

# Online News Stories

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# Online News Stories

- Title – **very important**
- Three stages of development:
  - 1. Shovelware
  - 2. Adaptation
  - 3. Creation

# Online News Stories

- Three parts:
  - Text
  - Interactivity
  - Multimedia
- Exploit the medium:
  - Global audience
  - Virtual unlimited time/space
  - Digital data (updatable, multimedia)

# Online News Stories

- Text: Editorial style
  - People scan pages for information (print later)
  - Direct style with simple, fewer words
  - Inverted pyramid works well (who, what first)
  - If you cannot change the text for publishing online split it into chunks (logical parts). The chunks are accessible through links
  - Highlight the keywords inside the text (bold them or make them links)

# Online News Stories

- Text: Formatting
  - One idea per paragraph (one phrase)
  - Many and meaningful sub-headings
  - Many bulleted lists and ordered lists
  - Use Sans-serif fonts: verdana, arial, microsoft sans serif. Do not use serif fonts: century, georgia and especially Do not use Times New Roman
  - Put quotes in boxes
  - Use questions and answers
  - 10 to 15 words/line

# Online News Stories

- Text: We style
  - LAYERS
  - Write less – usually half of the length of the text for a printed magazine
  - Use the “Print version” and also try to offer a .pdf version of the article for printing. The .pdf might have all the info that is not on the web page
  - Resources:
    - <http://www.useit.com/papers/webwriting/>,
    - <http://www.inc.com/articles/2004/02/webwriting.html>
    - <http://www.webstyleguide.com/>

# Online News Stories

- Interactivity: Links
  - Embedded vs. Side/bottom
  - Labeling: the social contract on the web
  - Homepage vs. Deep linking
  - !!! Labeling of the embedded links
  - Types of links:
    - Official documents
    - Official websites of the companies involved in the story
    - News archive
    - The same news story in other publications

# Online News Stories

- Interactivity: Links – examples
  - Official documents: “[Read the European Constitution](#)” or “[Read the European Constitution on European Union portal](#)”
  - News archive: “[Debates on the new constitution start today \(23 October 2004\)](#)”
  - Official sites: Godiva – [www.godiva.com](http://www.godiva.com)
  - Same subject on other media websites: “[Tensions on new constitution draft \(The Times Online, 12 October 2004\)](#)”

# Online News Stories

- Interactivity
  - Comment this article!
  - Rank/rate this story!
  - Polls
  - Calculators
  - Games
  - Forum topics
  - Chat events
  - Interactive graphics

# Online News Stories

- Multimedia: Audio/Video
  - Download vs. Streaming
  - Live – bandwidth problems
  - Technologies:
    - Windows media: wma, wmv, asx, asf
    - Real Technologies: ra, rm – real hosting servers
    - Quicktime: .mov, .au
  - Presentation of the clip: image, label/title, description

# Online News Stories

- Multimedia: Photos/Illustration/Animation
  - Photos: .jpg, 1-2 photos on the article main page, dimensions 300x200 pixels or less, other pictures available through thumbnails, or a photo album page
  - Illustration: .gif, .jpg, .png
  - Animation: gif, Flash/Shockwave
  - Examples: BBC – UK Election coverage, <http://www.elpais.es/multimedia.html>  
[http://www.msnbc.com/modules/wtc\\_terror\\_experience/default.asp](http://www.msnbc.com/modules/wtc_terror_experience/default.asp)