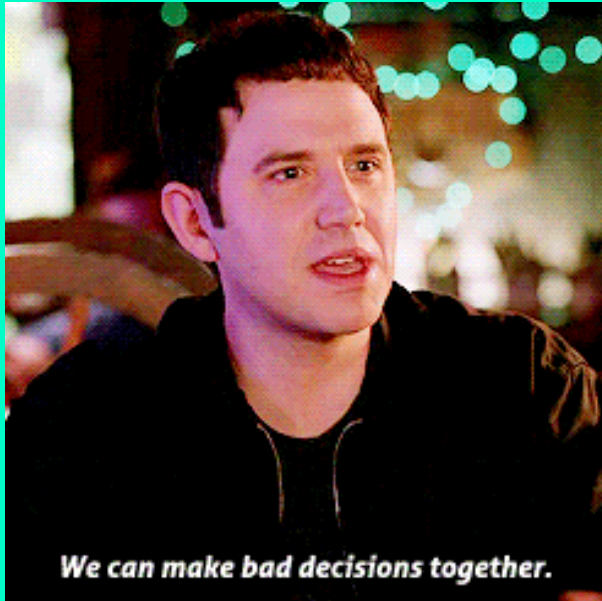
[Hemingway Editor](#)

[myNoise](#)

[Tip of My Tongue](#)

[ozdic](#)

# OTHER RANDOM TIPS



Write your intro (lead paragraph) at the end

Source all your info

**EDITING, EDITING, EDITING**

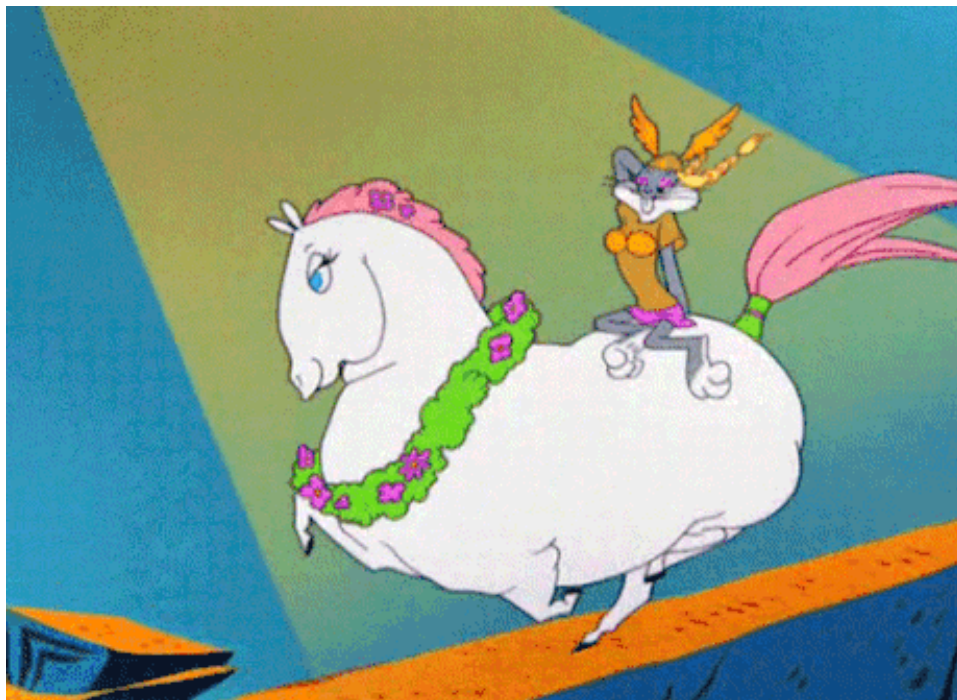
Don't be scared to cut things

Or play with your paragraphs

Read it out loud (flow)

Ask someone (your supervising

**BUT WAIT... THERE'S MORE!!!**



# INTERVIEWS

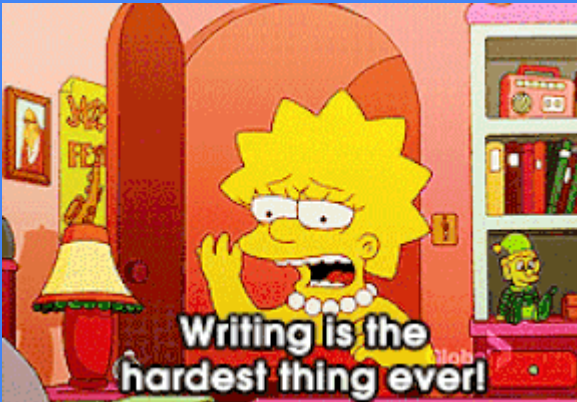
1. For effective interviews, reporters **prepare carefully**, and they ask questions that **induce the source to talk freely**.
2. Questions are directed at obtaining information on a **theme** that the reporter has in mind before beginning the interview.
3. If a more important theme emerges, the reporter **develops** it.
4. The reporter notes what is said, how it is said and what is not said.
5. Sources are **encouraged** by the reporter's gestures and

# RULES WORTH REMEMBERING



1. Prepare carefully, familiarizing yourself with as much background as possible.
2. Establish a relationship with the source conducive to obtaining information.
3. Ask questions that are relevant to the source and that induce the source to talk.
4. Listen and watch attentively.

# WRITE A PROFILE OF THE INTERVIEWEE



1. State relevant biographical info don't forget any important data, achievements etc. :)
2. On the other hand, don't overpraise.
3. Put the profile in the lead paragraph or alongside/at the end of text.
4. If possible, include a (good quality) photo. (This is actually highly recommended)

# BEFORE THE INTERVIEW



1. Write down your questions. Don't prepare too few, always have some extra up your sleeve.
2. Charge your recording device :)
3. Don't ask the questions you know the answers for or that can be looked up in previous interviews with the particular interviewee.
4. Choose a place that will be quiet and



# DURING THE INTERVIEW



1. Don't be afraid to interrupt the interviewee if there is a great diversion.
2. BUT let them speak if it is interesting and topic-related.
3. Try to keep the interview under 1 hour, otherwise it really is a pain to transcribe.

An example of what will happen when you will not follow these rules:

<https://docs.google.com/document/d/11JZCLyTj3pPtOFFT-CUOgdSpnlV5CX9GEeQma504-7o/edit?usp=sharing>

## AFTER THE INTERVIEW



1. Be a careful transcriber and a rigorous editor!
2. Don't be afraid to get back to the interviewees if you need to clarify something (spelling etc.).
3. Re-listen, crosscheck, and ask people for proofreadings.
4. It's not obligatory to have your interview approved/authorised, but it is more polite.

# MAKING AN ARTICLE OUT OF INTERVIEW

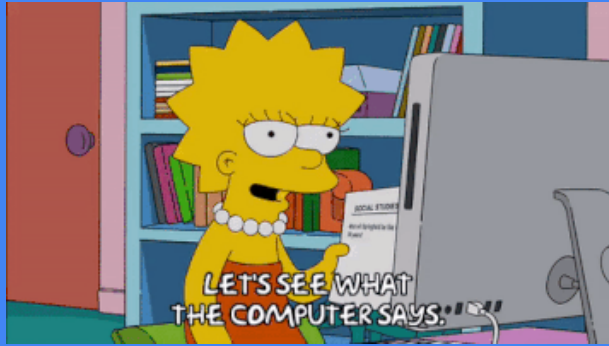


You are writing an article but want to incorporate the information from the interviewee there as well:

1. You can paraphrase, summarize and quote.
2. Include passages that reflect interviewee's personality - direct quotes will do well.
3. Stick relevant pieces together and edit, cut, edit, cut and edit again.
4. Have the original transcript at hand and colorcode the topics - it gets much easier.

Example: History of KAA (an article made out of interview with Don Sparling) in Issue II.

# ONLINE INTERVIEWS



1. Good for smaller interviews when you don't have time to transcribe. Needs less editing as well.
2. But you don't have a face to face contact with the interviewee and cannot control the interview.
3. Do a good research, prepare simple questions and ask the interviewee for a particular length of the answer.
4. Don't be scared to give deadlines to the interviewee! You need them!
5. E-mail x Chat

# SOURCES AND FURTHER READING

<http://www.columbia.edu/itc/journalism/isaacs/edit/MencherIntv1.html>

<http://www.mediahelpingmedia.org/training-resources/journalism-basics/475-20-interviewing-tips-for-journalists>

<http://matadornetwork.com/bnt/13-simple-journalist-techniques-for-effective-interviews/>

<http://www.sparkminute.com/2011/11/07/30-tips-on-how-to-interview-like-a-journalist/>

YOU MADE IT :)  
Good luck with writing!

