



Lesson Plans

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NewsBrands
Ireland

An Initiative from NewsBrands Ireland.



The News

Pages:

8 9



10-20 minutes

(depending on length of discussion)

News Tutorial

Pages:

10 11



40+ mins

(more time can be allocated to this task or it can be kept to a minimum)



Handout for
analysing
News Stories
Handout.
PDF to print/
photocopy

Material to be used

Read through the brief points on **news** and **how it can be defined** on page 8:

Have a quick discussion to elicit their opinions on the definition used here and on the **importance of facts, accuracy and balance** within the news.

The covers of the papers and their news stories on pages 8 and 9 can be referred to here where suitable.

Pages 10 and 11 explain the structure of a news story, the **5Ws**, using very straightforward examples.

After these have been read, either silently and independently, or with the group as a whole **each student should take a newspaper** and do the following...

Optional: Analysing the News Tutorial:

1. Write down the name of their paper and date published.
2. **Identify a news story** in their paper.
3. Write down the **headline**/ sub head and byline.
4. **Summarise** the story down **into the 5Ws** using bullet points.

Options for discussion/ analysis:

- In pairs they could analyse which of their headlines was the most factual or sensationalised.
- They could compare the way in which the 5Ws were used i.e. in which order did they come?
- They could establish what extra information was given or who was quoted.
- Finally they could decide which of the two stories they thought was more interesting or better written saying why they made that choice.
- Each pair could feed back to the class.

NEWS

"What you see is news, what you know is background, what you feel is opinion"

- Lester Markel, American journalist, 1894-1977

What is the job of a journalist?

Even in the age of 24-hour news cycles, digital platforms and social media, the key function of a journalist remains the same - gather the information and present it fairly and accurately.

The key for any journalist is to give an accurate and balanced report of whatever they are working on and whatever platform they are reporting on - print or digital.

If a criminal is gunned down in broad daylight, it's the job of the journalist to tell the reader what happened, who it happened to, how it happened, why it happened and when it happened.

If you answer those five key questions, then 99 times out of 100, you've done your job properly.

Remember, news is supposed to be fair, accurate and balanced - it's not your view on what's happened, not what you think might or should have happened. It's what actually happened - the facts of which you have checked, and double checked.

Do

- Do:** Make your story interesting and relevant.
- Do:** Always check your facts. Credibility is the most valuable asset to a reporter.
- Do:** Be balanced - always give both sides of the story.
- Do:** Use lots of quotes. People love reading what other people say.

Don't

- Don't:** Start your news articles with a question. Stick to the basic introduction formula and you can't go wrong.
- Don't:** Editorialise - news stories are fact not opinion. It is not your job to argue a point of view, or sum up with your opinion. Just present the facts and let the reader draw his/her own conclusions.
- Don't:** Get flowery - keep your sentences and paragraphs short.
- Don't:** Use lots of heavily descriptive language. When you've finished, go through the entire story and try to remove any words that aren't completely necessary.



Perfect Match as Education to Remain 'Sacred' in Dingle

By James Ó Dubháin
Pobalscoil Chorca Dhuibhne, An Daingean



'Cleamhnas,' the practice of arranged marriages, makes a welcome return to West Kerry, albeit in the guise of a match very different to its predecessors. The recent pairing of an old stalwart in Dingle CBS and its new suitor, Connecticut based Sacred Heart University will result in the preservation of an important aspect, the continued provision of education in the area.

Having served the town for close to 160 years, Dingle CBS closed its doors as a secondary school in May 2007. Situated in a prominent location, it was hoped that the listed buildings, history and ethos of the school would remain if a suitable buyer could be found. Prospective partners would have to offer an educational dowry of note in exchange for inheriting the family silver.

Having flirted with various entities and suits over the years, the administrative matchmakers have accepted an offer that will preserve and maintain the practices of the past and produce some interesting offspring in the future.

The CBS began with a mission to educate the 'poor boys of Dingle' therefore an educational component was a mandatory requirement to entertain any proposal of purchase. The perfect match was found in the private Catholic institution that is Sacred Heart University. Initially invited to send students to Dingle's 'An Díseart' by Monsignor Ó Fiannachta

Learn from last year's winner



in 2004, the university later increased its programme for international study. With the popularity of the programme gaining more traction in Connecticut, the university made the move to purchase the Dingle CBS site and further develop its educational commitment to the town and develop a permanent international campus.

'By 2018 we would expect close to 300 US students studying short term and semester long courses' says Campus Director Sean Pól Ó Conchúir. 'New courses have been introduced and each year brings new courses. These will be linked to aspects synonymous with the town, marine biology and tourism being examples.' The Campus Director also pointed out that Nursing courses have been offered for the past number of years and continue to exist and expand thanks to support from I.T. Tralee, The Bons Secour hospital and

the West Kerry Community Hospital. Community support has also been very forthcoming. 'Local businesses have been very instrumental in assisting the university up to this point. They have provided guest speakers, internships and Údarás na Gaeltachta have made grants available.' The University's decision to marry into the area is a boon for the peninsula as Seán Pól points out, 'The commitment of over 1 million dollars towards the campus development is fantastic for the town and in particular for the Dingle CBS site.'

The Christian Brothers' stipulation of an educational match has been well and truly met. Sacred Heart continues its links with Dingle secondary school Pobalscoil Chorca Dhuibhne through its educational system comparison module in its January programme, as students under the tutelage of Mike Giarratano study the Irish model and mingle happily with second level pupils. Sacred Heart will continue to operate from its original home at An Díseart until the new campus is ready. As Sean Pól Ó Conchúir points out 'Fite Fuaite' is an Irish expression that captures that which is interwoven. Dingle CBS and Sacred Heart Connecticut are a prime example of this, an educational match that entwines many links.'

It is anticipated that once planning regulations have been met, S.H.U.'s Dingle Campus will take approximately 18 months to complete.



“ A news story, unlike any other journalistic endeavour, has a carefully crafted formula for success. The job of the news reporter is to tell the reader what happened, who it happened to, how it happened and when it happened. ”

Press Pass Judging Panel

News Tutorial

How to Write News

Your job is to make the news story as relevant, interesting, informative and as accurate as you can.

Always remember who you are writing for. The person reading the Irish Times will want the information written and presented in a certain way, so too the person reading the Irish Sun.

So whether you're writing for the school newspaper, or the New York Times, be aware of your audience. Keep the story simple and straight-forward. Make it as easy as possible for the reader to digest the information.

The opening paragraph (or intro) is vital - it's your only chance to grab the reader's attention and entice them to read on.

Remember - you've lost 30% of readers after the first paragraph and 50% by paragraph four.

How to Structure a News Story

Remember the five Ws when writing news - Who, What, Where, When and Why. Answer these for the reader and you've done your job.

The Introduction

The most important section of any news story is the opening paragraph. The intro communicates the facts of the article in the first few lines.

FOR EXAMPLE: A man was gunned down in front of shocked shoppers in the latest gangland tit-for-tat murder.

What?

The What - summarise what happened.

The 31-year-old, identified as one of the country's leading drug dealers, was shot six times in the head and chest.

When?

The When - give the reader some more of the key details.

He was shot shortly after 1pm, by a lone gunman, as he walked down Grafton Street in front of hundreds of shoppers.

Headline

Five times as many people read headlines as the actual story

Picture

Detailed picture enhances the story

Byline

Journalist who broke the story

What

Tell the reader what happened

Why

How the controversy erupted

Additional info

Further details to enhance story

Email

Contact for newsroom

DO J F BEY



Celeb couple good news

BY EDWARD MCG

Beyoncé has given
according to repor
websites .

The singer, who is
and music producer
daughter, Blue Ivy.

El News, citing mul
the birth and that Jay
Angeles area hospital

Us Weekly, also cit
reported that the coup

"Bey and Jay are thrill
with their family and
People.

A representative for B
for comment.

The celebrity news v
details, such as the da
the sex of the infants.

The performer, one
the music business,
Instagram account in
posing in lingerie and

The announcement h
24 hours to become th

The R&B singer per
in Los Angeles two v
swelling belly in a m
since posted numerou
social media accounts

The birth of Blue Ivy
with New York's Lenox
its maternity wing to a

News of the pregnan
release of Beyoncé's 2
appeared to address h
her eight-year marria

The lyrics of severa
and regretting being
the final tracks of the

Jay Z that she had dec
The couple has never

DOUBLE JOY FOR Beyoncé



People share
S

CARTHY

birth to twins in Los Angeles,
arts on several celebrity news

35, and her partner, the rapper
Jay Z, already have a five-year-old

multiple unidentified sources, reported
Z and Blue Ivy were seen at a Los
on Thursday.

ing multiple unidentified sources,
ble welcomed twins earlier this week.
ed and have started sharing the news
d closest friends," one source told

Beyoncé did not respond to a request.

websites did not provide additional
ate and time the twins were born or

of the most powerful women in
announced the pregnancy on her
February along with an image of her
caressing a noticeable baby bump.

had more than 8m "likes" in the first
"most liked" Instagram post ever.

formed live at the Grammy awards
weeks later, proudly displaying her
motherhood-themed show. She has
pictures of her bare baby bump on

caused a paparazzi storm in 2012,
x Hill hospital shutting down part of
accommodate the family.

ncy came less than a year after the
2016 album *Lemonade*, in which she
ongoing rumours of trouble in
age.

songs spoke about being cheated on,
married. But Beyoncé made clear in
album and in music videos featuring
ided to stay in the relationship.

addressed the rumours publicly.

Headline

Must give people a reason to read on

Font

large, bold text to show it's the most important element of design

Sub head

Holds the reader's attention by giving more details

Intro

The golden rule is KISS — keep it short and simple

Who

Who it happened to

When

Exact details of when it happened

Who?

The Who - who is the story about.

Gardai believe the murdered man was Joe Bloggs, from the inner city. Bloggs was a career criminal who was one of the main importers of cocaine into the country.

Why?

The Why – vital background information

Bloggs had survived an attempt on his life last year and was, according to sources, 'a dead man walking' after double crossing his former partner in crime.

Where?

The Where – give more details of the attack.

Bloggs was just passing the entrance of HMV when a hooded man approached and pulled a gun from his jacket pocket, according to eyewitness accounts.

In this case, you would use plenty of quotations, what people saw, what they heard, what they did, what happened next.

Key tips

Know your audience - who are you writing for?

Regardless of the platform you are writing for - always remember - be brief and to the point

Never forget the the 5 Ws –

Who? What? When? Where? Why?

1. Tell the reader how you know what you know - source every new piece of information.
2. Be clear and accurate - make sure your story makes sense.
3. Reread for accuracy and fairness before you finish.
4. Check all the numbers, dates and details.
5. Check your spelling and punctuation - ensure names are spelled correctly and consistently throughout the story.
6. Check for balance. Is the story balanced and fair? Does it tell both sides of the story?