

Info-Session:

"Journalistic Writing"

At Max Mueller Bhavan/Antje Stiebitz

KALEIDOSKOP

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How we proceed:

- 1) How to choose a topic?
- 2) First research
- 3) Which text genre is the "right" one?
- 4) How to pitch?
- 5) Main research and facts
- 6) Process of writing
- 7) Deadline and submission
- 8) Editing and correction



1A. How to choose a topic?

- news, e.g., energy transition, legalising cannabis etc
- news as a trigger for background story
(How do Germans heat in winter?)
- led by own interests, triggered by discussions or whatever you read and heard
- asked by editor



IB) How to choose a topic for "Kaleidoskop"



- 1) Cultural life in Germany and/or India
- 2) Differences and similarities between the countries
- 3) Environment and sustainability
- 4) Social issues: role of women, diversity, digital world
- 5) helpful hints for learning German
- 6) Life and work in Germany

2. First Research (Check if suitable and doable)

- keep it short!
- google, Chat GPT
- newspaper
- books
- movies
- asking people
- visiting places
- observation
- important to check: was it already published?



3) Which text genre is the "right" one?

a) Report:

- sober
- about certain events or incidents
- Small article 50 to 100 words
- longer article 400 to 800 words

5 Ws and 1 H:

What?

Why?

When?

Where?

Who?

How?



b) Interview

- interesting person
- or interesting topic
- Form: Question and Answer

c) Reportage or feature

- mostly longer
- scenic descriptions
- description of action
- quotations (direct/indirect)

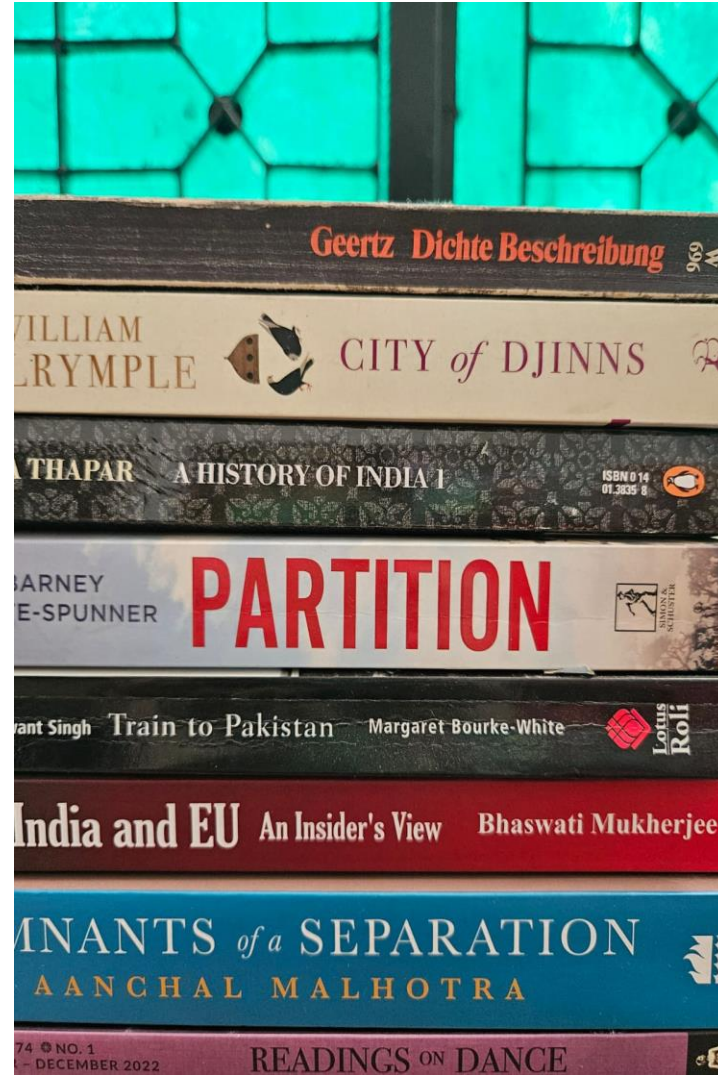


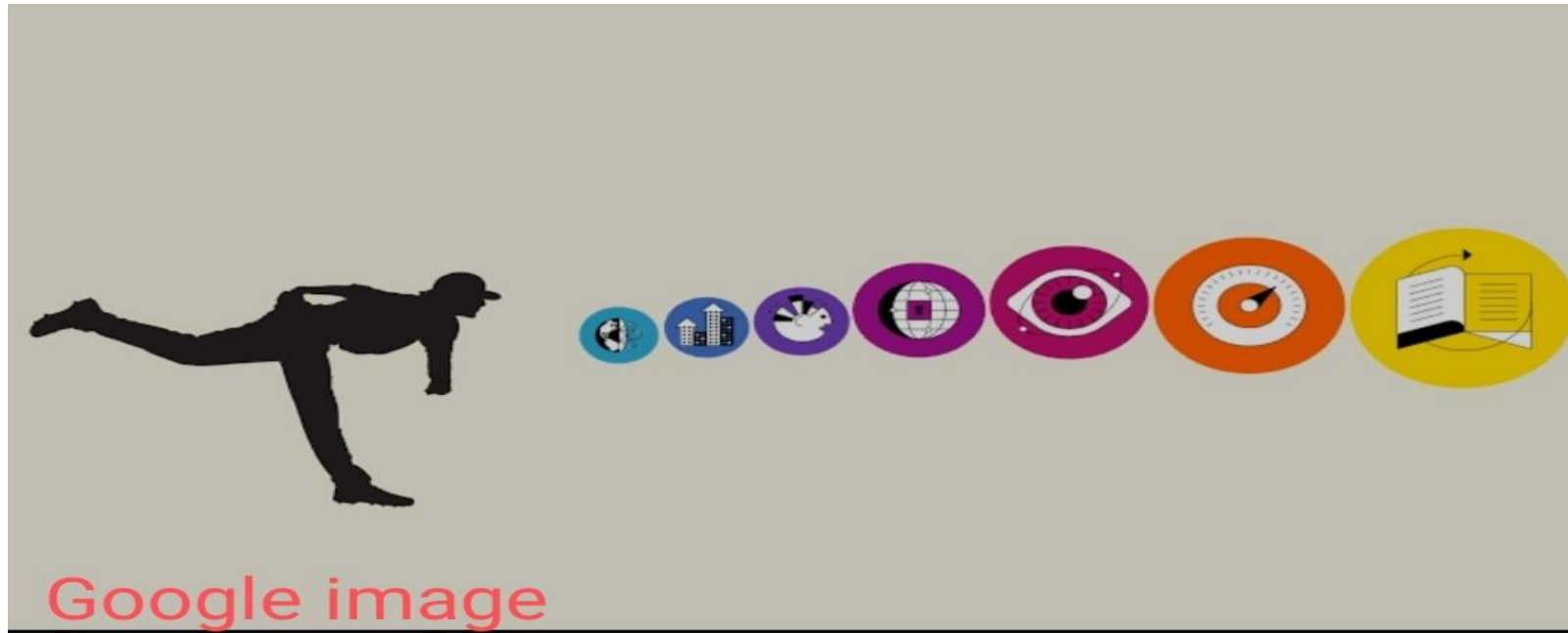
e, Portraits:

- introducing a person
- introducing a topic with the help of a person
- interview of this very person
- His or her personal or/and public circle

f) Fiction story/poetry

- Open form





4) How to pitch a story?

- Get the editor interested in your story
- find a peg - a good reason why you want to write that story
- small summary - not more than 5 sentences

5) Main research and facts

Main research

- profound and efficient
- Google, newspaper, books
- Movies
- interviews
- visiting places
- observation

Facts

- double check
- if AI, please, make it visible!
- Better: don't use it - be creative by yourself!
- always keep in mind where your facts come from
- which interests are connected to its source

6) Process of writing

- Writing is a process - don't hurry.
- Don't go for perfection - write down whatever comes to your mind.
- Mistakes can be corrected afterwards.
- Give space to quotations.
- Keep it simple.
- Writing is a tool you can learn.

7) Deadline and submission

- Always keep the deadline.
- Look at it as motivation.
- If the deadline is not kept it creates problems for the planning.
- deadline for pitches is the 15.05./feed-back until 31.05./articles until 23.06.



8) Editing and correction

- Editing and correcting rounds are part of journalism - please, don't be defiant.
- Take your time to conduct the corrections and think about suggestions.
- In most cases the editor will make your text better.
- If you don't agree with something - address it.



