

Writing for Print and Digital Media

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Writing for Print and Digital Media

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Second Edition

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This is a sample by-line

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RYAN ADAMS

University of Houston

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JAMES F. TURNER

University of Texas, Austin



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FOR PLACEMENT ONLY

For Janet, Sara and Kevin Ryan

For Lanie, Amy, Jessica and Margaret Tankard

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DEDICATION^{fdd_tt}

For Janet, Sara and Kevin Ryan

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For Lanie, Amy, Jessica and Margaret Tankard

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FOREWARD ffm_tt_a

ffm_tx_a This book is designed to assist readers who want to make the most of these opportunities. Writing for Print and Digital Media helps students develop the superb writing skills they'll need to succeed as media professionals. We're not talking only about a writer's knowledge of grammar, spelling, punctuation and style, although these fundamentals are critical.

Our vision of writing is much broader and much deeper than that. Stated most simply, good writers produce copy that is accurate, compelling, fair, balanced, complete, clear and concise—and they do that within laws, professional standards and ethical codes of conduct that inform all of their work. They have mastered a complex array of skills and know how to apply them, often under difficult circumstances. Here are some of the characteristics that we hope readers of this book will develop as they study and apply the concepts outlined here and by their teachers.

- ffm_lb_a
- Good writers are critical thinkers who can effectively use the research tools discussed in this book to analyze problems and find solutions. If they want to know, for example, whether a community's police department is unfairly targeting minorities in a traffic control program, they know how to do a systematic study of records. If they need information on which to construct a public relations campaign and they can get it only by doing a social science study, they know how to do that. They have the critical thinking skills necessary to analyze, to synthesize and to interpret information so that it makes sense to them and to their audiences.
 - Good writers try to adopt the objective approach and all that entails. They are, for example, skeptical of authority; dedicated to accuracy, completeness, precision and clarity; creative; consistent in making strategic decisions; fair and impartial; unwilling to support any political, social, cultural or economic interests that conflict with public or professional interests; ethical in their professional and personal lives; and honest about their own preferences and idiosyncrasies.

WRITING ffm_ha_a

Mass media are among the most exciting, important and dynamic institutions in communities around the globe. Careers in mass communication provide opportunities for those so inclined to have positive, profound impacts on social, political, cultural and economic conditions wherever they live. The responsibilities of journalists and public relations practitioners are great, but the rewards are, too.

ffm_af_a ffm_au_a **Pamela J. Ferris**
Distinguished Teaching Professor
Northern Illinois University

PREFACE fpr_tt

fprop_tx **M**ass media are among the most exciting, important and dynamic institutions in communities around the globe. Careers in mass communication provide opportunities for those so inclined to have positive, profound impacts on social, political, cultural and economic conditions wherever they live. The responsibilities of journalists and public relations practitioners are great, but the rewards are, too.

What's the relationship between fact and fiction in historical novels? Traditionally, the expression "historical fiction" may have been considered an oxymoron, the conjoining of two irreconcilable elements. History was seen as fact; fiction as fiction. Quality historical fiction blends the two elements. Historical events provide the foundation and framework for the story, but the human personalities and conflicts provide the essence of the story.

Historical novels are not merely stories set in the past. They are stories that reflect the spirit and culture of a former age, ones that show children what it was like to grow up in an earlier time. History documents event; historical fiction describes and tells the story of these events.

fpr_ha fpr_tx WRITING

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Our vision of writing is much broader and much deeper than that. Stated most simply, good writers produce copy that is accurate, compelling, fair, balanced, complete, clear and concise—and they do that within laws, professional standards and ethical codes of conduct that inform all of their work. They have mastered a complex array of skills and know how to apply them, often under difficult circumstances. Here are some of the characteristics that we hope readers of this book will develop as they study and apply the concepts outlined here and by their teachers:

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- Good writers understand the social, political, legal, economic and cultural contexts within which they work. They realize that nothing is more important to a free society than the free flow of accurate and useful information, and that journalists and public relations practitioners are responsible for protecting that free flow against those who would limit or pollute it.

fpr_ha

SELF-EDITING

Many bad writers just bang out stories and then turn them in without reading them over—good writers don't do that unless they are working under extreme deadline pressure. Media writers turn their copy over to editors when they are done, but that doesn't mean they aren't editors—or that editors cannot profit from the principles outlined in this book.

fpr_hb

News as Commodity

The best writers are good self-editors. That means they finish first drafts and then go to work on them all over again. They make sure the mechanics are right and that the style rules are used correctly; that the lead is clear, concise, compelling and to the point; that the story is organized well; that the facts are complete and accurate; and that they have attributed carefully.

We have included sections about self-editing in chapters 3, 4 and 5, but even where we have not incorporated a separate section, it's important to think in terms of self-editing, for the ability to self-edit effectively and efficiently is one of the things that separates the mediocre writers from the good writers.

fpr_hc

OBJECTIVITY AS MYTH

We have tried to follow The Associated Press' style in preparing this book because AP style is so widely used. We have made one alteration, however. The names of newspapers, magazines, television programs, books, films and similar content are set in italic type. The Associated Press does not use italic type for technical reasons, but italic type is used by most media. We decided to use it here.

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NOTES

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1. Michael Barone and Grant Ujifusa, *The Almanac of American Politics* 1998. (Washington: Nation Journal, 1997), p. 1504.
2. Larry Sabato, *Goodbye to Goodtime Charlie*, 2d ed. (Washington, D.C.: Congressional Quarterly Press, 1983), p. 8.
3. Garry Wills, "The War Between the States . . . and Washington," *New York Times Magazine* (July 5, 1998), p. 26.
4. Quoted in *Ibid.*, p. 28.

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INTRODUCTION

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“Mass media are among the most exciting, important and dynamic institutions in communities around the globe. Careers in mass communication provide opportunities for those so inclined to have positive, profound impacts on social, political, cultural and economic conditions wherever they live.”

fpl_qd

BOB HOPE

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fpl_ha WRITING

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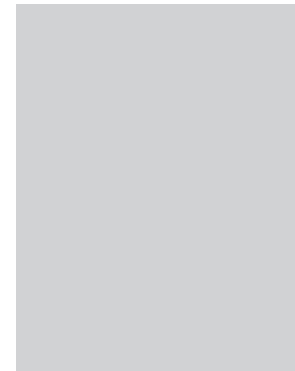
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ABOUT THE AUTHORS

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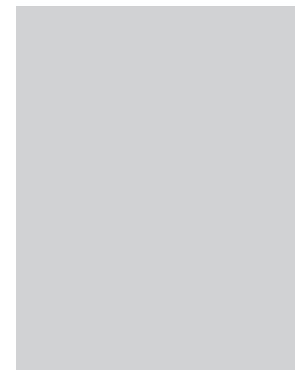


Ryan Adams, *Northwestern University*, are among the most exciting, important and dynamic institutions in communities around the globe. Careers in mass communication provide opportunities for those so inclined to have positive, profound impacts on social, political, cultural and economic conditions wherever they live. The responsibilities of journalists and public relations practitioners are great, but the rewards are, too.

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Style, in this context, refers to the standards of language usage that a medium adopts as it tries to ensure consistency in everything it publishes or broadcasts. A medium's editors, for example, must decide whether courtesy titles (Mrs., Mr., Ms.) will be used in the stories they broadcast or air. When the style is decided, all writers and editors follow that style and readers and listeners become accustomed to that format. Literally hundreds of decisions are made as editors develop their style sheets.



James F. Turner, are among the most exciting, important and dynamic institutions in communities around the globe. Careers in mass communication provide opportunities for those so inclined to have positive, profound impacts on social, political, cultural and economic conditions wherever they live. The responsibilities of journalists and public relations practitioners are great, but the rewards are, too.

All of this is probably obvious. Our point is simply that we have tried to arrange the book so that it can fit conveniently into almost any format. We hope it works for yours.

Nutrition Information, bpt_tt
Body Composition
and Body Fat



Nutrition Information, Body Composition and Body Fat

bpt_tt

Societies have little hope of solving their problems and achieving meaningful change if they don't have accurate, complete and unbiased information on which to base their tough decisions. Knowledge is critical as societies decide which pollution control plans to adopt, whose taxes to cut or which wars to fight. And information is crucial as an individual decides which candidate to support, what doctor to visit, which movie to attend or what car to buy. bptop_tx

Journalism, public relations and World Wide Web professionals are essential cogs in the development of culture, which is expressed in music, literature, film, dress, automobiles, plays, politics, photographs and other objects, images, practices, ideas and narratives that give meaning to life. bptop_et

Journalism, public relations and World Wide Web professionals are essential cogs in the development of culture, which is expressed in music, literature, film, dress, automobiles, plays, politics, photographs and other objects, images, practices, ideas and narratives that give meaning to life. Their job is unique in that they process and disseminate the news and information that help readers, listeners and viewers recognize cultural trends; understand how those trends affect individuals and society; and make sound political, economic, cultural and social decisions.

CHAPTER

1 bch_nm

What It is and What It is Not bch_tt

Communication is Critical bch_st

▼ Inside a network broadcast booth shows all the television pictures of the news cast for that evenings news. ©2005 GettyIages

bchop_ct
bchop_ctfn



bch_nm 10 CHAPTER

bch_tt What It is and What It is Not

bch_au
bch_af *Micheal Moore*
University of Delaware

bchop_tt CHAPTER OUTLINE

<p>bchop_lu Internet Audio Transmission for Commercial and Production Transfer</p> <p><i>Internet Connection Speeds</i> <i>Local-Area Network (LAN)</i> <i>Wide-Area Network (WAN)</i> <i>Internet File Transfer Protocol (FTP)</i> <i>mp3 and mp2 File Transfer</i> <i>Web Hosting and E-mailing Audio Files</i></p> <p>ISDN (Integrated Services Digital Network)</p> <p><i>The ISDN Transmission System</i> <i>Benefits of ISDN</i></p> <p>HD Radio: AM and FM Digital</p> <p><i>The HD Radio Transmission System</i></p>	<p>Digital Satellite Radio Services</p> <p><i>The Satellite Radio Transmission System</i> <i>Competitive Benefits of Satellite Radio</i></p> <p>Analog Radio Transmission Methods</p> <p><i>AM Transmission</i> Classes of AM Stations Groundwave Propagation Skywave Propagation <i>FM Transmission</i> Classes of FM Stations</p> <p>Suggested Activities</p> <p>Web Sites for More Information</p> <p>Pro-Speak</p>
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intial cap Individuals and societies have little hope of solving their problems and achieving meaningful change if they don't have accurate, complete and unbiased information on which to base their tough decisions. Knowledge is critical as societies decide which pollution control plans to adopt, whose taxes to cut or which wars to fight. And information is crucial as an individual decides which candidate to support, what doctor to visit, which movie to attend or what car to buy.

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nize cultural trends; understand how those trends affect individuals and society; and make sound political, economic, cultural and social decisions.¹

Do financial considerations determine how news departments treat theiror instance, treat a story about problems at Disneyland as they would if Disney were not its owner? Will ESPN (owned jointly by Hearst and Disney) treat the Mighty Ducks or the Anaheim Angels the same way they treat other teams? Would the Disney-owned television stations treat the sinking of a Disney Cruise Line vessel the same way they would treat the sinking of a Carnival Cruise Line vessel? It's difficult to answer such questions

bch_ha DEMOCRACY'S FOUNDATION

bch_tx Freedom to communicate is the foundation for any democratic entity or institution, whether a nation, a city, a public university, a volunteer organization or a family. Some of the classic arguments for a free flow of information are outlined in John Milton's Areopagitica and John Stuart Mill's On Liberty. Milton argued that society is best served when different views are presented freely in a marketplace of ideas and the truth **Philosophy** through a self-righting process.² Mill said that suppressing any opinion was robbing humanity of an opportunity to find the truth.³ A more recent affirmation comes. A professional can simply do as he or she is told and disseminate misleading or inaccurate information, or move to a more responsible organization. These are tough personal choices.

bch_hb News as Commodity

Most news media are similar in fundamental respects to any other corporation or industry, in which the primary goal is to make money. The commodity of the media professional is not screws or hair spray, but news and information. And while news and information have more social importance than pencils or soft drinks, they still are commodities for sale.¹⁶ The profit motive can have a negative effect on content, for as Eric Alterman writes:

bch_ett EXTRACT TITLE

bch_etha **This is an A-head**

bch_et Any remotely attentive consumer of news has noticed, in recent years, a turn away from what journalists like to term 'spinach,' or the kind of news that citizens require to carry out their duties as intelligent, informed members of a political democracy, one that views them strictly as profit centers. . . .¹⁷

bch_etau *—James Dean*

bch_etso SOURCE: New York Times, August 22, 2205

If there is no visual element, a television journalist typically does not cover a story. Rightly or wrongly, most television journalists believe the "talking head" is the fastest way to turn away viewers. Looking at it more positively, a strong visual element forget the fundamentals of journalism. Facts still have to be double- and triple-Looking at it more positively, a strong visual element makes an event much more newsworthy for television editors. It is important for media professionals to worry about the pack-



A negatively charged ion such as Cl⁻, O²⁻, or SO⁴²⁻. bfant_tx www.mhhe.com

bfant_ur

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Marginal Note Title

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Visit the Online Learning Center for Sociology Matters to access quizzes, review activities, and other learning tools.

bfbnt_tx_a

Individuals and societies have little hope of solving their problems and achieving meaningful change if they don't have accurate, complete and unbiased information on which to base their tough decisions. Knowledge is critical as societies decide which pollution control plans to adopt, whose taxes to cut or which wars to fight. And information is crucial as an individual decides which candidate to support, what doctor to visit, which movie to attend or what car to buy.

- bch_dl** **John:** Audiences tend to avoid confused, obscure writing, and to seek more easily understood material. If they see confusing sentences on a Web site, for instance, they will change sites.
- Nancy:** Writers often can create feelings of immediacy and drama through the effective use of short sentences and paragraphs, particularly for television or radio.

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- bch_ld** **Step 1.** Audiences tend to avoid confused, obscure writing, and to seek more easily understood material. If they see confusing sentences on a Web site, for instance, they will change sites.
- Step 2.** Writers often can create feelings of immediacy and drama through the effective use of short sentences and paragraphs, particularly for television or radio.

There is no good option when an organization demands that a professional violate the tenets of objectivity. A professional can simply do as he or she is told and disseminate misleading or inaccurate information, or move to a more responsible organization. These are tough personal choices. It is well to remember always, however, that writers who follow the objective approach are fundamental for a free society. This is particularly true at a time when the number of information sources, many of which are unreliable or biased, is expanding at an almost incomprehensible rate.

Critiques

Critics have attacked objectivity for a wide range of sins, which seem to fall into at least six broad categories.⁵⁵ Some of the criticisms apply primarily to journalism, because the objective approach typically is discussed in the context of journalistic

practice, but some apply to all communication. It is necessary to understand the criticisms if one is to understand and appreciate the approach.

bch_hc OBJECTIVITY AS MYTH

Mass communication has not escaped the influence of the relativists, who argue that evaluations of truth are intertwined with cultural values and that absolutes do not exist in knowledge or morals. Consequently, they conclude, objectivity is not achievable and it is not a useful goal.⁵⁶ Mass communicators, like everyone else, are conditioned by many factors (gender, economic circumstance and education are examples), which, when coupled with the need to be selective in deciding what information to report, make it impossible for professionals to be objective.⁵⁷

bch_hd *Response.* One need only read James Weldon Johnson's *The Autobiography of an Ex-Coloured Man* to understand that reality can be and is socially constructed.⁵⁸ But critics who argue that objectivity is a myth miss two important points:

- bch_lb** ■ An observer who tries to use the objective approach—who recognizes personal and environmental influences and limitations and tries to transcend them—can describe reality with reasonable accuracy.
- An observer who adopts the objective approach will reconstruct reality more accurately than one who allows a personal agenda to influence strategic decisions. An observer who rejects the objective approach might well construct a “perceived reality” that has little to do with real life.

DISENGAGEMENT

An objective approach means a professional presents only two sides of an issue or event without assessing the veracity of each side, some critics argue. Those who are committed to the approach, they suggest, are spectators in political, social, cultural and economic affairs; they must be disengaged from the vital issues because they are expected to be disinterested observers.⁵⁹

The problem seems exacerbated by the organizational context within which professionals work. The Commission on Freedom of the Press said mass communication provides an essential service, but it noted that “. . . the element of personal responsibility, which is of the essence of the organization of such professions as law and medicine Consider these sentences:

bch_lutt UNNUMBERED LIST TITLE

bch_lu The school district reduced property taxes only 1.5 percent.
Safety expert Robert Douglas controlled the recovery effort was strongly improving.

The first sentence implies inappropriately that the district's tax reduction was too small. An unbiased (or more professional) writer would have dropped *only* and changed *controlled* to directed or coordinated.

It is the role of broadcast news to report today's news, and many broadcast news reports will include the word today. If broadcast writers have to report an event that happened yesterday, they are likely to look for a new angle that is happening today to

bfcnt_tt_a

Marginal Note Title Variation

A negatively charged ion such as Cl⁻, O²⁻, or SO₄²⁻. **bfcnt_tx_a**
www.mhhe.com

bfcnt_ur_a

give the story some freshness. They are likely to look for a new angle that is happening today. Public relations professionals should follow the same practice: Editors usually are not interested in old news, so a release should not be written. But when information is timely, it should be reported.

Why and How

The *why* news element refers to the cause, reason or purpose behind an event's occurrence, and the *how* refers to the means by which something happened. In the *why* lead, the writer states the reasons for an action or a happening, as in the following example from *The Daily Texan*, student newspaper at the University of Texas:

The drastically rising number of reported rape cases in Austin has led to creation of a Rape Crisis Center, sponsored by the University's Women's Affairs Committee.

A *how* element might also be more important in some stories than any of the other news elements, and in that case it may receive top play in the first sentence. Consider, for example, a story in which the *how* contains an oddity news value. The writer might have the following information:

bch_lu_b
(2 column
corresponding
across
columns)

Who	Mr. and Mrs. James Dorsey, both 26, 1405 N. Riverside Ave. (a local address)
What	Involved in an automobile accident—no one injured
When	8:05 a.m. Monday

In a story based on a single speech or interview, a prepositional phrase can be used to show a change of topic. The following example is from a press conference in which President Bush talked primarily about the administration's war against terrorism:

bch_ea

On the topic of corporate corruption, Bush said, "I think, by far, the vast majority of CEOs in America are good, honorable, honest people who have nothing to hide and are willing to let the true facts speak for themselves.

This is a smoother transition than the phrase "When asked about," which sometimes appears in stories. The "when asked about" device is wordy and draws unnecessary attention to the writer.

bch_in

1. Audiences tend to avoid confused, obscure writing, and to seek more easily understood material. If they see confusing sentences on a Web site, for instance, they will change sites.
2. Writers often can create feelings of immediacy and drama through the effective use of short sentences and paragraphs, particularly for television or radio.
3. Reports written in short sentences and paragraphs are more attractive when set in type, distributed in a news release or posted on a Web site. Long sentences and paragraphs appear as imposing blocks of gray type that are hard to read. It also is easier to understand simple sentences when they are spoken by broadcasters. Consider the following versions of the same report:

WORDS

Often a single word can provide an effective transition. Some of the common transition words include:

bch_lu_b (3 columns)	Once	Before	Earlier
	Previously	Later	Afterward
	Meanwhile	Instead	However
	Nevertheless	Nonetheless	Moreover

In a story based on a single speech or interview, a prepositional phrase can be used to show a change of topic. An article reporting CIA estimates of North Korea's nuclear capability used the word "previously" to signal a shift to background information from an earlier time.

bch_ea

Previously, it had estimated that North Korea probably extracted enough plutonium from a nuclear reactor to build one or two weapons.

An article about the Department of Homeland Security used the word "meanwhile" to introduce a shift from one problem—bringing a number of government agencies

Do financial considerations determine how news departments treat their instance, treat a story about problems at Disneyland as they would if Disney were not its owner? Will ESPN (owned jointly by Hearst and Disney) treat the Mighty Ducks or the Anaheim Angels the same way they treat other teams? Would the Disney-owned television stations treat the sinking of a Disney Cruise Line vessel the same way they would treat the sinking of a Carnival Cruise Line vessel? It's difficult to answer such questions.

News as Commodity

Most news media are similar in fundamental respects to any other corporation or industry, in which the primary goal is to make money. The commodity of the media professional is not screws or hair spray, but news and information. And while news and information have more social importance than pencils or soft drinks, they still are commodities for sale.¹⁶ The profit motive can have a negative effect on content, for as Eric Alterman writes:

bch_et

Any remotely attentive consumer of news has noticed, in recent years, a turn away from what journalists like to term 'spinach,' or the kind of news that citizens require to carry out their duties as intelligent, informed members of a political democracy, toward pudding—the sweet, nutritionally vacant fare that is the stock in trade of news outlets. The sense of a news division acting as a "public trust" . . . has given way to one that views them strictly as profit centers. . . .¹⁷

If there is no visual element, a television journalist typically does not cover a story. Rightly or wrongly, most television journalists believe the "talking head" is the fastest way to turn away viewers. Looking at it more positively, a strong visual element makes an event much more newsworthy for television editors.

bch_fn

¹⁷ Example of a footnote.

bch_tbnm

TABLE 3-2. Activity Levels of County Party Committees, 1984 (%)

Activity	Straddle Head			
	Republicans		Democrats	
	Dollars	Rank	Dollars	Rank
Chair works at least six hours	87	81	810	176
County committee meets	262	64	81	17
Involved in candidate recruitment	81	176	81	176
Participates in planning	87	84	811	176
Arranges fund-raising events	83	80	81	76
Organizes Telephone campaigns	378	275	81	176
Distributes posters or lawn signs	81	83	81	176
Sends mailings to voters	75	66	281	16

bch_tbt
bch_tbs

bch_tbc

bch_tbx

bch_tbs

Source: James L. Gibson, John P. Frendreis, and Laura L. Vertz, "Party Dynamics in the 1980s: Change in County Party Organizational Strength, 1980–1984," *American Journal of Political Science*, 33 (February 1989), pp. 73–74. Adapted by permission of the Midwest Political Science Association.

checked; writing still needs to be sharp, lively and to the point; stories should include context; and ethical practices must be followed. Don't let the 24/7 speed trap and the new tools distract you from these basics."¹⁴

Combinations

Some events may reflect several of the news values. This occurrence of multiple news values often appears with some of the biggest news stories. Research indicates that stories with elements of several news values are most likely to be selected for front page play in newspapers.¹⁵ For example, consider this lead:

bch_pott

Washington Poem

bch_potx

*Sen. Hillary Rodham Clinton
sought an invitation Thursday
to Crawford to spend some time
with the Republican who replaced her husband and max line length
in the White House.*

bch_poau

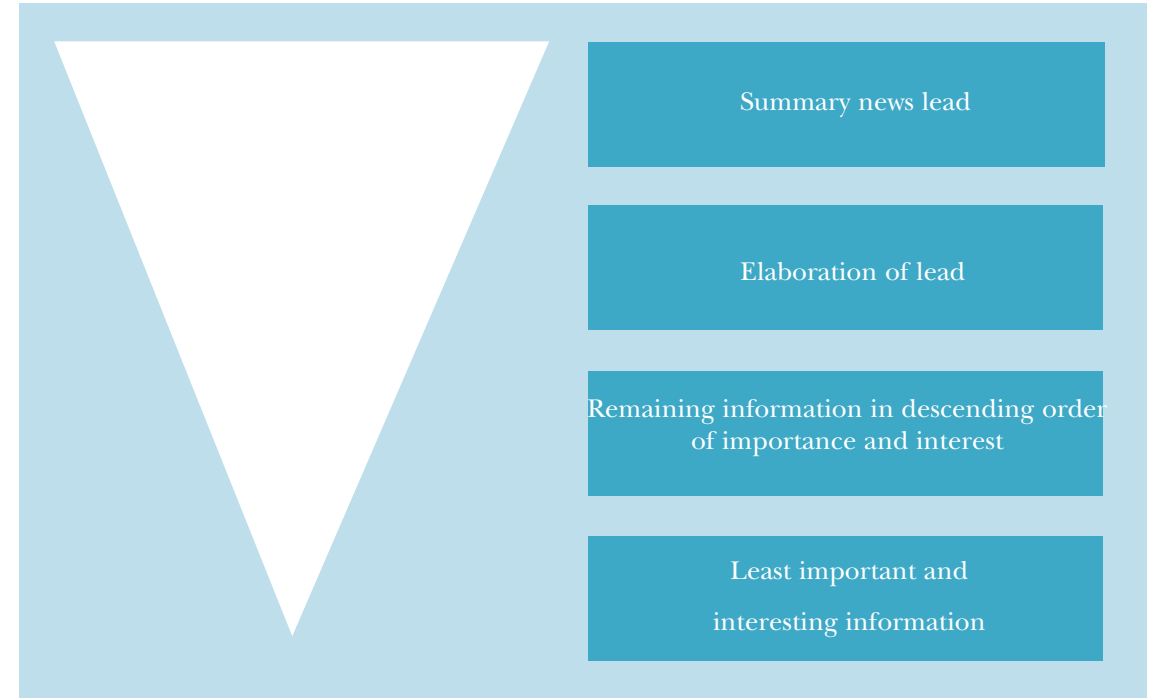
-Bill Clinton

bch_pofn

3. This is a footnote to the Washington Poem

This lead has strong elements of prominence, with a current president and a former first lady; conflict (Clinton is a Democrat and Bush is a Republican); and oddity (the idea of Hillary Clinton surrounded by her Secret Service entourage wandering out into the woods

A journalist implied that the firefighters would damage Frick's home if they did not get that fire out in a hurry, and a public relations writer implied that all 54 sculprounded by her Secret Service entourage wandering out into the woods to cut brush with President Bush, surrounded by his but the visual potential is often primary.



bch_fgmm **FIGURE 6.1** Inverted Pyramid Model **bch_fggt**

Just as his son, hovering on the brink of death, was nursed back to health by his father and family, America, hovering on the brink of death after twelve years of Reagan and Bush, was to be nurtured back to health under the new administration. Like anecdotes, analogies and metaphors do not constitute proof.

bch_fgct

The story contained inaccuracies and implied that the woman had been interviewed, when she had not. The story also emphasized the family's poverty. Mrs. Cantrell sued and was awarded \$60,000 in damages. The U.S. Supreme Court ruled in *Cantrell v. Forest City Publishing Co.* that the newspaper published reckless falsehoods and portrayed the family in a false light (see discussion below).⁶²

A good transition—a smooth change from one topic to another—lets the reader or listener know that a change in subject matter has occurred and tells what the change is.

Phrases

When Secretary of State Colin Powell traveled to India and Pakistan after the terrorist attacks on Sept. 11, 2001, the weekly Arab political magazine,

SAMUEL WARREN AND LOUIS BRANDEIS

Of the desirability—Indeed of the necessity—of some such [privacy] protection, there can, it is believed, be no doubt. The press is overstepping in every direction the obvious bounds of propriety and of decency. Gossip is no longer the resource of the idle and of the vicious, but has become a trade, which is pursued with industry as well as effrontery. To satisfy a prurient taste the details of sexual relations are spread broadcast [sic] in the columns of the daily papers. To occupy the indolent, column upon column is filled with idle gossip, which can only be procured by intrusion upon the domestic circle. The intensity and complexity of life, attendant upon advancing civilization, have rendered necessary some retreat from the world, and man, under the refining influence of culture, has become more sensitive to publicity, so that solitude and privacy have become more essential to the individual; but modern enterprise and invention have, through invasions upon his privacy, subjected him to mental pain and distress, far greater than could be inflicted by mere bodily injury. Nor is the harm wrought by such invasions confined to the suffering of those who may be the subjects of journalistic or other enterprise. In this, as in other branches of commerce, the supply creates the demand. Each crop of unseemly gossip, thus harvested, becomes the seed of more, and, in direct proportion to its circulation, results in a lowering of social standards and of morality. Even gossip apparently harmless, when widely and persistently circulated, is potent for evil. It both belittles and perverts. It belittles by inverting the relative importance of things, thus dwarfing the thoughts and aspirations of a people. When personal gossip attains the dignity of print, and crowds the space available for matters of real interest to the community, what wonder that the ignorant and thoughtless mistake its relative importance. . . . Triviality destroys at once robustness of thought and delicacy of feeling.

Ain-Al-Yaqeen, reported about his trip. The writer used several transitional phrases to make clear when and where Powell made various comments (Figure 6.5). That a lead needs to be short, concise, simple, intriguing or catchy to snag the reader who is skimming rapidly. Scanning is made easier by the inverted pyramid format, with its demand for short sentences, paragraphs and articles and for a concise writing style. Scanning is made easier by the inverted pyramid format, with its demand for short sentences, paragraphs and articles and for a concise writing style. Scanning is made easier by the inverted pyramid format, with its demand for short sentences, paragraphs and articles and for a concise writing style. Scanning is made easier by the inverted pyramid format, with its demand for short sentences, paragraphs and articles and for a concise writing style. Scanning is made easier by the inverted pyramid format, with its demand for short sentences, paragraphs and articles and for a concise writing style. Scanning is made easier by the inverted pyramid format, with its demand for short sentences, paragraphs and articles and for a concise writing style. Scanning is made easier by the inverted pyramid format, with its demand for short sentences, paragraphs and articles and for a concise writing style.



Just as his son, hovering on the brink of death, was nursed back to health by his father and family, America, hovering on the brink of death after twelve years of Reagan and Bush, was to be nurtured back to health under the new administration.

Any communication professional may encounter a situation in which it is difficult to meet the standards of objectivity, but public relations writers may encounter difficulties more frequently than others. Professionals who adopt the objective approach refuse to allow powerful interests to control the information they disseminate. But for public relations professionals, those powerful interests usually are their bosses. They either hide information or find other jobs. Journalists find themselves in this situation less often, because such behavior is contrary to journalistic norms. But it does happen.

There is no good option when an organization demands that a professional violate the tenets of objectivity. A professional can simply do as he or she is told and disseminate misleading or inaccurate information, or move to a more responsible organization. These are tough personal choices. It is well to remember always, however, that writers who follow the objective approach are fundamental for a free society. This is particularly true at a time when the number of information sources, many of which are unreliable or biased, is expanding at an almost incomprehensible rate. Critics have attacked objectivity for a wide range of sins, which seem to fall into at least six broad categories.⁵⁵ Some of the criticisms apply primarily to journalism, because

A Statehouse Hall of Fame

The machine ensured its continuance in office, it centralized public decision making, and it provided much-needed social services (e.g., shelter for residents of an apartment gutted by fire) at a time when government assumed little responsibility for social welfare. The main goal of political machines was to win elections

by providing basic services to voters.⁹ In many cases, as in Boston, machines went beyond providing basic services to build parks, modernize roads, and, in general, redevelop the city. More fundamentally, it may also have prevented political uprisings among immigrants

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One need only read James Weldon Johnson's *The Autobiography of an Ex-Coloured Man* to understand that reality can be and is socially constructed.⁵⁸ But critics who argue that objectivity is a myth miss two important points. If one is to understand and appreciate the approach. Mass communication has not escaped the influence of the relativists, who argue that evaluations of truth are intertwined with cultural values and that absolutes do not exist in knowledge or morals. Consequently, they con-

RADIO VERSUS THE RECORDING INDUSTRY

The objective approach has been used for decades as a scapegoat for many of journalism's ills. Critics argue that the objective approach was one reason why journalists did not challenge many of the false assertions made by Sen. Joseph McCarthy, R-Wis., during the senator's attempt to find communists in the United States. Leaders in the media, the artistic and intellectual communities and the government were too intimidated to speak out against a campaign that ruined or damaged so many lives.

Edward R. Murrow of CBS news devoted his entire half-hour news program to McCarthy, and he did it using the objective approach—he simply let McCarthy be McCarthy.



Radio sucks, according to Salon.com's well-documented investigative report, because stations play the music that recording companies pay them to play, and that's.

clude, objectivity is not achievable and it is not a useful goal.⁵⁶ Mass communicators, like everyone else, are conditioned by many factors (gender, economic circumstance and education are examples), which, when coupled with the need to be selective in deciding what information to report, make it impossible for professionals to be objective.⁵⁷ One need only read James Weldon Johnson's *The Autobiography of an Ex-Coloured Man* to understand that reality can be and is socially constructed.⁵⁸ But critics who argue that objectivity is a myth miss two important professional can simply do as he or she is told and disseminate misleading or inaccurate information, or move to a more responsible organization. These are tough personal choices. It is well to remember always, however, that writers who follow the objective approach are fundamental for a free society. This is particularly true at a time when the number of information sources, many of which are unreliable or biased, is expanding at an almost incomprehensible rate. Critics have attacked objectivity for a wide range of sins, which seem to fall into at least six broad categories.⁵⁵ Some of the

bch_tbst

TABLE 3-1. Activity Levels of County Party Committees, 1984 (%) (This is a table subtitle)		
Straddle Head Activity	Republicans	Democrats
Chair works at least six hours per week	87	81
County committee meets at least bimonthly	262	64
Involved in candidate recruitment for county offices	81	176
THIS IS A CROSS HEAD		
Participates in planning and strategy meetings with candidate campaign organizations for county offices	87	84
Arranges fund-raising events	83	80
Organizes telephone campaigns	378	275
Distributes posters or lawn signs	81	83
Sends mailings to voters	75	66

bch_tbfm *American Journal of Political Science, 33 (February 1989), pp. 73–74. Adapted by permission of the Midwest Political Science Association.

Source: James L. Gibson, John P. Frensdreis, and Laura L. Vertz, "Party Dynamics in the 1980s: Change in County Party Organizational Strength, 1980–1984," American Journal of Political Science, 33 (February 1989), pp. 73–74. Adapted by permission of the Midwest Political Science Association.

bch_tblu

TABLE 3-3. Activity Levels of County Party (Committees, 1984 (%))
Chair works at least six hours per week
County committee meets at least bimonthly
Involved in candidate recruitment for state and county offices
Participates in planning and strategy meetings with candidate campaign organizations for county offices
Arranges fund-raising events
Organizes telephone campaigns
Distributes posters or lawn signs
Sends mailings to voters

*James L. Gibson, John P. Frensdreis, and Laura L. Vertz, "Party Dynamics in the 1980s: Change in County Party Organizational Strength, 1980–1984,"

bcesu_tt

SUMMARY

bcesu_tx

Contemporary state party organization has enjoyed a revitalization after experiencing a low point during the 1970s. They are providing more services to candidates running for elected government positions, even though they may never again control the nominating process the way traditional party organizations such as urban political machines did. Local party organizations still vary a great deal in terms of organizational strength and level of activity.

bcekt_tt

KEY TERMS

bcekt_lu

amateurs	ideology
caucus	liberals
closed primary	lobbying
conservatives	nonpartisan elections
direct primary	open primary
good-government organizations	

bcent_tt

NOTES

bcent_lu

1. Michael Barone and Grant Ujifusa, *The Almanac of American Politics 1998*. (Washington: Nation Journal, 1997), p. 1504.
2. Larry Sabato, *Goodbye to Goodtime Charlie*, 2d ed. (Washington, D.C.: Congressional Quarterly Press, 1983), p. 8.
3. Garry Wills, "The War Between the States . . . and Washington," *New York Times Magazine* (July 5, 1998), p. 26.
4. Quoted in *Ibid.*, p. 28.

bcear_tt

INTERESTING WEBSITES

bcear_lu

www.stateneews.org A website by the Council of State Governments. Three or four state politics news stories are highlighted and, so you can read the whole story yourself, a link to the newspaper is provided; it is updated every day. Also, click on "Think Tanks," an excellent list of research organizations that focus on politics, government, and policy.

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One Story; Six Formats

A main thesis of this book is that writers who have fundamental conceptual and mechanical skills can write for any medium. Formats do vary, however, and a few fundamentals do not apply to some kinds of writing. Differences are highlighted in the text, but they are summarized with examples in this appendix.

REASONS FOR FORMATS

Fewer pounds of paper pass through the hands of writers and editors each day as copy is increasingly processed electronically. When copy is processed electronically, some of the traditional format and editing rules do not apply. Copy editing symbols, for example, are not terribly useful to writers who never work with hard copy.

However, until all copy is processed electronically, print, Web, public relations and broadcast professionals need to know the rules for preparing hard copy. Within a communication organization, it is not unusual for professionals to process hundreds of pages of copy every day. A large newspaper like *The New York Times* publishes roughly 100,000 words each day, which represents a huge number of stories requiring considerable personal attention.¹

Standardized rules for copy preparation ensure that copy flows relatively smoothly and that little gets misplaced or lost. A writer who deviates from the established system can slow the entire production process, and that can mean an important deadline is missed.

Sample Formats

Some concessions (described earlier) would be made if the release were sent to a radio station (Story 3). The format would be changed to conform to radio style. Some sentences would be shortened and attributions would be moved to the beginnings of sentences, for example.

ecr_ha **CHAPTER ONE**

P. 5 (Figure 1-1), Data from Center for Disease Control and Prevention, National Center for Health Statistics, National Vital Statistics, System unpublished data. 1997. Healthy people 2010: Understanding and improving health, January 2000; p. 6 (Box 1-1), Data from Centers for Disease Control and Prevention, Data from Yankelovich Monitor 1997, as reported in What is success? USA Today 1998 Jan 19:1A.

CHAPTER TWO

P. 35 (Figure 2-1), “Hierachy of Needs” from Preston Thomas’ How to Design an Award-Winning Book Cover. Copyright 2004, McGraw-Hill Higher Education. System unpublished data. 1997. Healthy people 2010: Understanding and improving health, January 2000; p. 6 (Box 1-1), Data from Centers for Disease Control and Prevention.

CHAPTER THREE

P. 15 (Figure 3-1), Data from Center for Disease Control and Prevention, National Center for Health Statistics, National Vital Statistics, System unpublished data.

1997. Healthy people 2010: Understanding and improving health, January 2000; p. 6 (Box 1-1), Data from Centers for Disease Control and Prevention, Data from Yankelovich Monitor 1997, as reported in What is success? USA Today 1998 Jan 19:1A.

CHAPTER FOUR

P. 44 (Figure 4-1), “Hierachy of Needs” from Preston Thomas’ How to Design an Award-Winning Book Cover. Copyright 2004, McGraw-Hill Higher Education. System unpublished data. 1997. Healthy people 2010: Understanding and improving health, January 2000; p. 6 (Box 1-1), Data from Centers for Disease Control and Prevention.

CHAPTER FIVE

P. 58 (Figure 5-1), Data from Center for Disease Control and Prevention, National Center for Health Statistics, National Vital Statistics, System unpublished data. 1997. Healthy people 2010: Understanding and improving health, January 2000; p. 6 (Box 1-1), Data from Centers for Disease Control and Prevention, Data from Yankelovich Monitor 1997, as

reported in What is success? USA Today 1998 Jan 19:1A.

CHAPTER SIX

P. 35 (Figure 2-1), “Hierachy of Needs” from Preston Thomas’ How to Design an Award-Winning Book Cover. Copyright 2004, McGraw-Hill Higher Education. System unpublished data. 1997. Healthy people 2010: Understanding and improving health, January 2000; p. 6 (Box 1-1), Data from Centers for Disease Control and Prevention.

CHAPTER SEVEN

P. 5 (Figure 1-1), Data from Center for Disease Control and Prevention, National Center for Health Statistics, National Vital Statistics, System unpublished data. 1997. Healthy people 2010: Understanding and improving health, January 2000; p. 6 (Box 1-1), Data from Centers for Disease Control and Prevention, Data from Yankelovich Monitor 1997, as reported in What is success? USA Today 1998 Jan 19:1A.

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Major Concepts bpt_tt

bpt_st

Someday, my son will be called a spic for the first time; this is as much a part of the Puerto Rican experience as the music he gleefully dances to. I hope he will tell me. I hope that I can help him handle the glowing toxic waste of his rage. I hope that I can explain clearly why there are those waiting for him to explode, to confirm their stereotypes of the hot-blooded, bad-tempered Latino male.

bpt_qd*MARTIN ESPADA*bpt_qdau

DEMOCRACY'S FOUNDATION bpt_ha

Societies have little hope of solving their problems and achieving meaningful change if they don't have accurate, complete and unbiased information on which to base their tough decisions. Knowledge is critical as societies decide which pollution control plans to adopt, whose taxes to cut or which wars to fight. And information is crucial as an individual decides which candidate to support, what doctor to visit, which movie to attend or what car to buy.

bpt_tx

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Societies have little hope of solving their problems

bpt_lu

They don't have accurate, complete and unbiased information

Knowledge is critical as societies decide which pollution control plans to adopt

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control plans to adopt, whose taxes to cut or which wars to fight. And information is crucial as an individual decides which candidate to support, what doctor to visit, which movie to attend or what car to buy.

bptnt_tt **NOTES**

- bptnt_ln
1. Michael Barone and Grant Ujifusa, *The Almanac of American Politics 1998*. (Washington: Nation Journal, 1997), p. 1504.
 2. Larry Sabato, *Goodbye to Goodtime Charlie*, 2d ed. (Washington, D.C.: Congressional Quarterly Press, 1983), p. 8.
 3. Garry Wills, "The War Between the States . . . and Washington," *New York Times Magazine* (July 5, 1998), p. 26.
 4. Quoted in *Ibid.*, p. 28.

PART

1

bpt_nm

Nutrition Information, Body Composition and Body Fat

bpt_tt

3 *Reading Short Fiction*

bptop_ha

4 *Reading Poetry*

5 *Reading Drama*

6 *Reading Nonfiction and Other Nonliterary Texts*

bch_nm **10**

C H A P T E R

bch_tt **What It is and What It is Not**

Someday, my son will be called a spic for the first time; this is as much a part of the Puerto Rican experience as the music he gleefully dances to. I hope he will tell me. I hope that I can help him handle the glowing toxic waste of his rage. I hope that I can explain clearly why there are those waiting for him to explode, to confirm their stereotypes of the hot-blooded, bad-tempered Latino male.

bchop_qd
MARTIN ESPADA bchop_qdau

bopob_tt **CHAPTER OBJECTIVES**

bopob_st *Readers will:*

- bopob_lb ■ appreciate the importance of history in teaching social studies.
- understand the role of historians in preserving history
- learn a variety of methods and materials to stimulate children’s interest in history.

bopob_ha **Introduction**

bopob_tx Teaching social studies as an interdisciplinary approach has resulted in increased instructional time at the elementary level as teachers integrate social studies into art, language arts, math, music, physical education, and science. Rather than “running out of time” to fit social studies in during the school day, many teachers have viewed social studies as a content area in which the other content areas can be extended and taught.

bopob_tx_a Over the past several years, social studies has become a more visible school subject, and the conception of learning social studies has evolved from doing and knowing to experiencing and making meaning.

Teaching social studies as an interdisciplinary approach has resulted in increased instructional time at the elementary level as teachers integrate social studies into art, language arts, math, music, physical education, and science. Rather than “running out of time” to fit social studies in during the school day, many teachers have viewed social studies as a content area in which the other content areas can be extended and taught.

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Students may then check the World Wide Web for sites. Patricia gives the students a list with which they must start.

bopob_hb **Web Sites for World War II**

bopob_hc **Holocaust Sites**

- bopob_ur <http://www.altavista.ggital.com/cgi-bin/query?pg=q&what=web&fmtz&q=RESCUERS>
This site gives information on individuals who helped save Jews from the Holocaust.
- <http://yvs.shani.net/>
This is the location for the United States Holocaust Museum.
- <http://www.channels.no/AnneFran.html>
This is the location of the Anne Frank House in Amsterdam.

Patricia has each literature circle group make a class presentation at the end of the unit. Each student contributes to a written report and the group project. Group projects may be a drama, diorama, or collage depicting an important scene in the book, a character chart comparing the attributes of the primary characters, an illustration of the sequence of the story, a museum exhibit, or other creative endeavor that the students propose and Patricia approves in advance. As a culminating activity, the students do origami and make paper cranes.

bopob_tt **CHAPTER OBJECTIVES**

- | | |
|-------------------------------------------------|-----------------------------|
| bopob_lu How Does Change Happen? | Questions for Reflection |
| Women and Political Activism | Finding Out More on the Web |
| Building Alliances for the Twenty-First Century | Taking Action |
| | Readings |

bch_tt

What It is and What It is Not

bchop_tx

Individuals and societies have little hope of solving their problems and achieving meaningful change if they don't have accurate, complete and unbiased information on which to base their tough decisions. Knowledge is critical as societies decide which pollution control plans to adopt, whose taxes to cut or which wars to fight. And information is crucial as an individual decides which candidate to support, what doctor to visit, which movie to attend or what car to buy.

- An observer who tries to use the objective approach—who recognizes personal and environmental influences and limitations and tries to transcend them.
- An observer who adopts the objective approach will reconstruct reality more accurately than one who allows a personal agenda to influence decisions

bchop_lb

Journalism, public relations and World Wide Web professionals are essential cogs in the development of culture, which is expressed in music, literature, film, dress, automobiles, plays, politics, photographs and other objects, images, practices, ideas and narratives that give meaning to life.

Any remotely attentive consumer of news has noticed, in recent years, a turn away from what journalists like to term 'spinach,' or the kind of news that citizens require to carry out their duties as intelligent, informed members of a political democracy, one that views them strictly as profit centers. . . .¹⁷

—James Dean

bchop_et

bchop_etau

If there is no visual element, a television journalist typically does not cover a story. Rightly or wrongly, most television journalists believe the "talking head" is the fastest way to turn away viewers. Looking at it more positively, a strong visual element forget the fundamentals of journalism. Facts still have to be double- and triple-Looking at it more positively, a strong visual element makes an event much more newsworthy for television editors. It is important for media professionals to worry about the package for news, but as Dube says,

- a. Audiences tend to avoid confused, obscure writing, and to seek more easily understood material.
- b. Writers often can create feelings of immediacy and drama through the effective use of short sentences and paragraphs, particularly for television or radio.
- c. Reports written in short sentences and paragraphs are more attractive when set in type, distributed in a news release or posted on a Web site.

bchop_la

What It is and What It is Not

bch_tt

bchba_nm

III RACISM THEN

bchba_tt

bchba_tx

Individuals and societies have little hope of solving their problems and achieving meaningful change if they don't have accurate, complete and unbiased information on which to base their tough decisions. Knowledge is critical as societies decide which pollution control plans to adopt, whose taxes to cut or which wars to fight. And information is crucial as an individual decides which candidate to support, what doctor to visit, which movie to attend or what car to buy.

bchba_qd

Someday, my son will be called a spic for the first time; this is as much a part of the Puerto Rican experience as the music he gleefully dances to. I hope he will tell me. I hope that I can help him handle the glowing toxic waste of his rage. I hope that I can explain clearly why there are those waiting for him to explode, to confirm their stereotypes of the hot-blooded, bad-tempered Latino male.

bchba_qdau

BENJAMIN FRANKLIN

bchba_ln

Individuals and societies have little hope of solving their problems and achieving meaningful change if they don't have accurate, complete and unbiased information on which to base their tough decisions. Knowledge is critical as societies decide which pollution control plans to adopt, whose taxes to cut or which wars to fight. And information is crucial as an individual decides which candidate to support, what doctor to visit, which movie to attend or what car to buy.

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In the Classroom Mini Lesson

Thematic Unit: Getting Along with Others, Grades 1–3

The machine ensured its continuance in office, it centralized public decision making, and it provided much-needed social services at a time when government assumed little responsibility for social welfare. The main goal of political machines was to win elections by providing basic services to voters.

Primary Focus Book

For this thematic unit, Amos and Boris is read aloud with the class. As the teacher reads the book, questions can be posed.

How did Amos become friends with Boris?

Why would Amos want to be Boris’s friend? Why would Boris want to be Amos’s friend?

Have you ever had a good friend move away? How did it make you feel?

How can Amos save Boris?

Suggested Activities

- Have students draw pictures of themselves playing or working with a friend.
- Discuss ways to get along with a bully

For this thematic unit, Amos and Boris is read aloud with the class. As the teacher reads the book, questions can be posed. For this the-

matic unit, Amos and Boris is read aloud with the class. As the teacher reads the book, questions can be posed.

Questions

1. Audiences tend to avoid _____ in confused, obscure writing.
2. Writers often can create feelings of immediacy and drama.
3. Reports written in short sentences.

Answers

1. This is a sample answer to question number one.
2. Answer to number two.
3. Answer to number three.

Additional Readings

- Carlson, Nancy. 1989. *I Lkie Me*. New York: Viking Penguin. (Gr. K–2) This is an upbeat book about the importance of liking yourself.
- Crosby, Bill. 1998. *The Meanest Thing to Say*. Illus. V.P. Honeywood. New York: Cartwheel. Part of the Little Bill series, two friends have a disagreement.

Source: National Council for the Social Studies. 1994. *Curriculum Standards for Social Studies: Expectations of Excellence*. Washington, DC: National Council for the Social Studies.

Any communication professional may encounter a situation in which it is difficult to meet the standards of objectivity, but public relations writers may encounter difficulties more frequently than others. Professionals who adopt the objective approach refuse to allow powerful interests to control the information they disseminate. But for public relations professionals, those powerful interests usually are their bosses. They either hide information or find other jobs. Journalists find themselves in this situation less often, because such behavior is contrary to journalistic norms. But it does happen.

There is no good option when an organization demands that a professional violate the tenets of objectivity. A professional can simply do as he or she is told and dis-

BOX 1.1 FOCUS BOX

Ten Themes for Social Studies, K–12

The National Council for the Social Studies (1994) has adopted the following ten themes of study for social studies instruction in kindergarten through grade 12. The themes are interrelated and draw from all the social sciences and related fields of scholarly study.

Early Grades

This is a Box B Head. For this thematic unit, Amos and Boris is read aloud with the class. As the teacher reads the book, questions can be posed.

1. Audiences tend to avoid confused, obscure writing.
2. Writers often can create feelings of immediacy and drama.
 - How can Amos save Boris?
 - Why didn’t Amos go out duing low tide?
 - What makes someone a best friend?
3. Reports written in short sentences and paragraphs are more attractive.

Activity Levels of County Party

This is a Column Head	Second Column
County committee	Bimonthly
Candidate recruitment	State offices
Participates in planning	Strategy meeting
Campaign organizations	County offices
Arranges fund-raising events	Posters
Organizes telephone campaigns	Voters

Source: James L. Gibson, John P. Fren dreis, and Laura L. Vertz, “Party Dynamics in the 1980s: Change in County Party Organizational Strength, 1980–1984.”

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This is a sample of a box extract. For this thematic unit, Amos and Boris is read aloud with the class. As the teacher reads the book, questions can be posed.

seminate misleading or inaccurate information, or move to a more responsible organization. These are tough personal choices. It is well to remember always, however, that writers who follow the objective approach are fundamental for a free society. This is particularly true at a time when the number of information sources, many of which are unreliable or biased, is expanding at an almost incomprehensible rate. Critics have attacked objectivity for a wide range of sins, which seem to fall into at least six broad categories.⁵⁵ Some of the criticisms apply primarily to journalism, because the objective approach typically is discussed in the context of journalistic practice, but some apply to all communication. It is necessary to understand the criticisms if one is to understand and appreciate the approach. Mass communication has not escaped the influence of the relativists, who argue that evaluations of truth are intertwined with cultural values and that absolutes do not exist in knowledge or morals. Consequently, they conclude, objectivity is not achievable and it is not a useful

bchsc_nm

SECTION 12

bchsc_tt

Introduction to Clinical Materials and Learning Experiences

bscop_tx

In previous centuries the term “Stigma” was used to describe a distinguishing mark burned or cut into the flesh (as was often used with slaves and criminals). Nowadays, a stigma is any mark of disgrace or inferiority.

As the readings in this section show, many groups are stigmatized in American society, including people with physical disabilities, dwarfs, fat people, and racial minorities. In some cases, these groups have been stigmatized for millennia. For example, *Leviticus* (from the Old Testament) explicitly forbids anyone who is blind, lame, too short, too tall, or physically deformed from approaching an altar. In other cases, the stigma is a product of contemporary culture. For instance, overweight people suffer from severe stigmatization as a result of current societal norms favoring thinness (a change from the plumpness that was considered ideal a few generations ago).

bchsc_ha

Take Special Notice

As you read this section’s articles, ask yourself whether you stigmatize any groups. If, after thinking about it, you realized that you would not date certain people because of their height, weight, or other physical characteristics over which they have no control, consider whether this is different from excluding people on the basis of their race.

bchsc_tx

Questions Worth Pondering

bchsc_lb

- What makes a group susceptible to being stigmatized? (*Note:* It is not simply the result of being unusual, because supermodels are not stigmatized.)
- How is antifat prejudice psychologically similar to other forms of prejudice, such as racism and homophobia? How is it different?

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cases, the stigma is a product of contemporary culture. For instance, overweight people suffer from severe stigmatization as a result of current societal norms favoring thinness (a change from the plumpness that was considered ideal a few generations ago).

bscba_tt

THE STIGMA OF PHYSICAL DISABILITIES

bscba_ha

From Biblical Times

No man among your descendants for all time who has any physical defect shall come [near the altar]. No man with a defect shall come, whether a blind man, a lame man, a man stunted or overgrown, a man deformed in foot or hand, or with mis-shapen brows or a film over his eye.

bscba_qd

—*Leviticus 21:17–20*

bscba_qdau

bscba_ha

Centuries Later

As you read this section’s articles, ask yourself whether you stigmatize any groups. If, after thinking about it, you realized that you would not date certain people because of their height, weight, or other physical characteristics over which they have no control, consider whether this is different from excluding people on the basis of their race.

bscba_tx

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bcs_tt *Preparing for the Job Search*

bcs_st CITY COUNCIL CUTS SCHOOL DISTRICT'S BUDGET

bcs_ha **Class Sizes Will Have to Go Up, Says Superintendent**

bcs_tx The headlines in the local paper highlighted the problem for the Skyline School District. The superintendent and the school board had tried valiantly to keep the budget down this year, recognizing that the city was determined to hold the line against any tax increase. The attempt to economize had failed, however, to overcome the costs of inflation, building modifications, and higher salaries negotiated by teachers earlier in the year.

Ultimately there had been no alternative for the school district except to submit an increased school budget, but, in the face of a threatened taxpayers' revolt, the city council had felt that it had no choice except to cut the budget. After the council meeting, the superintendent was quoted in the newspaper as saying that because of the budget cuts, the district would probably have to lay off teachers and that as a result, class sizes would be larger in the fall.

bcsac_tt **Sample In-Basket Item #1**

bcsac_tx Dr. Mr. Brown:

I am instructing my daughter, Mary, not to report to the girls' physical education classes any more, until some changes are made.

Mary, as you know (or maybe you don't know) is a shy girl. She doesn't like taking off her clothes in front of other people, and I can't say that I blame her. Ms. Peterson, the physical education teacher, however, has forced my daughter to disrobe in front of the other girls as part of compulsory shower regulations. I have told Mary to inform the teacher that she will take her bath at home, and therefore does not need to take a shower at school, but the teacher has rejected this alternative.

bcsac_au Sincerely,
(signed) Mrs. Patricia Herman

Ultimately there had been no alternative for the school district except to submit an increased school budget, but, in the face of a threatened taxpayers' revolt, the city council had felt that it had no choice except to cut the budget. After the council meeting, the superintendent was quoted in the newspaper as saying that because of the

budget cuts, the district would probably have to lay off teachers and that as a result, class sizes would be larger in the fall.

bcs_hb **Suggested Learning Activities**

Analyze the Case

- bcs_ln
1. What should the principal have done to discover the teacher's philosophy and methods of teaching before hiring him?
 2. What is your evaluation of the strengths and weaknesses of the teacher's point of view and approach to teaching?
 3. What factors may be affecting the principal's judgments about the acceptability of the teacher's approach?

bcs_hc *Be a Problem Solver*

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bcsfa_tt **FOLSOM SCHOOL'S STUDENT DISCIPLINE CODE**

bcsfa_ha **Introduction**

bcsfa_tx Everyone needs discipline: athletes need discipline, executives need discipline, soldiers need discipline.

Rules are developed and promulgated in order to facilitate and promote discipline. Without rules, there would be no discipline.

The following rules have been developed in order to achieve the discipline necessary for the orderly environment that is required for effective teaching and learning. By following these rules, you will become a good school citizen, develop better self-discipline, and become a more effective learner.

Obey the rules. Be a good citizen. Be a positive example for others.

bcsfa_lu **Behavioral Guidelines**

All students will come to school prepared for class, appropriately dressed, and will necessary materials and equipment.

Students will be on time for school and for class. Punctuality is very important.

Student fighting or fooling around will not be tolerated anywhere in the school, on the school grounds, or coming to or going from school.

bcs_tt **Principal’s Dilemma**

bcs_tx The headlines in the local paper highlighted the problem for the Skyline School District. The superintendent and the school board had tried valiantly to keep the budget down this year, recognizing that the city was determined to hold the line against any tax increase. The attempt to economize had failed, however, to overcome the costs of inflation, building modifications, and higher salaries negotiated by teachers earlier in the year.

bcs_st_a **City Council Cuts School District’s Budget**

Ultimately there had been no alternative for the school district except to submit an increased school budget, but, in the face of a threatened taxpayers’ revolt, the city council had felt that it had no choice except to cut the budget. After the council meeting, the superintendent was quoted in the newspaper as saying that because of the budget cuts, the district would probably have to lay off teachers and that as a result, class sizes would be larger in the fall.

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bcsfa_tt **IN-SERVICE INTEREST ASSESSMENT**

bcsfa_fi Name: _____ Date: _____

bcsfa_ha **Category 1— You as a Person**

- bcsfa_lc Check Only 2:
- _____ Stress Management
 - _____ Time Management
 - _____ Career Alternatives for Teachers
 - _____ Physical Fitness and Wellness
 - _____ Personal Investments for Educators

bcsnt_tt **NOTES**

- bcsnt_ln
1. Michael Barone and Grant Ujifusa, *The Almanac of American Politics* 1998. (Washington: Nation Journal, 1997), p. 1504.
 2. Larry Sabato, *Goodbye to Goodtime Charlie*, 2d ed. (Washington, D.C.: Congressional Quarterly Press, 1983), p. 8.
 3. Garry Wills, “The War Between the States . . . and Washington,” *New York Times Magazine* (July 5, 1998), p. 26.

bcs_tt **WEB EXPLORATIONS**

bcs_ur *www.statenews.org*
 A website by the Council of State Governments. Three or four state politics news stories are highlighted and, so you can read the whole story yourself, a link to the newspaper is provided; it is updated every day. Also, click on “Think Tanks,” an excellent list of research organizations that focus on politics, government, and policy.

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bchrd_nm **1**

bchrd_tt **Toward Black American Empowerment**

bchrd_st **Issues and Struggles Facing American Indian Women Today**

Manning Marable

bchrd_au
 brdop_es *In previous centuries the term “Stigma” was used to describe a distinguishing mark burned or cut into the flesh (as was often used with slaves and criminals). Nowadays, a stigma is any mark of disgrace or inferiority.*

As the readings in this section show, many groups are stigmatized in American society, including people with physical disabilities, dwarfs, fat people, and racial minorities. In some cases, these groups have been stigmatized for millennia. For example, Leviticus (from the Old Testament) explicitly forbids anyone who is blind, lame, too short, too tall, or physically deformed from approaching an altar. In other cases, the stigma is a product of contemporary culture. For instance, overweight people suffer from severe stigmatization as a result of current societal norms favoring thinness (a change from the plumpness that was considered ideal a few generations ago).

The day that Brown denies any student freedom of speech is the day I give up my presidency of the university. brdop_eset

brdop_tx Doug Hann, a varsity football player at Brown, was also concentrating on organizational behavior and management and business economics. The headlines in the local paper highlighted the problem for the Skyline School District.

The day that Brown denies any student freedom of speech is the day I give up my presidency of the university. brdop_et

—Vartan Gregorian, president of Brown University brdop_etau

The superintendent and the school board had tried valiantly to keep the budget down this year, recognizing that the city was determined to hold the line against any tax increase. The attempt to economize had failed, however, to overcome the costs of

inflation, building modifications, and higher salaries negotiated by teachers earlier in the year.

bchrd_ha **Take Special Notice**

bchrd_hb ***Class Sizes Will Have to Go Up, Says Superintendent***

As you read this section's articles, ask yourself whether you stigmatize any groups. If, after thinking about it, you realized that you would not date certain people because of their height, weight, or other physical characteristics over which they have no control, consider whether this is different from excluding people on the basis of their race.

bchrd_tx

bchrd_hc *Chasing.* As you read this section's articles, ask yourself whether you stigmatize any groups. If, after thinking about it, you realized that you would not date certain people because of their height, weight, or other physical characteristics over which they have no control, consider whether this is different from excluding people on the basis of their race.

bchrd_nm **2**

bchrd_tt ***Toward Black American Empowerment***

bchrd_st_a ***Issues and Struggles Facing American Indian Women Today***

bchrd_au_a **Walter Adams**

bchrd_auaf Professor of Economics, Michigan State University

brdop_tx_a In previous centuries the term "Stigma" was used to describe a distinguishing mark burned or cut into the flesh (as was often used with slaves and criminals). Nowadays, a stigma is any mark of disgrace or inferiority. In previous centuries the term "Stigma" was used to describe a distinguishing mark burned or cut into the flesh (as was often used with slaves and criminals). Nowadays, a stigma is any mark of disgrace or inferiority.

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bchrd_ha_a **Reading A Head Variation**

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bchrd_hb_a **Rough Outline**

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bchrd_ln_a 1. Introduction

bchrd_lu_a

- Thesis-like idea—the nature of time seems to be his main argument, but her really claims that women have no worth outside of their value to men. The speaker devalues the lady's desires, frightens her with his language, and threatens her with death and abandonment unless she sleeps with him.
2. Speaker thinks the mistress's values and decisions are fantastic. What he presents as her idea of time and the world (the dreamland). His world (and desires) as the opposed reality. What she wants of love exists only in fantasy according to him. He will never provide her with that sort of devotion.
3. Speaker uses violent imagery and her death as primary arguments.
4. Mistress (and all women) only valuable to him based on their sexual allure and ability to please him.

bchrd_nm **16**

bchrd_tt ***The Red Convertible***

bchrd_au **Louis Erdich**

brdop_autx *Louise Erdich is the daughter of a German-born father and a Chippewa mother, who were both working for the Bureau of Indian Affairs in North Dakota when she was born in 1954. During most of Erdich's childhood, her maternal grandfather was tribal chair of the Turtle Mountain Band of Chippewa. Erdich received her bachelor of arts from Dartmouth College and her master of arts from John Hopkins University. In addition to writing, she has taught in the Poetry in the Schools Program in North Dakota and has edited a Native American newspaper in Boston. She wrote a novel and two books of nonfiction with her late husband, Michael Dorris, who was a professor of Native American studies at Dartmouth. Among her solo authored words, the best know are the poetry collection *Jacklight* (1984) and the four-novel*

series about several generations of a Native American family, which includes *The Beet Queen* (1986), *Tracks* (1988), and *the Bingo Palace* (1994). “*The Red Convertible*” is a chapter from the first book of the series, *Love Medicine*, which won the National Book Critics Circle Award in 1984.

Ultimately there had been no alternative for the school district except to submit an increased school budget, but, in the face of a threatened taxpayers’ revolt, the city council had felt that it had not choice except to cut the budget. After the council meeting, the superintendent was quoted in the newspaper as saying that because of the budget cuts, the district would probably have to lay off teachers and that as a result, class sizes would be larger in the fall.

bchrd_estt LOVE AND LOSS IN “SLIPPING”

bchrd_esau *Catherine Hupel*

bchrd_estx Joan Aleshire’s poem demonstrates the strong emotions the speaker feels for her father. She describes with kind understanding the symptoms of his aging and indicates her pleasure at feeling closer to her father than she has in the past. Nevertheless, although the speaker clearly loves her father, some of the figurative language in the poem suggests a darker side to their new closeness.

It is easy to identify images and figures of speech that show the speaker’s caring for her father. For example, in the first stanza, she describes her father’s losses with such phrases as “slow slipping” and “curtain of mist.” These phrases clearly show his changes, yet the words are also gentle, even dreamlike, suggesting her sympathy for him.

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bchrd_nm_b 17

bchrd_tt_b *The Tempest*

William Shakespeare

bchrd_ha_b **Names of the Actors**

bchrd_lu_b ALONSO, *King of Naples*

SEBASTIAN, *his brother*

PROSPERO, *the right Duke of Milan*

ANTONIO, *his brother, the usurping Duke of Milan*

FERDINAND, *son to the King of Naples*

GONZALO, *an honest old councillor*

The scene: *An uninhabited island*

bchrd_hb_b [ACT 1, SCENE 1]

[On board ship, off the island’s coast.]

(A tempestuous noise of thunder and lightning heard. Enter a SHIPMASTER and a BOATSWAIN.)

MASTER: *Boatswain!*

BOATSWAIN: *Here, Master. What cheer?*

bchrd_tx_b

MASTER: *Good, speak to the mariners. Fall to ‘t yarely, or we run ourselves aground. Bestir, bestir!* *(Exit.)*

bchrd_tx_b

(Enter MARINERS.)

BOATSWAIN: *Heigh my hearts! Cheerly, cheerly, my hearts! Yare, yare! Take in the topsail. Tend to the Master’s whistle.—Blow till thou burst thy wind, if room enough!*