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Beginning Journalism

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How The Average Journalist Can Intrigue The Average American.

According to Amacad.org, “The average amount of time Americans spent reading for personal interest per day fell by six minutes, to less than 16 minutes per day” With multiple researchers, scientists, authors, broadcasters, and many more occupations in this region came to recognize the rapid decrease in the average American’s reading time. With most consumers being drawn towards shorter media products like short podcasts, tweets, or a rather small news headline, there are different ways journalists can tell more of a story without losing an average reader’s interest.

The Atlantic states, “A new study reports that the most common three English words in titles of books, movies, and other media are ‘new,’ ‘report,’ and ‘study’” With this information, journalists can infer the keywords, “new,” “report,” and “study” to attract new readers. The keyword, “report” allows readers to infer that reliable research has been done and has an effect on an issue or problem. With the word ‘report’ in the title, journalists can attract more readers.

A quote from Clariant Creative states, “People spend 74% of their viewing time on just the first two screenfuls of content. Only 14% of viewing time is spent past three screens. More than half of readers spend less than 15 seconds on a page” Because of the approximate time a reader on an article, journalists can infer that the average person loses interest rather quickly. Due to the word “new” being in the title, or the introductory sentence of a paragraph, it is bound to attract more people to read an article.

The word, “study” can help the reader infer that proper research took place for a certain article. The word, “study” in the article, has readers intrigued by the applied information that has or was involved in the piece of writing. With the proper research being done on an article, readers can allow the certain information they just read to be reliable and trustworthy.

In the end, multiple journalism careers can use multiple different tactics to keep the average reader entertained and intrigued. Because of the multiple different kinds of articles and different kinds of readers, an author can use different ways to attract readers.

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