

Topic 1.7. Principles of Journalism: Telling the Story

Exercise 1. Read the text.

We're going to talk about four more principles of journalism. Originality, completeness, transparency and fairness. The first important principle to remember when writing a story is **originality**. This means creating something new. So, a journalist must not borrow the words of others and pretend that they have created them. Imagine a hospital is being built in your town. Obviously, the facts of the story are the same, but the way the journalist writes about the story must be original and not copied from someone else. If a journalist copies a story about the hospital from someone else and then puts their name on it, we call it plagiarism. This is something that a journalist should never do and it can cause many problems.

Another important principle to remember is **completeness**. This means that journalists need to tell the whole story not just a part of it. Journalists must present a story in context, which means looking at both sides of a story as well as the events in the past that lead to the situation. Going back to our example, if a journalist only writes the word of the hospital officials and not the local residents, they have not written the whole story. If the story's not complete, it can hurt both the reputation of the journalist and the people who were part of the story.

The third principle that we're talking about in this video is **transparency**. This is a word that we normally use to describe something that you could see through. Like a glass window. When we use it to talk about journalism, we mean that the people have the opportunity to look at the process that the journalist goes through when they write their article. For example, the journalist makes it clear who they spoke to. And also, who they could not speak to? Also, if the journalist has some connection to the story, they need to be transparent and tell people what that connection is. For example, if the journalist's spouse is an architect who is going to help build the hospital, he or she must state that in the article.

Lastly, when a journalist writes an article, they must think about the principle of **fairness**. This means that a journalist must think about the language they use in their article to make sure they accurately tell the facts without bias favoring one side or another. In the hospital example, they should use language that tells the facts about the advantages and disadvantages of building the hospital. It's important to remember that the journalist's goal should be to inform the public. Tell them what they need to know not manipulate them. Try to shape the way they think about something. So to summarize, in this video, we looked at the principles of originality using your own words. Completeness, writing the whole story. Transparency, making your process clear to the reader. And finally, fairness. Writing accurately without bias.

Exercise 2. Matching word forms in context

Choose the best word form (or pair of forms) to complete each sentence.

6 points possible (graded)

1. Journalists need to _____ the accuracy of their sources.

verify

verification

без відповіді

2. They need to make sure that their work is _____.

originality

original

без відповіді

3. Journalists should always try to write the truth and to tell the _____ story.

completeness

complete

без відповіді

4. Sometimes, in order to be _____, journalists must show _____ with the subjects of their stories.

humane / restraint

humane / restrained

humanity / restrained

humanity / restraint

без відповіді

5. A journalist has a responsibility to _____ the voiceless and to hold those in power _____ for their actions.

empowerment / responsibility

empower / responsibility

empower / responsible

empowerment / responsible

без відповіді

6. It is important for a journalist to be _____ in their work so that others can see what they have done.

transparency

transparent