

The Do's and Don'ts of Journalism

Selling Your Work · By Simon Townsend · 1 min read

Do Not Return This Separately: Send Only With Your Next Assignment

DOs and DON'Ts

This does not count towards your qualification.

It gives me as an experienced editor a clearer idea of you as a student.

- Simon

DO and DON'T

PRINT your reactions to (or experiences of)

these guidelines

1. Do use the internet and email every day.

- agree strongly ? agree ? don't know ? disagree ? disagree strongly

PRINT your reactions

1. Do your editing after, not during your writing.

- agree strongly ? agree ? don't know ? disagree ? disagree strongly

PRINT your reactions

1. Don't preach, but do opionate when appropriate.

- agree strongly ? agree ? don't know ? disagree ? disagree strongly

PRINT your reactions

1. Do use strong verbs.

- agree strongly ? agree ? don't know ? disagree ? disagree strongly

PRINT your reactions

1. Don't depend on adjectives. Show, don't tell. Don't just plonk in an adjective instead of SHOWING.

- agree strongly ? agree ? don't know ? disagree ? disagree strongly

PRINT your reactions

1. Do use commas and fullstops, avoid semi-colons (;) and too many dashes. Almost never use !!!!

- agree strongly ? agree ? don't know ? disagree ? disagree strongly

PRINT your reactions

1. Don't make the first letter of any word a capital letter, unless the word demands it.

- agree strongly ? agree ? don't know ? disagree ? disagree strongly

PRINT your reactions

1. Do have a great opening sentence and a logical, satisfying last sentence.

- agree strongly ? agree ? don't know ? disagree ? disagree strongly

PRINT your reactions

1. Don't generalise. Don't use vague words. Don't make the reader guess. Be specific.

- agree strongly ? agree ? don't know ? disagree ? disagree strongly PRINT your reactions

1. Do read every issue of the publication you are targeting.

- agree strongly ? agree ? don't know ? disagree ? disagree strongly

PRINT your reactions

1. Do include humans and not concentrate on only a topic.

- agree strongly ? agree ? don't know ? disagree ? disagree strongly

PRINT your reactions

1. Don't write pleading letters to editors. Don't waffle-on about yourself. Let your article speak for you.

- agree strongly ? agree ? don't know ? disagree ? disagree strongly

PRINT your reactions

1. Do write down thoughts and ideas WHEN they occur.
 - agree strongly ? agree ? don't know ? disagree ? disagree strongly

PRINT your reactions

1. Do use quotes from people worth quoting.
 - agree strongly ? agree ? don't know ? disagree ? disagree strongly

PRINT your reactions

1. Don't forget to use examples and anecdotes to help tell your story entertainingly.
 - agree strongly ? agree ? don't know ? disagree ? disagree strongly

PRINT your reactions

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