Environmental Journalism:
Analysis Guidelines

Analytic journalism, also called explanatory reporting, aims to transform a complex, far-reaching topic into a readable article. The purpose of this type of journalism is to better inform your readers about a particular subject.

An Analytic Article...
- is informative.
- is not a personal narrative
- is not an opinion piece
- is objective (not subjective)
- is driven by supportive material (evidence)

TIPS and TRICKS

1. **Check the scope.** After you decide on your topic, consider whether you need to zoom in or zoom out. For example, climate change is too big of a topic for a short essay, but the role of youth climate activists in your country could be the right amount to bite off!

2. **Write a thesis statement.** A strong thesis statement...
   - SHOULD convey the significance of the topic
   - SHOULD be based on factual information
   - SHOULD NOT include an opinion or argument

3. **Write 2-4 supporting paragraphs.** Body paragraphs should offer evidence and further information, should support your thesis statement and should be based on the research you conducted. Taken together, your paragraphs should contextualize the subject by providing important background information. This might include, for example, how historical, economic, cultural, or social factors impact your environmental topic.

4. **Write an Introduction.** Example Outline:
• Hook: Capture your reader’s attention from the beginning! What can you start with that will compel your audience to pay attention? Perhaps an anecdote or a surprising fact?
• Context: Now back up a little bit. Explain what the issue is at hand. In a few lines, provide some background and context.
• Thesis: Tell your reader why this topic is significant.

5. Write a Conclusion. Example Outline:
• Summary: In just a few lines, remind your reader of the main argument and evidence.
• Thesis: No need to repeat your thesis word-for-word, but remind readers why this topic is important!
• Personal Comment, Call to Action, or Question: The last few sentences of your essay will linger in your reader’s mind? What do you want to leave them with?