



Global Press Style Guide

TIP SHEET

TIP 1
Use words with precise, globally shared definitions

Avoid generalizations that force readers to make assumptions. Global race and identity issues require the journalist to push beyond generalizations. Opt for details and descriptions over broad terms that may not have shared meaning (slum, ethnic, Global South).

TIP 2
Be aware of using labels

There are two kinds of labels — those that precisely convey an action (voter) and those that distill a person's humanity to something that happened to them (victim). Avoid the latter.

TIP 3
Be mindful of parallel descriptions

Diverse sources are often described with details that would never be used to describe White sources, like the number of children a woman has or descriptions of facial features. When describing diverse sources, consider if you would use similar details to describe all sources.

TIP 4
Ensure the source's ability to recognize themselves in the story

Sources should recognize themselves and their communities in news stories. Talk openly with sources about how they identify. Use details that represent people or places accurately and in context.

TIP 5
Provide accuracy in context by avoiding words with inherent bias

Avoid terms, like mainland or rebel, that have bias baked into the definition. Consult dictionaries, style guides, colleagues and sources to determine if commonly used words may have unintended meanings.

TIP 6
Describe geography with dignity, too

Descriptions of places reflect on source dignity, too. Avoid broad generalizations in geographic descriptions that make assumptions about citizens, governments or economies. Consider accuracy in datelines too — like Kashmir or Indian-administered Kashmir. Or referring to Tribal Nations as existing within the borders of a U.S. state rather than being in a U.S. state.

TIP 7
Aim for the dual standard of dignity and precision

Precision and dignity are invariably linked. Imprecise words and phrases often have dignity consequences for sources. Readers always benefit from context, active verbs and labelless sentences.

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