

## Lab 5: Writing a Preview

COM 210  
Zayed University CCMS  
Spring 2016

**Directions:** Write a **preview** (advance) of ZUMEFF 2106 based on the interview of professor Sascha Ritter. This is a two-part assignment: (1) today, you will interview Professor Ritter and write a rough draft of your preview. (2) Next week during lecture on Sunday you will re-write your final draft (bring your laptop). It is due at the end of class Sunday.

**Length:** Your article will be approximately 400 words, or about two pages in length (double spaced). Follow the class template. This is article number 5, so the slug line at the top should read yourfirstname5 (e.g., david5). After printing, staple the pages together.

This story will **not** be written in the inverted pyramid. Rather, you will use what is called a soft lead. This is a lead that gets to the main point in an indirect or delayed way. Soft leads are built on anecdotes (small stories), punchy phrasing or lead-ins to a memorable direct quotation. (Please see the handout on DatelineAD on soft leads. Read carefully.)

Be sure that your story is focused around one main aspect of what was said in the lecture interview, such as a prominent member of the jury for this year's ZUMEFF. Make sure that you include a news peg, some current event that connects to the present. For example, you could include the total number of submissions for this year's competition. This total will be known by the time you write your final draft.

You must include a *minimum* of **three** separate **direct quotes** interwoven in your story. Make sure all quotes are set up with relevant information. Avoid copy that does not flow. Use effective transitions. Do not leave any holes. **Style issue:** Professor Ritter on second reference.

Be sure to check for accuracy, spelling and grammar. Check facts. A fact error = **negative 25 points**. Be careful with the spelling of names, places, institutions, etc. ... Use a minimum of **three direct quotes** from Professor Ritter.

**Due:** Your story is due at the end of class during your section's Week 6 (next week's) lab.

**Relevant reading:** Read Rich pp. 39-40 (Feature Leads and Nut Graphs); or read Stovall pp. 142-144 (Writing Feature Stories).

**Note:** Remember this story is based on the interview. You may need to double check facts with relevant websites, but 95 percent of your story will come from the interview.

## Grading Criteria for News-Feature Articles

### A writing

- Story written in a soft lead format
- Includes nut graph
- Subject is thoroughly described
- Reference is made to subject's environment
- Use of simple vocabulary
- Use of mainly simple sentences but with some variety
- Use of active voice when possible
- Story is highly focused
- Attribution used correctly

### B writing

- Story written in a soft lead format
- Includes nut graph
- Subject is described
- Reference is made to subject's environment
- Use of simple vocabulary
- Use of mainly simple sentences but with some variety
- Use of active voice when possible
- Story is focused
- Attribution used correctly

### C writing

- Lead misses the major point or is too long
- Some sentences are too lengthy
- Paragraphs are too long
- Organization somewhat awkward
- Lack of sentence variety
- Source missing or attribution used incorrectly
- Story has some holes

### D writing

- Lead misses the major point or is too long
- Story is unfocused
- Poorly organized article
- Some information may be missing
- Personal opinion of writer is included or writer draws conclusions not based on information provided
- Source missing or attribution used incorrectly

### F writing

- Lead misses the major point or is too long
- Poorly organized article
- Some information may be missing
- Personal opinion of writer is included or writer draws conclusions not based on information provided
- Attribution used incorrectly
- Inappropriate tone for article
- Story is poorly copy edited/proofread

