

Readability for journalists

Four key elements:

- Use of language
- Use of structure
- Use of background material
- Use of quotes

Readability for journalists

An easily readable news story should:

- Use words your audience can understand
- Clarify rather than confuse
- Use straightforward language most of the time
- Define new or complex words or concepts right away
- Organize information so one idea logically leads to the next
- Weave quotes, background info into narrative based on subject
- Keep sentence structures simple wherever possible
- Use active language most of the time
- Use subheadings for longer, more complex articles
- Bring readers to a logical conclusion