



# analysis

## the format

The analysis format in journalism involves a deep dive into a particular topic or issue, often with the goal of providing a comprehensive understanding of its various components, causes, and effects. Most of the time, one question forms the base of an analysis and you'll have a clear view on the conclusion. It goes beyond mere reporting of events or news and instead provides a detailed examination and evaluation of the issue.

## headline example



## relevant for



educate me



give me perspective

### media

text, longread, podcast,  
educational video

### components

research, insight,  
conclusion

### purpose

This format involves extensive research, critical thinking, and expert opinions to provide the reader with an in-depth understanding of the topic. Analysis pieces often aim to provide insights into the issue at hand and its broader implications, offering readers a new perspective on the subject. In a time when information is abundant but often fragmented and shallow, an analysis offers readers a more comprehensive view of the world around them.

### checklist

- ✓ Begin by clearly defining the topic you will be analysing.
- ✓ Collect as much relevant information as possible, including background information, data, and expert opinions. This will help you build a well-informed and well-supported analysis.
- ✓ Analyse the information you've collected and identify the most important points that support your argument. These key points will form the basis of your analysis. At the end, draw conclusions.
- ✓ Use data, quotes, and other evidence to support your key points. This will make your analysis more convincing and authoritative.