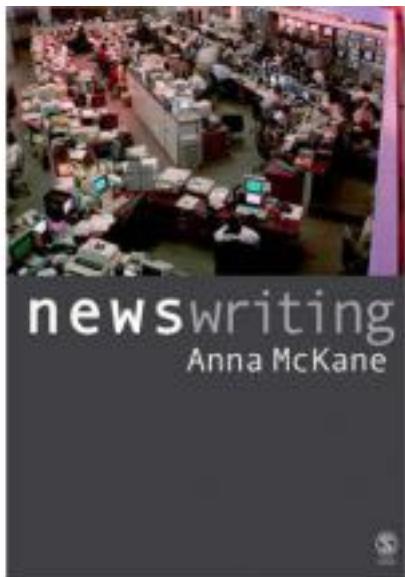


News Writing



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'Spotting potential pitfalls, using a story structure, writing the intro, how to do backgrounders - and an engaging foreword by Prof Peter Cole - all make this exactly the kind of book the trainee could do with' - HoldtheFrontPage.co.uk Anna McKane's News Writing is a pioneering book dealing exclusively with the all-important craft of writing news stories. The ability to write a good news story is the starting point for all starters in journalism, and is the central test likely to be given to young people on work experience or doing trial shifts. The book deals fully with all aspects of writing news, including: - how to write a good intro, or first paragraph - how to order the information and assemble a winning story - what language to use. It provides a step-by-step guide to constructing a story, with good and bad examples and a detailed analysis of style, language and grammar. There are checklists to help inexperienced writers to measure their work. The book is written in a clear and practical way and provides guidance for students and trainee journalists to enable them to write everything from a snappy

short agency-style news story to a more reflective piece appropriate for a quirky news item.

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