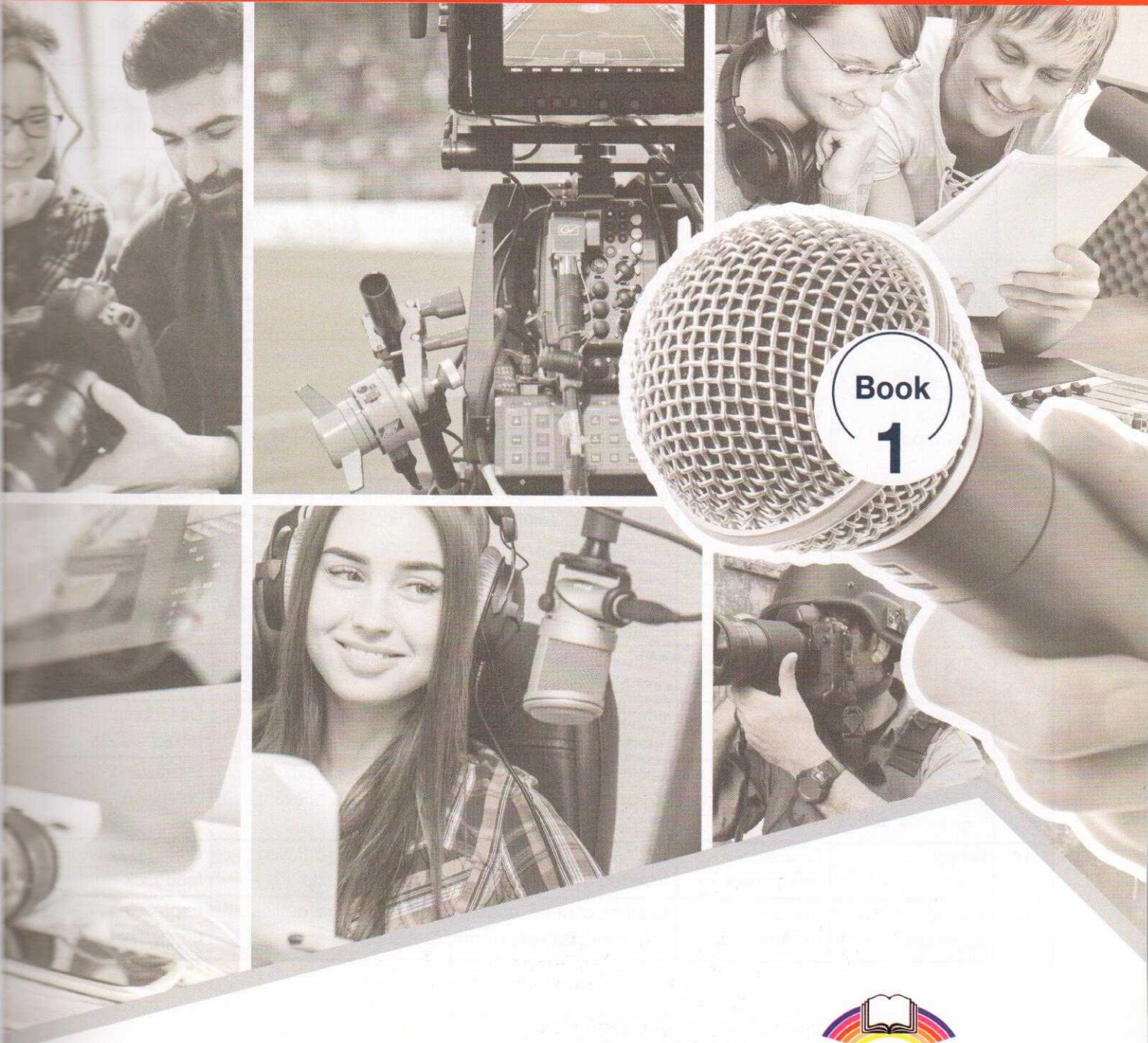


**CAREER  
PATHS**

# Journalism

Charles Moore - Jenny Dooley



Book  
1



**Express Publishing**

## Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Industrial Safety	Webpage	beat, cover, current events, investigate, journalism, journalist, media, news, peg, press, report, story	Discussing interest
2	Publications and Outlets	Article	broadcast journalism, Internet, magazine, newspaper, outlet, print, publication, radio, television, website	Describing experience
3	Types of News	Schedule	angle, breaking, enterprise story, hard news, investigative, profile, real time, research, series, soft news, trend	Asking for more information
4	Types of Newspapers	Encyclopedia article	broadsheet, circulation, daily, digitally, edition, national, newsletter, Sunday edition, syndication, tabloid, weekly	Providing good news
5	Roles at a Newspaper 1	Email	copy chief, editorial page editor, editor-in-chief, executive editor, features editor, graphics editor, managing editor, news editor, ombudsman, photo chief, publisher, sports editor	Making introductions
6	Roles at a Newspaper 2	Job postings	clerk, columnist, copy editor, designer, feature writer, freelance, news reporter, photographer, researcher, stringer	Expressing agreement
7	Newsroom Equipment	Memo	computer, copier, desk, email, laptop, newsroom, office, smartphone, tablet, word processor	Offering assistance
8	Sections of a Newspaper	Guide	arts, business, classifieds, corrections, entertainment, front page, local, op-ed, police blotter, real estate, sports	Making changes
9	Newspaper Layout 1	Textbook chapter	above the fold, banner, basement, below the fold, centerpiece, column, ears, flag, kicker, left rail, masthead, right rail, skybox, strip	Discussing options
10	Newspaper Layout 2	Email	outline, entry point, jumpline, layout, pagination, photo caption, photo credit, pull quote, refer, white space	Giving a reminder
11	Newspaper Style	Textbook chapter	billboard, charticle, color, color screen, design, font, graphic, photo, sans serif, serif	Asking for an opinion
12	Content of an Article	Advice column	article, byline, column, five W's, headline, hook, interest, lead, lede, nut graph, quote, transition	Describing mixed results
13	Developing a Story	Note	background, bury the lead, connect, context, expose, inform, lay out, previous, recall, relevant, scene	Expressing confusion
14	Brites	Course assignment	assignment, basic, brite, copy, dateline, detailed, inverted pyramid, paragraph, prioritize, title	Giving positive feedback
15	Writing an Article	Manual excerpt	confirm, contact, correct, deadline, focus, outline, proofread, submit, summarize, support	Expressing concern

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4 Read the sentence pairs. Choose which word best fits each blank.

1 radio / website

A The photographs appeared on the \_\_\_\_\_.

B On the \_\_\_\_\_, the DJ plays songs between news stories.

2 television / newspaper

A Videos of the parade were shown on \_\_\_\_\_.

B The second page of the \_\_\_\_\_ features letters to the editor.

5 Listen and read the article again. How has the company's profile changed since last year?

## Listening

6 Listen to a conversation between an interviewer and a job applicant. Choose the correct answers.

1 What is the conversation mostly about?

- A a degree in journalism
- B the company's different publications
- C a job opening with a print publication
- D a reporter's experience

2 What type of outlet does the woman work for?

- A television      C newspaper
- B radio            D magazine

7 Listen again and complete the conversation.

Interviewer: Have a seat, Mr. Edwards. So, you currently work for a 1 \_\_\_\_\_?

Applicant: That's right. It's a 2 \_\_\_\_\_.

Interviewer: Do you 3 \_\_\_\_\_ broadcast journalism?

Applicant: Yes. I produced a 4 \_\_\_\_\_ for many years.

Interviewer: That's great! What about in 5 \_\_\_\_\_?

Applicant: I have less experience there. But I interned at a television station 6 \_\_\_\_\_.

## Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

### USE LANGUAGE SUCH AS:

*So, you currently ...?*

*Do you have experience in/with ...?*

*I have less experience there but ...*

**Student A:** You are an interviewer. Talk to Student B about:

- his or her experience
- types of news outlets
- qualifications you are looking for

**Student B:** You are a job applicant. Talk to Student A about your experience.

## Writing

9 Use the conversation from Task 8 to fill out the interview notes.

**BMC BAXTER media CORPORATION**

Position: \_\_\_\_\_

Applicant: \_\_\_\_\_

Notes: The applicant has experience with \_\_\_\_\_  
\_\_\_\_\_. The applicant does not have experience with \_\_\_\_\_.

Do you plan to hire this applicant? Y / N

Why or why not? \_\_\_\_\_

# 4 Types of Newspapers

## Get ready!

1 Before you read the passage, talk about these questions.

- 1 In your country, what's the most common type of newspaper?
- 2 How often are newspapers distributed?



# Newspapers

A newspaper is a written source of news and information. It is published in regular **editions**. Nowadays many people access online versions of these same publications. Although they have not replaced newspapers, many people prefer to receive their news **digitally**.

Most major cities have at least one **daily** newspaper. They cover important community issues and events. Typically, these publications release an extended **Sunday edition**. Most of these newspapers have a **broadsheet** format. A few are **tabloids**, but this is less common.

The same **national** stories might appear in multiple local newspapers. This is the result of **syndication**.

In some cases, the newspaper itself has a national **circulation**. Often, **newsletters** are also national publications. However, they are usually published **weekly** and aimed at a smaller audience.

## Reading

2 Read the encyclopedia article. Then, mark the following statements as true (T) or false (F).

- 1  A broadsheet is a common format for a local, daily newspaper.
- 2  According to the article, most cities have their own tabloids.
- 3  Syndication gives a particular publication an online format.

## Vocabulary

3 Match the words or phrases (1-5) with the definitions (A-E).

- |                                       |   |
|---------------------------------------|---|
| 1 <input type="checkbox"/> edition    | 4 <input type="checkbox"/> circulation    |
| 2 <input type="checkbox"/> national   | 5 <input type="checkbox"/> Sunday edition |
| 3 <input type="checkbox"/> newsletter |   |

- A a special, larger newspaper distributed on one particular day
- B an installment of a paper published at regular intervals
- C related to an entire country, rather than one region
- D a collection of stories and news for a limited audience
- E the number of copies sold or distributed over a period of time

4 Place the words from the word bank under the correct headings.

### Word BANK

tabloid      weekly      broadsheet  
daily      syndication

Frequency of Publication	Types of Publications	Methods of Distribution
_____	_____	_____
_____	_____	_____
_____	_____	_____

# 8

# Sections of a Newspaper

## Get ready!

1 Before you read the passage, talk about these questions.

- 1 What are some different sections in a newspaper?
- 2 What sections in a newspaper do you read most often?

GRAND OPENING:

"Chez Alex" IN OUR TOWN!



local

LOOKING for a new HOUSE?

real estate

Commercial Real Estate Team



Meet the professional Basketball players of WOODLANDS

sports



Jane Pink splits from Alan Wire

entertainment

What's in this issue?

The Gazette

MAY 9

### Section A News

Today's **front page** (A1) focuses on the national elections. See interviews with the major candidates. **Corrections** from yesterday's issue are in Section A7.

### Section B Opinions

Our featured **op-ed** comes from a teacher named Sandra Barris. She calls for better classroom equipment in **local** schools.

### Section C Business and Housing

Check out the latest financial news and trends in **real estate**.

### Section D Community

What's happening in YOUR neighborhood? The **police blotter** (D1) includes the monthly crime report. See the new **arts** and **entertainment** calendar (D2). Also check **sports** (D3) for results from yesterday's games.

### Section E Classifieds

Are you looking for a job? Do you need to buy or sell something? Turn to the classifieds.

**RENT TO OWN**  
If you cannot qualify for a traditional mortgage through the banks, NO PROBLEM!

**NEED A SMALL LOAN**  
Do you need a loan? Do you need some cash fast? CALL US QUICKLY

**BOOKKEEPING SERVICES**  
-Accounts Payable  
-Accounts Receivable  
-Bank Credit Card Reconciliations  
Flexible rates starting at \$18 per hour.

**CAREERS**  
GENERAL HELP WANTED  
Seeking someone for general help, eg: filing, organizing, errands, answering emails. Must know how to use a computer. \$10 per hour to start.

**★ MORTGAGE EXPERT ★**  
Residential & Commercial, Specialize in Residential Real Estate Finance & All Commercial Mortgages

**RECEPTIONIST WANTED**  
Our Clinic is looking for Receptionist that is looking to grow with our centre. This position open for a driven, passionate & self motivated person.

**★ CALL NOW ★**  
Sales Assistant

## Reading

2 Read the guide. Then, mark the following statements as true (T) or false (F).

- 1  The front page features a story about local schools.
- 2  The op-ed section includes a piece about real estate.
- 3  Entertainment and sports appear in the same section.

## Vocabulary

3 Match the words or phrases (1-8) with the definitions (A-H).

- 1  entertainment
- 2  classifieds
- 3  op-ed
- 4  sports
- 5  arts
- 6  corrections
- 7  business
- 8  real estate

A a section focusing on athletic games

B a section focusing on financial and economic news

C a section focusing on opinions

D a section listing jobs and items for sale

E a section listing mistakes from previous issues

F a section focusing on books, music, and community events

G a section focusing on movies, popular music, and celebrities

H a section focusing on homes and properties for sale or rent

# Glossary

- press** [N-UNCOUNT-U1] The **press** is the general group of people working for news agencies, such as newspapers and television networks, and includes reporters, photographers, editors and many others.
- previous** [ADJ-U13] If something is **previous** to another thing, it existed or happened before the second thing occurred.
- print** [N-UNCOUNT-U2] **Print** is the process of creating or publishing something with words written on pages.
- prioritize** [V-T-U14] To **prioritize** something is to arrange its parts in order of importance.
- profile** [N-COUNT-U3] A **profile** is a story about a particular person's life or achievements.
- proofread** [V-T-U15] To **proofread** a piece of writing is to read it carefully in order to correct mistakes.
- publication** [N-COUNT-U2] A **publication** is a source of information, such as a newspaper or magazine, that is printed and officially distributed.
- publisher** [N-COUNT-U5] A **publisher** is a business that creates and distributes a publication.
- pull quote** [N-COUNT-U10] A **pull quote** is a quote that is copied from an article and enlarged in order to be emphasized or used as a graphic for the article.
- quote** [N-COUNT-U12] A **quote** is a reference to the exact words that were spoken or written by someone else.
- radio** [N-UNCOUNT-U2] **Radio** is the broadcast of news programs and other information by sound over airwaves.
- real estate** [N-UNCOUNT-U8] **Real estate** is a section of a newspaper that focuses on homes and properties for sale or rent.
- real time** [ADJ-U3] If something is in **real time**, it constantly provides updated information as the events are occurring.
- recall** [V-T-U13] To **recall** something is to remember it from a previous time.
- refer** [N-COUNT-U10] A **refer** is a line of text on one page of a newspaper that is used to reference a story located elsewhere.
- relevant** [ADJ-U13] If something is **relevant**, it is important or has an effect on something else.
- report** [N-COUNT-U1] A **report** is a written or spoken account of an event or situation.
- research** [N-UNCOUNT-U3] **Research** is the process of acquiring information about a subject or event.
- researcher** [N-COUNT-U6] A **researcher** is a person who acquires information about a subject or event for a news story.
- right rail** [N-COUNT-U9] The **right rail** is an area of a newspaper page that is to the right of the centerpiece and above the fold. It is usually used for stories of secondary importance.
- sans serif** [ADJ-U11] If a font is **sans serif**, it does not include extra hooks or curves at the tips of the letters.
- scene** [N-COUNT-U13] A **scene** is the setting or situation in which a story takes place.
- series** [N-COUNT-U3] A **series** is related programs presented regularly in a particular order.
- serif** [ADJ-U11] If a font is **serif**, it includes extra hooks or curves at the tips of the letters.
- skybox** [N-COUNT-U9] A **skybox** is an element of a newspaper above, below, or beside the flag on the front page of a newspaper with information about the nature of the publication.
- smartphone** [N-COUNT-U7] A **smartphone** is a cell phone with advanced computing capabilities.
- soft news** [N-PLURAL-U3] **Soft news** is a type of news that is not considered very serious or widely important, and is typically related to features and human-interest stories.
- sports** [N-PLURAL-U8] **Sports** is a section of a newspaper that focuses on teams or individuals who participate in official athletic games.
- sports editor** [N-COUNT-U5] A **sports editor** is a person responsible for all sports-related content and articles at a newspaper.
- story** [N-COUNT-U1] A **story** is a situation that is described in the news.
- stringer** [N-COUNT-U6] A **stringer** is a person who writes stories for a newspaper but is not a regular, permanent employee.
- strip** [N-COUNT-U9] A **strip** is an article in a newspaper that spans the page from left to right.
- submit** [V-T-U15] To **submit** something is give it officially to someone for acceptance or approval.
- summarize** [V-T-U15] To **summarize** something is to give an overview of the most important details of something, usually to review information that was already presented.

# 4 Advertising in Print

## Get ready!

1 Before you read the passage, talk about these questions.

- 1 What are some visual features of print advertisements?
- 2 What are advertisements used for?



## Reading

2 Read the webpage. Then, mark the following statements as true (T) or false (F).

- 1 \_\_\_ The publisher recommends using a journalistic style.
- 2 \_\_\_ Legals are placed by local government agencies.
- 3 \_\_\_ Customers can pay extra for images in classified ads.

## Vocabulary

3 Match the words or phrases (1-7) with the definitions (A-G).

- 1 \_\_\_ revenue
  - 2 \_\_\_ profit
  - 3 \_\_\_ legals
  - 4 \_\_\_ sale ad
  - 5 \_\_\_ display ad
  - 6 \_\_\_ advertiser
  - 7 \_\_\_ insert
- A the amount of money left after paying costs and expenses
- B a full-page ad that is tucked into a publication
- C the notices required by law placed in circulating publications
- D an individual or company that makes the public aware of something through an announcement or notice
- E a type of ad used to publicize an event in which prices are lower than normal
- F a type of ad using text and graphics to promote products and services
- G the money received by a company for services or products

Dangle Publishing, Inc.

COMPANY

SERVICES

ADS

CONTACTS

## Advertising

Dangle Publishing provides ad space in all of our print media. All **advertisers** are welcome.

### Private Parties:

Do you need to sell an old car? Place a **classified ad** in the daily *Dangle Times*.

### Businesses:

Are you trying to improve your **profits**? **Advertisements** are a great way to increase **sales** and **revenue**. We offer ad space in the *Dangle Times* and *Dangle Monthly*. Place a **glossy, full-page** ad to get attention and better results. We recommend these ads be written in a **journalistic style**. This method engages readers and gives the feeling of reading an article instead of an advertisement.

### Legals:

We offer ad space for local government agencies to post community announcements.

### Fees:

A typical black and white ad starts at \$12.00. A color **display ad** starts at \$25.00. If you want to run a **sale ad**, full-page **inserts** are available. Classified ads start at \$3.00 per line. They cannot contain images.