

USE OF NARRATIVE STYLE IN BROADCAST NEWS

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ABSTRACT

This research examines how reporters and photographers can use narrative style in daily news stories and in long-form investigative and feature pieces. It also addresses the objectivity of the story style. This research was conducted through semi-structured in-depth interviews with 11 recognized storytellers.

Research participants said total objectivity is unattainable in any story style because of a journalist's own biases and worldly experiences. However, data analysis showed there is a divide between respondents about using narrative style for story topics that are controversial or political. There was a link here with research question one. Respondents who said the narrative style could be used everyday for every story topic, also said the narrative is just as objective, if not more objective than the inverted pyramid style. Respondents, who said it's hard to use the narrative everyday because it shouldn't be used for every story topic, also said the narrative opens the door to less objectivity.

Because television viewership is changing, some stations are turning to narrative style to better engage viewers, because of this, it is important to better understand how to use the style and whether or not the style is believed to be objective.