[8:05 AM, 11/18/2020] Usman Baryar: The queries center on the 5W’s and the 1H.

1. What.

2. Why.

3. Who.

4. When.

5. Where.

6. How.

What is the problem?

What is it that needs to be ascertained Clarity along these lines helps in eliminating any issue that might crop up. Identification of the origin of the problem helps in streamlining the approach.

Why is the issue important?

What is its relevance and significance to the department in specific, and organization in general?

Strategies need to be chalked out for the redemption of the situation. Why (purpose) should the problem be analyzed, What are the benefits

The report would probably lead to a suggestion of various strategies that could be implemented.

This, in turn, would as suggested in the report, lead to an increase in sales.

Who is involved in the situation?

This could take into account both the reader(s) and the writer. In case there is a third party involved, it would also account for that.

Who is going to be my reader With a change in the reader, a change is visible in the manner of approach in the report. The marketing and the production department people would probably be the readers in this particular case.

When did the trouble start?

In case it is an analytical report, one would also need to address oneself to the source and time of the problem before reaching any conclusion.

This would entail tracing, in brief, the downward curve of the sales graph.

Where would the reader be at the time when he receives the report?

Would the reader read the report in a meeting so as to provide information on the causes for the decrease in sales or read it within the confines of his room

How would the report be written?

What information is to be included and what is to be excluded which graphs and charts would be used avoided All these queries need to be satisfied before beginning a report.

Different Types of Journalism

Journalism helps to explain the events that impact our lives and is developed in a number of forms and styles. Each journalistic form and style uses different techniques and writes for different purposes and audiences. There are five principal types of journalism: investigative, news, reviews, columns and feature writing.

Investigative

Investigative journalism aims to uncover the truth about a particular subject, person, or event. While investigative journalism is based on the basic principle original all journalism-verification and accurate presentation of facts-investigative reporters must often work with uncooperative or recalcitrant sources who do not wish to divulge information.

News

News journalism is straight forward. Facts are relayed without additions or reading. A typical news story often constitutes a headline with just enough explanation to adjust the reader. News stories lack the depth of a feature story, or the questioning approach of an investigative story. Rather, they pass on facts, events and information to society in a straightforward, accurate and unbiased manner.

Reviews

Reviews are partly opinion and partly fact based. The review needs to accomplish two things: one, accurately describe or identify the subject being reviewed, and two, provide an intelligent and informed opinion of the subject, based on research and experience.

Columns

Columns are based primarily on the personality of the author, allowing him or her to write about subjects in a personal style. Column writers can take a humorous approach, or specialise in a particular subject area or topic. It’s important for columnists to develop their own voice that is familiar by their readership. Columnists can interpret events or issues or write about their own personal experiences or thoughts. Columns are usually published weekly.

Feature Writing

Feature writing provides scope, depth, and interpretation of trends, events, topics or people. Features aim not only to thoroughly explore a topic by conducting interviews with numerous experts or the key people involved, but to offer a previously unseen perspective on an event, issue, or person. Feature writing commonly wins prestigious awards when it manages to achieve this goal. Features usually have the highest word count of all journalism types.

If you’re interested in pursuing any of these different forms of journalism, there are a number of journalism courses available. Journalism courses teach a wide variety of journalistic, ethical and research skills which form the foundation of all journalism. Writing courses will also help budding journalists improve their grasp of the written word. If you have a love of words, and a keen interest in the world around you, then journalism could be the career for you