Journalistic writing is all about being CLEAR and CONCISE

- **Be aware of repeating times, dates, etc.**
- **Use descriptive adjectives when they are <u>needed </u>and serve a <u>useful purpose.</u>**
- **Stronger adjectives usually require fewer words and pack a bigger punch**
- **Try not to be too wordy: "the, will be, has been, is going, this is, which is, really, very, many, to get to"**

INCORRECT aka BAD
"The <u>student body</u> is <u>getting ready</u> for the football game <u>that is</u> <u>coming up</u> <u>Friday</u> <u>evening</u> at 7 p.m. tomorrow.

The SGA <u>will be</u> collecting <u>colorful</u> pink socks at the charity fair <u>tonight at 6:30 p.m.</u> <u>to donate to local hospitals</u> <u>in order to show </u>Breast Cancer awareness."

Along with physically <u>feeling tired and sick all the time</u>, Smith <u>mentally dealt</u> with <u>serious</u> depression <u>while</u> undergoing chemotherapy <u>because</u> he <u>could not real</u>ly do much <u>and</u> felt <u>really</u> left out by his friends <u>and</u> alone.

Less words can/WILL have more impact!

CORRECT
<u>Students</u> are <u>preparing</u> for tomorrow's <u>7 o'clock </u>football game.

"In honor of Breast Cancer Awareness Month, <u>SGA</u> <u>will collect</u> pink socks <u>for local hospitals</u> at the charity fair <u>tonight</u>.

The <u>physical effects</u> of chemotherapy <u>led to </u>Smith's <u>mental struggle</u> with depression <u>and</u> loneliness. *He **felt** like a burden on his parents <u>and</u> **felt** forgotten by his friends.

(***Parallelism**, or similar sentence structure, helps the flow and impact of the second sentence)

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DO NOT <u>EDITORIALIZE</u>
(do <u>not </u>put yourself or your opinion in the story)

<u>**To easily avoid editorializing: **</u>**"Blame" the thoughts/feelings/opinions on others**

According to [Name], everyone seemed to have a good time.

For [Name], driving safely is important.

[Name] thought/believes/hopes

Disney is the worst place to spend vacation for/to **[Name]** because….

_____

In transitions, do NOT state the obvious OR repeat the quote

After being asked, Smith describes why he loves making toys.

"Ever since I got into woodworking, I wanted to think of a way to make people smile. I love making toys to gift or donate to others because they are handmade and are the definition of fun", said Smith.

INSTEAD use pieces of the quote:
Ever since Smith got into woodworking, he wanted to find a way to make people smile.

"I love making toys to gift or donate to others because they are handmade and are the definition of fun**," Smith said.**

OR

From the beginning, Smith wanted to use his newfound skill to bring others joy.
(**This is not too repetitive)**

"Ever since I got into woodworking, I wanted to think of a way to make people smile. I love making toys to gift or donate to others because they are handmade and are the definition of fun."