

## News

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*Definición operativa.* The news is a brief and objective journalistic writing whose purpose is to disseminate new or not well-known information on topics in different areas of human activity. It is organized as an inverted pyramid, which goes from the general to the specific, and its main characteristic is the use of disclosure language. From the point of view of the textual organization, it is an expository sequence in which the questions of what, who, how, when, where, why and what must be answered.

### *Structure elements*

- Short and attractive title: Should be less than 10 words.
- Lead: includes a frame and reference to the overall idea of the news, its objective is to capture the reader's attention.
- Body of the news: organized by paragraphs, each one with an independent subject. It is characterized by the use of descriptive verbs and avoids the use of opinion verbs.
- Finishing off or closing: the closing of the news holds extra information or collateral ideas and makes clear the overall message of the text.
- Extras: additionally, since it is a discontinuous text, it is usually accompanied by other materials that supply information on the subject:
  - Pre-headline, brief message that contextualizes or frames the topic, to better interpret the news
  - Subtitle, message after the title, briefly describes the content of the news
  - Photo or video.

### *To learn more*

Bullido, E. (2016, August 29). *7 trucos de redacción para escribir una buena noticia* [Blog post].

<https://enriquebullido.com/trucos-redactar-noticia/>

Cómo escribir una nota periodística. (2020, may 29). *WikiHow*.

<https://es.wikihow.com/escribir-una-nota-periodistica>

Instituto Europeo de Periodismo y Comunicación. (2018, January 24). *Claves para aprender a redactar una noticia* [Blog post]. <https://ieperiodismo.com/aprender-a-redactar-articulo/>



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