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Nota di contenuto	Scholastic Journalism; Copyright; Contents; About the authors; Preface; Acknowledgments; Walk through; Timeline; 1 Understanding news; Where does news come from?; News value; Timeliness; Proximity; Prominence; Audience impact; Surprise or oddity; Human interest; Conflict and drama; Visual impact; The importance of audience; Beat reporting; Featurizing news; News in other contexts; Sourcing news; Primary sources; Secondary sources; Other factors affecting coverage; Conclusion; 2 Interviewing and reporting; Interviewing; Developing questions; Organizing the interview; Setting up the interview Conducting the interviewObservation; Reliability of sources; Internet research; Conventional research; Conclusion; 3 News writing; News writing; The news lead; Alternative news lead approaches; Feature leads; Contrast lead; Vignette lead; The descriptive lead; Developing a news story; Body of a news story; Flow and organization; Potential weaknesses in news writing; Vagueness; Wordiness; Jargon and pretentious vocabulary; Editorializing; Numerical distortions; Passive voice; Online news coverage; Using quotes and attribution; A news writer's checklist; Conclusion; 4 Writing specialty stories Health writingAcademic writing; Death coverage; Speech stories; Poll

story; Selecting respondents; Civic journalism; Yearbook writing; Unique story angles; Alternative copy or sidebar writing; Conclusion; 5 Writing feature stories; The feature story idea; The feature-writing process; Conclusions; Elements of feature writing; Precise writing; Details; Pace; Examples; Dialogue; Voice; Feature story types; Profiles; Human interest story; Informative feature story; Other types of features; Conclusion; 6 Sportswriting; Writing the sports story; Sports slang and sports language
Developing a sports story with statistics
Types of sports stories; Advance story; Trend story; Sports news story; Game story; Sports feature story; Feature leads for sports stories; Packaged coverage; Sports webcasting; Getting started; The webcast staff; Conclusion; 7 Opinion writing; Developing editorial ideas; Role of the editorial; Opinion vs. fact; Editorial writing: the formula; Editorial leads; Developing the argument; Editorial cartoon; Columns; Blog writing; Review writing; Reviewing tips; Packaged opinion coverage; Conclusion; 8 In-depth reporting
Finding topics for in-depth coverage
School governing boards; Athletics; Curricular areas; Extracurricular and other areas; Beyond the school; Localizing national and state trends; Getting started; Full-page coverage; Double truck coverage; Beyond the double truck; Special issues; The yearbook; Writing the in-depth story; Anonymous sources; Layering information; The need for accuracy; Conclusion; 9 Coaching writers and editing copy; The coaching process; Planning stage; Collecting stage; Writing Stage; The lead; Body organization and flow; Proofreading and correcting a story; Fact check
Clarity and conciseness

Sommario/riassunto

The new 12th edition of Scholastic Journalism is fully revised and updated to encompass the complete range of cross platform multimedia writing and design to bring this classic into the convergence age. Incorporates cross platform writing and design into each chapter to bring this classic high school journalism text into the digital age
Delves into the collaborative and multimedia/new media opportunities and changes that are defining the industry and journalism education as traditional media formats converge with new technologies
Continues to educate studen
