

The conventions of journalistic language and style.

- Ajahn Jeerasak Meesuksabai

Ajahn Jeerasak Meesuksabai 1

1

1. Avoiding Mention of the Actor:

- In journalism, particularly in news reporting, it's common to use the passive voice or omit the actor when the focus is on the action or event itself rather than the person performing it.
 - Example: "The new policy was announced yesterday"

Ajahn Jeerasak Meesuksabai 2

2

Exercise1:

- 1. "The suspect was arrested last night."
 - a) Using Passive Voice
 - b) Using Omitting the Actor

- 2. "An investigation is underway."
 - a) Using Passive Voice
 - b) Using Omitting the Actor

Ajahn Jeerasak Meesuksabai

3

3

2. Creating Cohesion:

- News reports should be coherent and flow logically. Cohesion is achieved with transition words, pronouns, and repetition of key terms.
 - Example: "The city council approved the budget. They also discussed future projects during the meeting."

Ajahn Jeerasak Meesuksabai

4

4

Exercise2:

- "The government implemented a new policy. However, opposition to the policy is growing."
 - a) Using Transition Words
 - b) Using Pronouns
- The company announced its quarterly earnings. They reported a significant increase."
 - a) Using Transition Words
 - b) Using Pronouns

Ajahn Jeerasak Meesuksabai

5

5

3. Purposefully Choosing Active or Passive Voices:

- Journalists often choose between active and passive voices based on the emphasis they want to give to different parts of the story.
- Active Voice emphasizes the actor and is used when the source of the action is important.
- Example: "The mayor announced a new initiative."
- Passive Voice shifts the focus to the action itself and is used when the actor is less relevant or when objectivity is crucial.
- Example: "The new initiative was announced."

Ajahn Jeerasak Meesuksabai

6

6



Exercise 3:

- "The President signed the bill into law."
 - Actor Emphasized
 - Action Emphasized
- "The bill was signed into law."
 - Actor Emphasized
 - Action Emphasized

Ajahn Jeerasak Meesuksabai

7

7

4. Use of Direct Quotations:

- Journalists frequently include direct quotations from sources to provide verifiable information and capture the voices of those involved.
- Example: "According to the mayor, 'This initiative will benefit our community.'"

Ajahn Jeerasak Meesuksabai

8

8

5. Clarity and Conciseness:

- News reports aim for clarity and brevity. Long, convoluted sentences can confuse readers.
- Example: "The fire department responded quickly and effectively to extinguish the blaze" (clear and concise).

9

Exercise5:

- Are these news statements clear or less clear?
 1. "The stock market closed higher today."
 2. "The closing of the stock market today resulted in an upward movement in stock prices."

10

6. Avoiding Jargon and Ambiguity:

- Journalists should avoid technical jargon and ambiguous language to ensure their reports are accessible to a broad audience.
- Example: Instead of "The suspect was apprehended," use "The police arrested the suspect."

11

Exercise6:

- "The research findings indicated a correlation between diet and heart health."
 - a) Easily understandable
 - b) Too technical (using jargon)
- "The research findings indicated a positive correlation between diet and cardiovascular wellbeing."
 - a.) Easily understandable
 - b.) Too technical (using jargon)

12

7. Attribution and Sourcing:

- It's important to attribute information to its source to maintain credibility and transparency in journalism.
- Example: "According to the Department of Health, the vaccination rate has increased."

8. Headlines and Lead Sentences:

- Headlines and lead sentences should provide the most critical information in a concise and attention-grabbing manner.
 - Example Headline: "New Study Reveals Alarming Rise in Pollution Levels"
 - Example Lead Sentence: "A recent study has shown a significant increase in pollution levels in urban areas."

Exercise 8:

Is the following news statements *headline* or *Lead sentence*?

- "New COVID19 Variant Detected in Europe"
- "Health officials are closely monitoring a new COVID19 variant that has emerged in several European countries."

Ajahn Jeerasak Meesuksabai

15

15

9. Neutrality and Objectivity:

- Journalists should strive for neutrality in their language, avoiding loaded or biased terms.
 - Example: Instead of "The controversial policy was implemented," use "The policy was implemented."

Ajahn Jeerasak Meesuksabai

16

16

Exercise 9:

- Identify neutrality or objectivity of the following statements:
- A: "The proposed tax changes are being debated in Congress."
- B: "The controversial tax hike is causing outrage in Congress."

Ajahn Jeerasak Meesuksabai

17

17

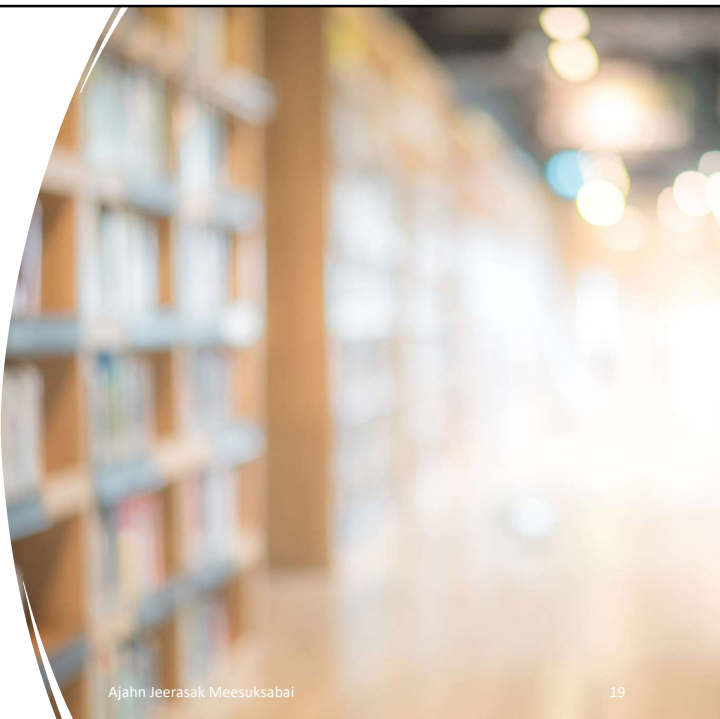
10. Fact Based Reporting:

- Journalists should base their reports on verified facts, avoiding speculation or personal opinions.
- Example: "The company's revenue for the last quarter reached \$1.2 billion, according to its financial statement."

Ajahn Jeerasak Meesuksabai

18

18

- 
- These principles guide journalists in crafting news reports that inform the public accurately and impartially while adhering to the conventions of journalistic language and style.

Ajahn Jeerasak Meesuksabai

19

19

Quiz:

- Identify journalistic language and style of the following news statements:
 1. "The CEO stated, 'Our company is committed to sustainability.'"
 2. "According to a report from the United Nations, global temperatures are rising."

Ajahn Jeerasak Meesuksabai

20

20