

2

You'll never believe this ...

READING

- ★ **1** Complete the text with these words. There is one word you do not need.

attempt commuters employees hesitate loads
pick represent tomb wacky

A food company is in trouble after a ¹..... promotion went wrong! ²..... at Sauce tastic!, a sauce-making company based in the UK, covered their hands in sauce and left ³..... of handprints over a London underground station. It was an ⁴..... to tell people about their new product, but ⁵..... weren't happy because they got covered in sauce. Lawyers who ⁶..... Sauce tastic! said sorry and promised to buy them new coats. Maybe next time the company should ⁷..... a different strategy. Some people will definitely ⁸..... before they walk through that tube station again!

- ★ **2** Read the blog post and choose the best title.

- A How to get your dream job in journalism
- B Top tips for becoming a great journalist
- C Why do all journalists write the same stories?

- ★ **3** **e** Read the blog post again and choose the correct answer, A, B, C or D.

- 1** What does the writer say about modern news reporting in the first paragraph?
 - A Nobody knows where the stories come from.
 - B It is difficult to keep readers interested.
 - C Journalists are too secretive.
 - D People still want to read unusual news stories.
- 2** What does Melanie Williams think about social media?
 - A It is not an obvious place to get news.
 - B It is more suitable for sports news.
 - C It is an important way of discovering news stories.
 - D It is only useful for national news stories.
- 3** What does 'it' in line 23 refer to?
 - A the way some journalists feel
 - B the way journalists access social media
 - C the way some readers choose to get their news
 - D the way some websites report news

- 4** What does the writer think about 'responding'?
 - A It can produce articles that are really worth reading.
 - B Articles become more subjective.
 - C Readers are not sure whether to trust these types of stories.
 - D It is more easier to use than the 'replaying' technique.
- 5** How does Yannick Dubois sometimes feel about 'seeking'?
 - A frustrated that he wasted time
 - B bored by the people he talks to
 - C confused when he doesn't understand the people he meets
 - D worried that readers won't like what he writes
- 6** What does the writer say in the last paragraph?
 - A He wants new story ideas.
 - B He rarely reads people's responses to the blog.
 - C He is interested in the readers' reactions.
 - D He can't always find something to write about.

Extend

- ★ **4** Find these words (1-7) in the blog post and match them with their meanings (A-G).

- | | |
|-----------------------------------|--|
| 1 round the clock (para 1) | A without stopping / at all hours |
| 2 quirky (para 1) | B self-employed, working for yourself |
| 3 freelance (para 2) | C ask someone questions in a formal situation |
| 4 quotes (para 2) | D unusual and different |
| 5 factual (para 3) | E the exact words said |
| 6 interview (para 4) | F special, unlike any other |
| 7 unique (para 4) | G based on a fact |

- ★ **5** Complete the questions with a word or phrase from Ex 4.

- 1** Do you know anyone who dresses in an unusual, style?
- 2** Do you think it is possible to have a/an experience or will someone else have done it before you?
- 3** Would you like to work or be an employee in a company?
- 4** Which celebrity would you like to ?
- 5** Do you think we need access to the Internet?
- 6** Is all information online or is it just people's opinions?
- 7** Can we believe that the from famous people on social media are really what they said?

I know from reading your comments on other posts that many of you plan, or at least would like to become journalists one day. So why don't you try out one of the tips below? Don't forget to let us know how you got on in the comments section and post a link to your article. I'll choose my favourite comments and articles and post them to the blog next month. Of course, the tips listed here are just examples. If you have any more, I'd love to hear them! After all, journalists never stop learning. Journalism is a community, and we are all part of it.

Ever read a really interesting news report or blog post and wondered 'Where do they get these stories from?' Even though we have round-the-clock access to stories from all over the world, it's not difficult for journalists and news bloggers to find quirky stories that get our attention and keep us reading. But where do they get them from? For this blog post, I spoke to some journalists and got them to tell me their secrets.

According to Melanie Williams, a freelance journalist in New York, the first place to start should be social media. Journalists call this type of work scoping; it means finding and following the most useful and regular sources of information in a particular area. So, if you want to write about local sports, make sure you follow the city football team's coach or a couple of well-known fans. Interestingly, Melanie says that social media users with lots of followers often post good quotes and pieces of information that could lead to a story.

Kevin Ho, a cultural commentator in Shanghai, emphasises what not to do. 'Be careful about replaying. This is the worst form of journalism!' Nowadays, lots of online news sites simply copy something that someone has said on Twitter or repost a photo from Instagram and turn it into an article.

Many serious journalists think that this is lazy. Readers don't like it much, either - why do they need to read your article if they have already seen the original post on social media?

Instead, try responding to an interesting report or event. Don't just repeat what you have read. Find out more about it, including what other people are saying. That way you can give readers different points of view, and some factual information, too.

If you'd like to get more involved in the story, French journalist Yannick Dubois suggests seeking. Even though he lives in Paris, he regularly has to travel all over France to interview people. He spends a long time looking for people who have had a unique experience or something to share with other people and turns this personal experience into a story that he thinks his readers will enjoy. This might be a 'day in the life of' type story, where he follows the person for some time and writes about their life. Or sometimes he writes a story from his subject's point of view, using what they told him. Yannick says that this is his favourite type of journalism, because he gets to spend time with interesting people who have very different lives to his own. However, he admits that it can be difficult, especially when you meet someone on various occasions, but realise that you won't get any material that you can use to write a decent story.

