

AJ93100: PRACTICAL SEMINAR I

September 21, 2016

CLASS CONTENT

Lecture part

1. Team introduction & discussion of what you'd like to do/write about
2. Guidelines for article content and constituents

Seminar Part

- Individual discussion of your topics and questions you might have

THE TEAM

Permanent staff

- Markéta Šonková, *editor-in-chief* (MA student KAA, MA student IR)
- Anna Formánková, *chief of staff* (MA student KAA & LIC)
- Blanka Šustrová, *editor & editor-in-chief -to-be* (MA student KAA & LIC)
- Helena Brunnerová, *editor & photographer* (MA student KAA)
- Martina Krénová, *editor, web & finances* (MA student KAA)
- Tereza Walsbergerová, *editor* (PhD student KAA)

Long-distance editors: Pavel Pelěšek, Natálie Poláková, and Pavla Wernerová (all MA students at KAA)

External staff

- Barbara Ocoşoayová, *PR & editor* (MA student KAA)
- Zuzana Motalová, *editor* (BA student KAA)

Our newbies :)

- Peter Docherty (BA student KAA)
- Michaela Medved'ová (BA student FF & FSS)
- Anna Jílková (BA student FF & FSS)

TEAM COMMUNICATION

Primary means of communication:

- [FB group](#): to communicate on daily basis, share ideas, leave messages, set polls
- [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

MAGAZINE - REST OF THE WORLD: COMMUNICATION CHANNELS

- **FB page:** [Re:Views Magazine](#)
- **Twitter account:** @ReViewsMagazine
- **Re:Views Magazine** [website](#)
- **Magazine email:** re.views.magazine@gmail.com
- **LinkedIn:** [link](#)
- **YouTube:** [link](#)

YOUR TASKS

Peter - editing & proofreading (?; writing too?)

Zuzka - pirates & sea shanties (Terka will supervise)

Topics we need to cover

- interview/article with doc. Chamonikolasová (two people?)
- B16 festival (Tina + Míša ? + Bára?)
- Anna ?

PR - Pavla + Bára (?) → Jarmark spolků, Wiki page

GUIDELINES: ARTICLE CONSTITUENTS

TEXTUAL COMPONENTS

Headline

Lead paragraph

Body of the article

Sources

Author's profile

(Your subject's profile)

VISUAL COMPONENTS

Highlighted sentences

Pictures (properly referenced!)

Article layout

PLEASE DON'T FORGET ABOUT THE COLOR CODING!

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.
- Length is basically up to you: make sure you say all you need to say without it being unnecessary lengthy or too brief.

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 inferior.
- If unsure, ASK! Always ask us. No question is stupid.

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
- Picture

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:

¹ 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.

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

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

⁴ "[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
- The pictures are to be supplied by November 11, 2016
- 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 are hoping to have a lecture on copyright*
- 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

italics = *italics*

link(1) = [link](#)

at the end of the text you should also put the number of the link with the link itself, like so:

link 1: www.noooooooooooooooooooo.com

bold = **bold**

underlined = underlined

19th (upper index) = 19th

footnote1 = footnote¹

same as with link, at the end of the text, put the number of the footnote with the footnote

footnote 1: Writing footnotes is cool.

highlighted passage in the text

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/>

THANKS FOR ATTENTION AND GOOD LUCK WITH WRITING!

