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Travel Journalism, Communication and Social Media

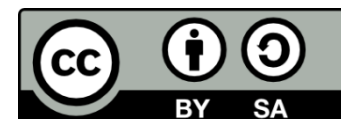
Module 4: Travel Articles

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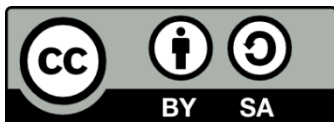
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Types of Travel Articles

Dr Fani Galatsopoulou & Dr Clio Kenterelidou



European Union
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MINISTRY OF EDUCATION & RELIGIOUS AFFAIRS
MANAGING AUTHORITY

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Module's Learning Outcomes

By the end of this module students will be familiar with:

- The different types of Travel Articles



Travel Articles

Knowing the various types of travel articles serves you during the writing and marketing phases.

L. Peat O' Neil (travel writer)



Factual style Travel Articles

- Destination Specific
- Event Specific
- Subject/Theme Specific
- Travel advice/ service



Destination Articles

Thessaloniki: Stylish and Cultured, Without the Big-City Hassle

Greece's second city, Thessaloniki, is also one of the country's most trendy and dynamic places to be – and not just in summer.

By Christopher Deliso



Figure 1: Destination article about Thessaloniki

www.gonomad.com/destinations-xxx/1513-thessaloniki-greece-stylish-and-cultured-without-the-big-city-hassle



Event Specific



Figure 2

Read at:

www.dailymail.co.uk/news/article-1263514/Greece-celebrates-Easter-sensational-firework-display.html



Subject/Theme Specific

The screenshot shows a web browser displaying an article from The Guardian. The URL in the address bar is www.theguardian.com/lifeandstyle/2010/sep/12/europe-best-food-festivals-harvest. The page features navigation links for News, Sport, Comment, Culture, Business, Money, Life & style, Travel, and Environment. The article is categorized under Travel > Festivals. The main headline is "The pick of autumn's food festivals" with a sub-headline: "Whether feasting on speck in South Tyrol or dining on sweet chestnuts in Croatia, here are 10 of Europe's best under-the-radar food festivals". The author is Nicola Iseard, dated Sunday 12 September 2010. A large photograph shows a crowd at St Magdalena's Speck Festival in Italy. A sidebar on the right contains social media sharing options (Facebook, Twitter, Google+, LinkedIn, Email) and a list of related tags under categories like Travel, Life and style, and Culture. A pagination control shows page 3 of 3.

Figure 3: The pick of autumn's food festivals

www.theguardian.com/lifeandstyle/2010/sep/12/europe-best-food-festivals-harvest



Travel Advice or Service Articles

Service or sidebar travel writing is usually in point or summary form, displayed in graphic boxes.

Provide precise information, such as:

- addresses and phone numbers of hotels,
- restaurants,
- dates of events,
- ...



Figure 4



The Creative Non-Fiction Style of Travel Articles

- Travelogue
- Personal Experience
 - Essay



Travelogue

- Writer's experiences during the trip
- Can be **a day by day description** or
- **highlights of the trip.**
- Writer's perceptions, impressions and comments



Essay (destination, event...)



Figure 5

Read about Surfing in Greece at:
www.nytimes.com/2011/12/18/travel/surfing-in-greece-the-waters-fine.html?_r=0



Personal Experience

AND THEN EVERYTHING CHANGED

BY AMANDA ON SEPTEMBER 12, 2012 · 101 COMMENTS

I got mixed reactions when I told my friends and family that I was going to Europe on my own for 2 months.

Reactions ranged from “*You’re going to have such an amazing time*” to “*You’re going to die.*” I was inclined to agree more with the first group, of course — I had no doubt the trip would be amazing (and it was). But I didn’t necessarily have any predictions then about what would happen after the trip.

No one ever thinks about that niggly little “**after**” part.

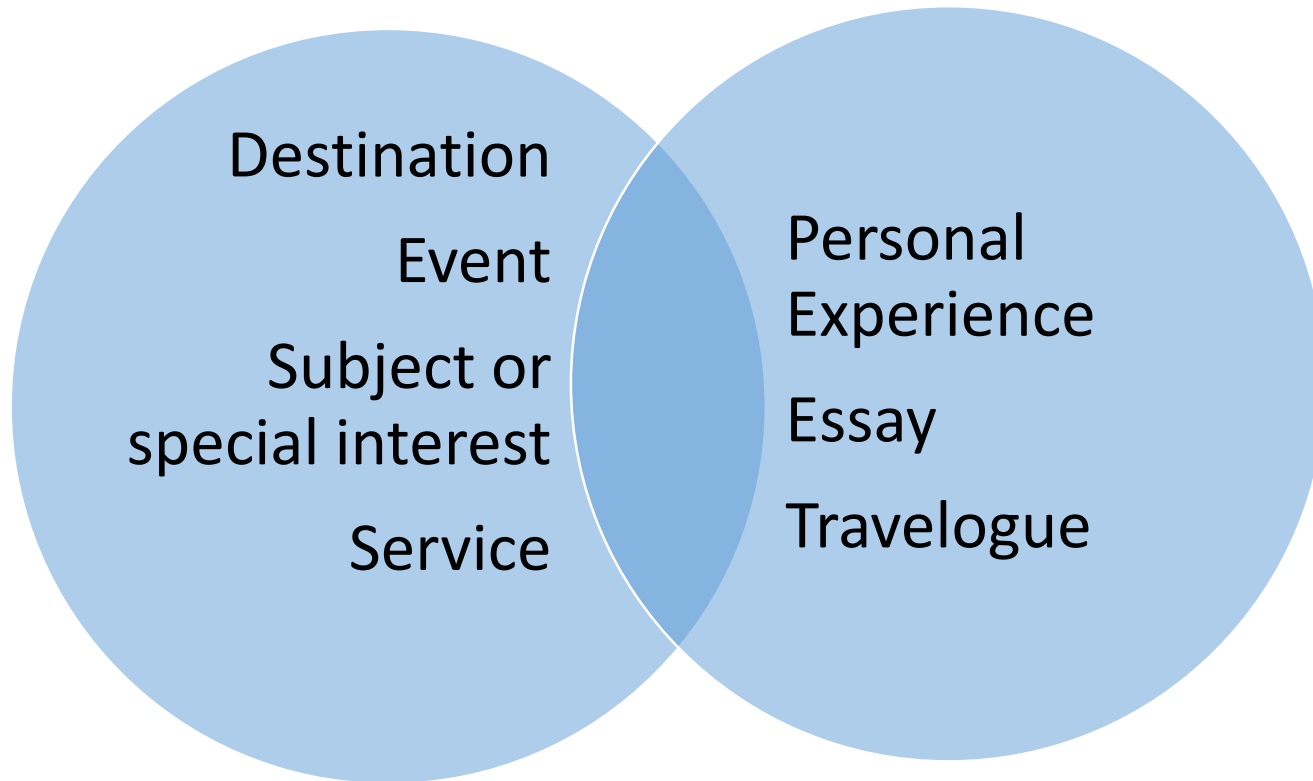


Figure 6

Read more at: Dangerous Business Travel Blog
www.dangerous-business.com



Travel Articles



Types of Travel Articles by L. Peat O' Neil

Destination	• 'Explore Thessaloniki', 'Meet Athens'
Special Interest	• About shopping, art, antiques, football...
Journey	• Emphasize the way you get there
The Roundup	• A collection of info on different places with a common theme
Historical or Holiday Peg	• About an anniversary, holiday, or historical event
Side Trip	• A side trip from a major destination
Outdoors or recreation	• A special interest story that takes place outdoors
Humor	• A humorous piece about an event or a collection of incidents.
Travel Advice/ Service Articles	• Saving money, staying healthy, overcoming language barriers...
Food and Travel	• Explore the cultural traditions attached to eating, cooking and celebrating with food.
Personal Experience Essay	• The writer's perception and experiences



1st Mission

Let's go to the port of Thessaloniki develop story ideas and... create an interesting story.

Observe everything, keep notes, explore your senses, find information, interview people, take photos...



In Class Travel Article Task

- Form a group of 4 students.
- Pick a box.
- It contains travel articles. Each one of you has to choose an article to read and present it to your group by answering the questions that follow.
- Then, one of you (the spokesman) will present to the whole class, the articles you have read.



Travel Article Task

- What kind of article is it?
- What is it about?
- Is the article in the present or past tense?
- Is the narrative expressed in first person (I, we), second person (you), or third person (the traveler, the visitor)?
- Is there a photo to support the article? Do you like it?
- What about the title? Do you like it?



Your Task is to do the same... from a distance!!!

Read some travel articles and present them to us by answering the following questions. Use any kind of presentation you wish. Video, audio, text, pictures, social software...

Send us the link or upload it on our FB Team

- What kind of article is it?
- What is it about?
- Is the article in the present or past tense?
- Is the narrative expressed in first person (I, we), second person (you), or third person (the traveler, the visitor)?
- Is there a photo to support the article? Do you like it?
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References

1. Destination article about Thessaloniki

www.gonomad.com/destinations-xxx/1513-thessaloniki-greece-stylish-and-cultured-without-the-big-city-hassle

2. Rocketwarchios

<http://commons.wikimedia.org/wiki/File%3ARocketwarchios.jpg>

By Adam Rifkin [CC-BY-2.0 (<http://creativecommons.org/licenses/by/2.0>)], via Wikimedia Commons from Wikimedia Commons

3: The pick of autumn's food festivals

www.theguardian.com/lifeandstyle/2010/sep/12/europe-best-food-festivals-harvest

4. KBYG Message

http://commons.wikimedia.org/wiki/File%3AKBYG_Message.jpg

By Nicofulto2010 (Own work) [Public domain], via Wikimedia Commons from Wikimedia Commons

5. Surfing at Livada beach, Tinos, Greece

<https://www.flickr.com/photos/majathurup/1239683493/>

By John Georgiou [CC BY-NC-ND 2.0 (<https://creativecommons.org/licenses/by-nc-nd/2.0/deed.en>)], via flickr

6. www.dangerous-business.com

➤ Peat O'Neil, L. (2006) Travel Writing: See the World, Sell the Story, Writer's Digest Books



End of Module 4

Edit: <Giomelakis Dimitrios>

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