



SLRMUN 25



**INTERNATIONAL PRESS
CORPS**

STUDY GUIDE

International Press Corps (IPC)

SLRMUN 2025 Study Guide

WHAT IS JOURNALISM?

Journalism is the activity of gathering, assessing, creating, and presenting accurate facts and information to the general public, *The American Press Institute*. Its purpose is to actively engage in society as a middleman that bridges the people with governing bodies to enable the Right to Information among citizens. It helps guide the people in making quintessential decisions that affect not only themselves but also their community, government, and nation as a whole.

Journalism and the Media are indispensable and are thereby referred to as the "Fourth Estate" of the Democratic process as they not only inform and educate the public but simultaneously act as a watchdog, enabling a system of checks and balances, keeping those in authority in line, urging and ensuring accountability.

In the United Nations, journalists collaborate with diplomats and report on the resolutions adopted and conference proceedings.

INTRODUCTION

At SLRMUN 2025, you will be allocated to one of the following news agencies.

1. Al Jazeera
2. CNN
3. BBC

Similar to how regular delegates are required to adhere to their foreign policy, IPC delegates must follow their news agency mandate, style, and structure, and play the role of a journalist belonging to the respective news agency.

An IPC delegate representing a news agency (Al-Jazeera/CNN/BBC) will thereby be assigned to one of the following committees that will be simulated at SLRMUN 2025.

- UNSC
- UNGA4
- UNEP
- UNCSW

While IPC delegates are required to observe and report council proceedings, they will also be expected to produce engaging articles with adequate debate analysis at a news angle of your choice within the guidelines and alignment of your news agency's mandate.

Delegates must take it upon themselves to remain unbiased in their personal opinions when forming these articles, staying true to their news agency's biases. For example, Al Jazeera journalists will compose their articles in favour of Middle

Eastern nations, and CNN will ideally associate its content with a liberal media bias.

IPC delegates are encouraged to engage, interact and interview the delegates in their committee and compile their article with quotations from committee proceedings, interviews as well as pictures captured mid-debate. Using intelligent humour is encouraged to boost readership appeal.

NEWS AGENCIES

1. AL JAZEERA

Al Jazeera is a leading Arabic-language news and current affairs broadcaster, headquartered in Doha, Qatar. Founded in 1996, it has grown to become one of the largest media organisations in the Arab world. Al Jazeera's writing style is characterised by its in-depth coverage of international news, with a focus on the Middle East. The writing is straightforward, and factual, and seeks to provide multiple perspectives on a story. The tone is balanced and neutral, striving for objectivity in its reporting. Al Jazeera is known for its commitment to impartial journalism and its willingness to tackle sensitive and controversial topics. The network's commitment to providing independent, trusted and accurate news has made it a respected voice in the Arab world and beyond.

2. CNN

CNN (Cable News Network), founded by Ted Turner in 1980, was the first 24-hour news channel, revolutionizing the media landscape. While it's globally known for providing real-time reporting on major events, its editorial stance is often considered left-leaning. Media analysts rate it as "moderately left-

center biased," with its straight news being more neutral, but its opinion content leaning liberal. CNN aims to deliver comprehensive, factual news and holds political figures accountable. While its style guide is not publicly available, the network adheres to professional standards and maintains a clear visual identity across its platforms.

3. BBC

The BBC (British Broadcasting Corporation), founded in 1922, is the UK's national broadcaster and one of the world's oldest and most trusted news organizations. Known for its impartiality, the BBC provides comprehensive coverage of global and national events across radio, television, and digital platforms. While it strives for balanced reporting, some critics argue it exhibits a slight bias due to its funding model (public license fee), with occasional claims of left-leaning editorial slant. The BBC's mandate is to inform, educate, and entertain, with a strong focus on accuracy and independence.

Article Structure and Composition:

Structure

1. **Headline** - The headline is the text indicating the nature of the article below it, your headline should be captivating and specific to the article you are composing.
2. **By Line** - Authorship and news agency.
3. **Photograph (Optional)** - A suitable caption should be included.
4. **Place Line (Optional)** - Where the story begins.
5. **Lead** - Opening section of the article. The Lead should be less than 25 words, interesting, and convey the most important information. The ideal lead will set the tone for what follows. Do not try to cram unnecessary information, digress, or become repetitive. Conciseness and simplicity are key.
6. **Body** - This is the main section of the article, containing the whole story and will elaborate on the important information stated in the lead. End it with an appropriate closing remark & try to instigate a reaction or question from your reader.

Tips

1. **Introduce sources** such as quotations and statistics to verify accuracy.
2. Ensure a **clear explanation** of the 5Ws and H (Who, What, Where, When, Why, and How).
3. Always **report in the third person** and in an **active voice**.
4. Note that the above guidelines are blueprint "best practices" journalists are required to draw from. They may be modified to fit the mandate of the respective news agencies.

5. Normal delegates are not permitted to meddle around with electronic devices during committee proceedings, but IPC delegates can! Use this to your best advantage.
6. **Teamwork and spirit:** Helping fellow journalists not only makes your conference experience memorable but may or may not contribute to the final news agency-based group award as well.

Submissions:

Deadlines

Following deadlines is an important aspect of the press. You will be regularly updated on the deadlines by the Heads of IPC and the inability to meet them will depreciate your final evaluation criterion for awards.

Articles must be submitted electronically as a PDF file.

Article Format

Your articles will be named in the following manner: The name of your article and then your name separated by a hyphen, followed by the name of the news agency you are in.

i.e.: North Korean Forced Labourers in Poland – Deshara Perera (Al Jazeera).

Articles cannot be edited after submission, and you will be evaluated by what you submit.

- Word Count: 500 – 600

Writing Styles and References

Please keep the following points in mind while writing your articles.

1. **Inverted Pyramid Structure** - News articles are commonly written in a format known as the "inverted pyramid structure". Start with a lead paragraph that conveys the most essential facts of the story which is then developed into detailed subsequent paragraphs.
2. **Emotions** - Do not use feel in context to a delegate's emotions.
3. **Research** - Proper research regarding the topic you report on can create a powerful article and will ensure the reader you have adequate knowledge on the issue discussed. Anything you choose to write on should always be factually coherent. Feel free to add your own knowledge and readily available information on the internet or other credible sources to back up your claims.
4. **Humour** - Articles may have an element of humour to them. Humour makes any text more interesting to read, but more importantly, showcases the journalist's skill.
5. **Countries** - Use the proper name for all countries on the first reference and abbreviations on the second. i.e.- the Republic of Korea and Korea
6. **Delegates** - Never refer to delegates by their name. Use instead, for example, the Delegate of the Republic of Korea on reference and RoK on the second reference.
7. **Title** - Make sure your article always has a suitable and appropriate title that captures the main focus of the article.
8. **Plagiarism And Professionalism** - As IPC delegates, you are to never indulge in plagiarism. Articles that are submitted to the Editor-in-Chief have to be original. If any acts of plagiarism are found, the journalist will be suspended immediately. Note that your eligibility for awards will be disrupted in the case

plagiarism is detected during the marking process. To be professional means to adhere to all basic ethics and never let your personal feelings towards any Delegate/Country/Delegation/Person affect your reports. You are to remain unbiased and represent the interest of your assigned media outlet.

9. Smart Reporting - Do not report the proceedings of your assigned committee word for word. Pay attention to what happens in the committee and select one important topic as the centre of your report. Focus on the interesting bits because not everything has to be reported. Be analytical. Think critically.

10. Flow - Establishing "flow" is one of the creative areas of the writing process. Journalists are expected to combine their research with varied wording and sentencing structure to communicate ideas clearly and further engage the reader.

11. Style And Tone - Make sure there is a balance between formal and informal tones. Positive constructions should be used.

12. Word Count - Stick to it.

Preparation

IPC journalists should thoroughly study the study guide and the mandate of their respective committees. You should do thorough research on the Practice Debate and conference topics and have a good knowledge of your respective news agency.

IPC journalists must bring their own laptop/tablet, pen drive, necessary stationery, and other materials they may need. Make sure to inform the Heads of IPC regarding any issues regarding devices beforehand. Efforts would only be made to attend to the necessary accordingly. If you wish to take photographs or record videos to

support your written work, you must bring your own equipment to do so.

Please take care of your electronic devices and other valuables. SLRMUN 2025 will not be held liable in the event of damage, loss, or theft.

Research Methodology

The confines of an in-house conference limit us to what we want to call investigative journalism, but your preparations will be severe. You can use the following guidelines for effective research.

You must be adequately prepared to understand the debate.

- Go through the backgrounds for a basic understanding of the agenda and then the documents and links it mentions. The background guide can be obtained from the website of the conference.
- Read about the agenda and various perspectives on it. Aid and form an opinion.
- Understanding the legal, social, cultural, and economic implications of the debate.
- Read about the foreign policy and agenda perspective of nations that you might think will majorly impact the debate.

Awards

Individual Awards:

1. **BEST JOURNALIST:** Awarded to the delegate with the highest overall mark from individual articles (Press statement, Articles on the day of the conference)

2. **HIGHER COMMENDATION:** Awarded to the delegate with the second-highest overall mark from individual articles.

Group Awards:

BEST NEWS AGENCY: Awarded to the news agency with the overall highest total score. (Based on the total points of each delegate in the relevant agency for their individual articles and group articles)

Tips

- Read other committee background guides before entering the conference, so as to have a better understanding of their agenda and the politics that will stem from them.
- Avoid asking yes-or-no questions, as these probably won't produce very interesting quotations. Leave your questions open-ended and give your subject the chance to explain himself in his own words.
- Keep your sentences concise and informative.
- Accuracy is crucial. Facts, Quotes, and Names must be double-checked.
- Reporters are advised to read news articles in order to get a general idea of the style of writing.
- An article's introduction may be clever or witty, given that the subject is light-hearted. However, a more serious subject, that is of 'breaking news' character, should be treated with the same seriousness, direct and to the point.
- Whenever you take interviews or use delegates' names in your reports, make sure the involved persons are aware of the fact that their names or statements are being used.
- Keep a dictionary at hand.

- Maintain structure in your articles. Use punctuation appropriately and break your article down into concise paragraphs.
- Know your audience and write accordingly.

ABBREVIATIONS: No periods should be used separating letters of an abbreviated organization or agency. Only standard acronyms and approved abbreviations should be used. (i.e: SLRMUN, UNSC, UNHRC, WHO, NATO, ICJ, USSR, UK, USA)

CURRENCY: Dollar values are displayed with the appropriate currency symbol. Values on orders at or greater than one million are summarized, for example, \$54,000, \$135,000, or \$214 million. Sri Lankan Rupees shall be written as LKR and not Rs.

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BOOKS AND PRINT SOURCES: Names of all books and print sources should be capitalized and italicized, such as *The Newsletter*, *The New York Times*, and *The Economist*.

DEVELOPING NATIONS: Within the international community, the use of the term “third world” is actively discouraged. No nation will be referred to as “Third World.”

NAMES: Verbal verification is mandatory on all named sources. Naturally, all proper names are Capitalized.

NUMERALS: Any numeral ten or less should be spelt out in English. Numerals over ten are reported using standard Arabic numerals, such as 2001.

QUOTATIONS: All quoted statements within articles should be incorporated grammatically into the sentence being written. Additional capitalization should be

avoided. If only part of a sentence is being used in a quotation, an ellipsis (i.e.: ...) should be used to indicate the omitted portions of the statement. If the ellipsis comes at the end of a sentence, it should have a period at the end as well within the quotation marks (...") to indicate the conclusion of a sentence. If within a quotation, the speaker uses an abbreviation or reference which would be unclear to the reader, the Reporter may interject a clarification within brackets (i.e.: [...]). This indicates that the bracketed information is not a direct quotation; rather it is a clarification on the part of the author. As an illustration of these rules, consider the following example: Amb. Deshara explained that "...while the matters are being studied by the UN, there is a commitment by the UN, such as the UNV [United Nations Volunteers], to take part in conflict zones.

SPELLING: Reporters should be sure to spell-check all articles before the editorial deadline. This will greatly assist the Editor.

UN TITLES: These titles are not abbreviated. UN and SLRMUN official titles include Secretary-General, Under-Secretary-General, Director, and Head/s of (xyz). Secretary-General shall never be abbreviated as Sec Gen.

RESOURCE LINKS FOR FURTHER READING

- For a glossary of Journalist terms:
<https://www.journalism.co.uk/glossary.shtml>
- To understand the expected standard of integrity and ethics:
<http://www.journalismdegree.com/ethics/>
- For an in-depth analysis of the expected reporting style:
<https://www.webwisewording.com/inverted-pyramid/>
- More information on the IPC Committee:
<https://bestdelegate.com/a-guide-to-model-un-presscorps-committees/>
- To brush up your knowledge on MUN proceedings:
How To Model United Nations by Pulse <https://youtu.be/zHfZSkMp2>