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# Opening Digital World's Doors to # Next Digital Generations

## LESSON PLAN 3 – NEWS CREATING STRATEGIES

**Objective:** By the end of this lesson, students will be able to effectively use storytelling techniques, multimedia elements, and journalistic writing style to create compelling news stories in English.

**Level:** Intermediate to Advanced

**Time:** 90 minutes

**Materials:**

Whiteboard

Handout with news articles for analysis

Computer or mobile devices with internet access for multimedia elements

TED talk video or link for discussion

**Warm-up** (10 minutes):

Begin the lesson by asking students to share their favorite news story or headline. Discuss as a class what makes a news story compelling and engaging.

Introduce the concept of storytelling techniques in journalism. Explain how narrative structure, anecdotes, and human-interest elements can be used to create interesting

news stories. Show examples of news articles that incorporate storytelling techniques and discuss them as a class.

**Instruction (30 minutes):**

Provide a handout with news articles for analysis. Instruct students to read the articles and identify the storytelling techniques used, such as narrative structure, anecdotes, and human-interest elements. Have them take notes and discuss their findings in pairs or small groups.

Discuss the articles as a class and encourage students to share their observations. Emphasize the importance of using storytelling techniques to make news stories more compelling and engaging to readers or viewers.

Introduce the concept of **multimedia elements in journalism**. Explain how images, videos, infographics, and interactive elements can enhance news stories and provide visual context. Show examples of news articles that incorporate multimedia elements and discuss them as a class.

Have students work in pairs or small groups to find multimedia elements that are relevant to the news articles they analyzed earlier. They can search online for images, videos, infographics, or interactive elements that support the stories. Instruct them to discuss why they chose the multimedia elements they found and how they enhance the news stories.

Discuss the multimedia elements as a class and encourage students to share their findings. Emphasize the importance of using relevant multimedia elements to enhance the overall storytelling in news stories.

**Introduce the concept of journalistic writing style.** Explain how clear, concise, and objective language is crucial in news writing. Discuss the inverted pyramid structure, where the most important information is placed in the lead paragraph, and the use of quotes and testimonials from relevant sources to add authenticity to news stories.

**Show a TED talk video or provide a link to a TED talk** related to journalism or storytelling. Have students watch the talk and take notes on the speaker's use of storytelling techniques, multimedia elements, and journalistic writing style.

Discuss the TED talk as a class and encourage students to share their observations. Lead a discussion on how the speaker effectively uses these elements to engage the audience and deliver a compelling message.

**Application (20 minutes):**

Instruct students to choose a news topic of their interest and create a news story using the storytelling techniques, multimedia elements, and journalistic writing style discussed in class. They can work individually or in pairs.

Have students present their news stories to the class, either by reading them aloud or by creating visual presentations using multimedia elements. Encourage feedback from

the class on the effectiveness of the storytelling techniques, multimedia elements, and journalistic writing style used in their news stories.

**Closure** (5 minutes):

Summarize the key points covered in the lesson and highlight the importance of using storytelling techniques, multimedia elements, and journalistic writing style in creating compelling news stories in English.

Ask students to reflect on what they have learned and how they can apply these techniques in their future English writing tasks.

**Assessment:**

Observation of students' participation in class discussions and group activities

Review of students' notes.