



# IPC

## STUDY GUIDE

2025



## What is the International Press Corps (IPC)?

As a Model United Nations (MUN) committee, the International Press Corps exhibits the characteristics of internationally recognised agencies.

Each IPC delegate represents a news organisation and offers comprehensive coverage of committee activities in line with the format, style, and opinions of their respective agency.

Our main objective is to train delegates to understand and simulate a range of perspectives on global issues and to foster understanding. With this knowledge, delegates can comprehend how media bias presents itself from all corners of the world. While promoting press freedom, IPC delegates develop their written communication and social media management skills, helping them shape public opinion.

IPC delegates in COMUN 2025 will be assigned into the following committees

1. Bloomberg
2. Kiev Independent
3. Reuters
4. TRT World
5. The Island
6. The Japan Times

Moreover, each IPC delegate will also be assigned to one of the following simulated committees:

1. General Assembly 3
2. World Health Assembly
3. INTERPOL General Assembly
4. WIPO General Assembly
5. Climate and Economic Resilience Forum
6. Global eSports Federation
7. Intelligence Sharing Coalition

## What is Journalism?

Journalism is the process of obtaining, evaluating, producing, and presenting news and information. A journalist's main responsibilities are to support a range of viewpoints, demand accountability, and educate the public.

Journalism can be found in all forms of media, including digital (social media and internet platforms), broadcast (TV, radio), and print (magazines, newspapers).

Journalism exists in many forms, such as breaking news, opinion, feature, and investigative reporting.

A model journalist seeks to embody the core values of journalistic integrity—objectivity, accuracy, and fairness.

### **COMUN XXXI: News Agencies**

All IPC delegates will be allocated to one of the following agencies. This will be decided by the Heads of IPC and cannot be altered once assigned.

#### **1. Bloomberg**

Bloomberg or Bloomberg News is an American privately owned financial, software, data and media company in New York City, founded in 1981. It includes a news agency, a global television network, websites, radio stations, subscription-only news letters and two magazines. Bloomberg's media sources have a slight to moderate liberal bias which often publishes factual information that utilizes loaded words to favour liberal causes. Though these sources are generally trustworthy for information, it may require further investigation.

Biases: Left-Center biased due to story selection, mostly factual reporting

#### **2. Kiev Independent**

The Kyiv Independent is an English language Ukraine based online news source, founded in 2021 as an online newspaper, and is currently active on X as well as Reddit. Though the agency does not clearly state ownership, is owned by 30 journalists and editors who were former employees of the Kyiv Post. It covers Ukrainian national news, politics, business, opinion, eastern Europe, tech, and culture through former Kyiv Post journalists. The media sources have a slight to moderate liberal bias, and they often publish factual information that utilizes boarding that attempts to influence an audience by appeals to emotion or stereotypes to favour liberal causes. These sources are generally trustworthy for information but may require further investigation.

Biases: Left-Center biased, moderately favours liberal perspective, high factual reporting, proper sourcing, acts as a resource for fact-checkers.

#### **3. Reuters**

Founded in 1851, Reuters is one of the world's leading multimedia news agencies writing in 16 languages. Though it is headquartered in London, it employs journalists and photojournalists in about 200 locations worldwide. Reuters' sources have minimal bias and use does not usually use wording that attempts to influence an audience by appealing to emotion or stereotypes. The reporting is factual and usually sourced and happens to be the most credible media sources.

Biases: Least biased based on objective reporting and factual reporting due to proper sourcing of information with minimal bias and clean fact check record.

#### **4. TRT World**

Launched in 2015, TRT World is a Turkish public broadcaster based in Istanbul. The agency broadcasts in English 24 hours a day, in order to provide worldwide news and current affairs focusing on Turkey, Europe, Africa and Western and Southern Asia. The media sources of this agency are moderate to strongly biased towards conservative causes through stories, selection, and or political affiliation. They may utilize strong, loaded words, publish misleading reports, and omit information reporting that may damage conservative causes. Some sources may even be untrustworthy.

Biases: mixed for factual reporting due to strong one-sided pro-government stance in national politics and right based due to the fact that the current government is considered right-wing.

#### **5. The Island**

The Island is a daily English-language newspaper in Sri Lanka published in 1981, by Upali newspapers. It currently has a circulation of 70,000 per issue. Its political leaning is pro-Sri Lanka Freedom Party. Editorial Focus: The Island tends to focus on issues of national importance, such as governance, economic development, and social issues, while also covering international events. It provides in-depth analysis and opinion pieces.

Biases: left-wing biased

#### **6. The Japan Times**

The Japan Times is Japan's largest and oldest English-language daily newspaper published by The Japan Times Ltd. in Tokyo. Launched in 1897 The Japan Times aimed to give the Japanese people an opportunity to read and discuss news and current events in English to help Japan participate in the international community. The agency covers current events in Japan and the world opinion articles, entertainment, and sports. Its sources have minimal bias and use very few loaded words. The reporting is factual and usually sourced and are the most credible media sources.

Biases: neutral/balanced reporting, high factual reporting, proper sourcing

## Timeline

Date	Conference	Assignment
January 25th 2025	Practice Debate 01	<ul style="list-style-type: none"> <li>● Article</li> </ul>
February 1st 2025	Practice Debate 02	<ul style="list-style-type: none"> <li>● Press Statement</li> <li>● Short Editorial</li> </ul>
February 2nd 2025	Practice Debate 03	<ul style="list-style-type: none"> <li>● Instagram Post/Reel</li> </ul>
February 28th 2025	Conference Day 01	<ul style="list-style-type: none"> <li>● Article</li> </ul>
March 1st 2025	Conference Day 02	<ul style="list-style-type: none"> <li>● Editorial</li> <li>● Instagram Post</li> </ul>
March 2nd 2025	Conference Day 03	<ul style="list-style-type: none"> <li>● Newspaper Spread</li> <li>● Two Instagram Reels</li> </ul>

### **Practice Debate 01**

- This article will be based on the committee proceedings of the journalist's respective committee and must be written as per their relevant agency's mandate.

### **Practice Debate 02**

- A press statement on ONE topic of your choice of those released prior to PD2 should be written while abiding to their respective agency's mandate.
- An editorial based on a preferred angle of the delegate which is relevant to their respective committee.

### **Practice Debate 03**

- An instagram post or reel on the proceedings of a preferred committee while adhering to the respective agency's form, structure and mandate. (Group activity)

### **Conference Day 01**

- This article will be based on the committee proceedings of the journalist's respective committee which must be written as per their relevant agency's mandate.

### **Conference Day 02**

- An editorial based on a preferred angle of the delegate which is relevant to their respective committee.

- An instagram post in relation to their editorial while adhering to the respective agency's form, structure and mandate.

### **Conference Day 03**

- A newspaper spread, the front page and the news section, based entirely on day 3 of conference while adhering to the format, structure and mandate of the respective agency. (Group activity)
- Two instagram reels created based on a crisis simulation while adhering to the structure and mandate of the respective agency. (Group activity)

## **COMUN XXXI:Writing Pieces**

### **Types of information**

1. Primary information: information, interviews, quotes directly obtained from session
2. Secondary information: Research and information (such as facts and statistics) gathered online or through other sources (such as news websites or social media)

**NOTE: Always remember to source your information**

### **Research Methodology:**

- Research on your agency's
  - Stance
  - Bias
  - Language style and structure
  - Tone and register
- Use the IPC study guide as a starting point for your research. We also strongly advise delegates to read articles and editorials from their own agencies in order to understand their reporting style, formatting, mandate and bias.
- Delegates are also strongly advised to use other news sources along with their own agency websites to research and source information.
- Read through and understand your **committee** study guides. In order to accurately and fluently report on committee proceedings you will need a thorough understanding of

- o The legal context of your debates - such as foreign policy and key country's stances (including the country your agency belongs to)
- o The socio-economic and cultural context of debate
- o The general public and the government's opinions and perspectives relevant to your agency's bias.

#### Key Points to keep in mind

1. Objective Reporting: Maintain objectivity and impartiality in your reporting and avoid taking sides or exhibiting personal prejudices or bias.  
**NOTE: Delegates are still required to abide by their agency bias and mandate**
2. Interviews: Interviews are a crucial source of primary information. Interviews can be used as
  - short quotes
  - sources to help journalists better understand a country's perspective.
  - A way to question a delegate's stance and obtain more information
3. Punctuality: Any articles that are submitted past the deadline will have marks deducted

## Press Statements

- Press statements reflect an agency's stance on a particular topic. They are known for providing in-depth explanations and a thorough understanding of world issues and topics.
- An ideal press statement follows the same format as an article, but more emphasis is placed on research, analysis and solutions.
- Like articles, press statements follow the inverted pyramid format and include a captivating headline and informative lead paragraph
- IPC delegates will be provided with various topics, from which they must choose **only one topic to write about**. Note that Press Statements are **NOT** related to committee proceedings
  - o Example of a press statement format and style from Al Jazeera:  
<https://www.aljazeera.com/features/2024/12/14/until-my-last-breath-searching-for-relatives-at-syrias-slaughterhouse>

### Key points to keep in mind:

- No personal biases or opinions should be included.
- Press Statements are highly factual and not emotive in tone.
- Avoid the use of personal pronouns such as 'I' and 'you'
- Delegates are **NOT** allowed to research within the time allocated for press statement writing
- Printed or handwritten copies of research are encouraged, however, PDF files and saved images will be allowed
- **Press statements are based on 100% research and reflect the agencies stance and mandate**

### Editorials

- Editorials are written pieces based on your own research that revolves around a singular topic, or thread of thought, that is discussed in committee.
- Like articles and press statements, editorials reflect your news agency's stance. Delegates are required to pick an angle. For example, editorials can revolve around a frequently discussed topic, a POI answer or even a select set of solutions or predominant problems discussed in the debate.
- While editorials maintain a factual tone, they are also intended to highlight the journalist's opinion or perspective on the discussed topic. Depending on an agency's stance, delegates are allowed to praise or criticise a country's policy or response.
  - **NOTE: While editorials are based on a delegate's opinion they still cannot contradict the respective agency's bias.**
- We highly encourage delegates to discuss the social, political and economic perspectives of their selected topic.
- **Note: Editorial's consists of 60-80% of analysis by the writer (primary information) and 20-40% of secondary information (from conference or other sources) to substantiate their argument**

#### AN EDITORIAL IS OFTEN STRUCTURED INTO 4 PARTS:

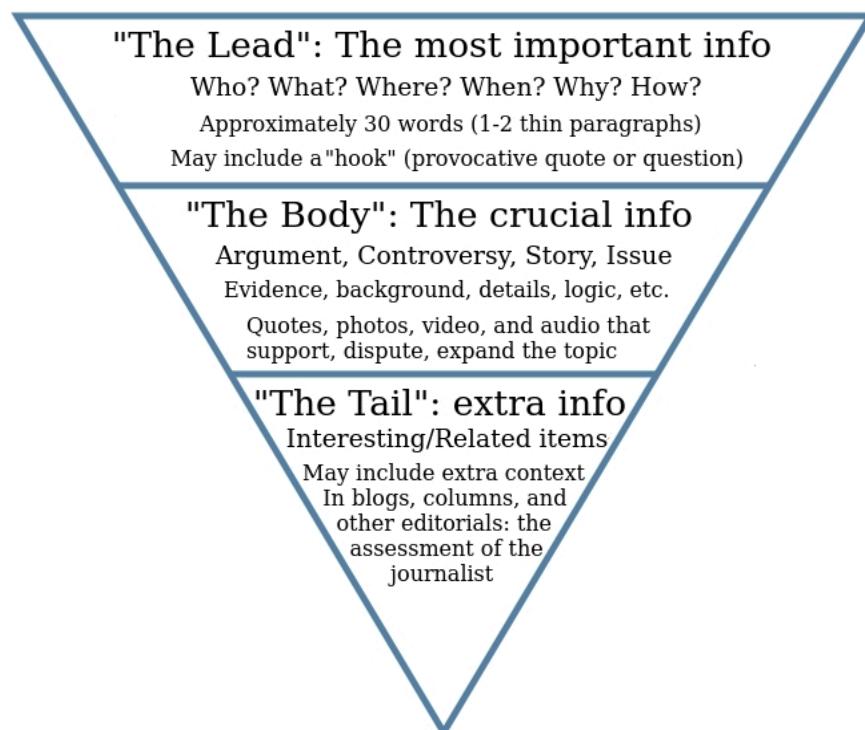
1. Introduction: Provides context and introduces the topic discussed.
2. Body: Expresses the agency's point of view.
3. Solution: Offers the agency's solution to the issue or problem being discussed.

4. Conclusion: A re-examination of the main problem, reflecting on the main points while recontextualising the issue.

Delegates can also choose to follow the inverted pyramid structure

### Articles

1. Headline
  - Most agencies have consistent style in headlines. Make sure it is relevant and interesting
2. Byline
  - Authorship and news agency. E.g: Shannel Pinidiya, Al Jazeera.
3. Photograph
  - Include a caption to fit your agency mandate (if applicable).
4. Placeline
  - Where your story begins.
5. Lead
  - Consists of a short summary of the who, what, where, when, why and how of the article
6. Body
  - The various perspectives and a breakdown of the topic at hand
7. Conclusion
  - A suitable end to your article



- The main purpose of a news article is to inform the general public on recent events or current global affairs.
- Articles also reflect on a topic while prioritising objectivity and aligning to the agency's mandate and biases. Some journalists follow this principle by choosing which stories to report on and by highlighting different parts of their articles.
- A good article provides a thorough breakdown of a chosen key event that occurred at conference. Selecting a strong angle is essential to ensure that your article is comprehensive without focusing on multiple topics or events. Additionally, articles usually focus on one main aspect of debate, including delegate responses.
- **Note: Articles consist of 70% primary information and 30% research.**
- Delegates are encouraged to provide contextual understanding of the topic in a way that could be understood by the general public. Defining key terminology and clarifying concepts is crucial in ensuring that your article content is understandable. Moreover, maintain a formal tone and keep your paragraphs concise by organising your content and avoiding repetition.

## WRITING GUIDELINES

Journalists are expected to be familiar with the structure and viewpoint of their news agency and should be able to blend the standpoint of their agency along with their own personal perspective.

- Grammar: based on what type of English your news agency incorporates (for example: American English or British English)
- Word Count (Please note that the word counts may be subjected to change. The Head Table will confirm the word count on the morning of each day):
  - **Articles and Editorials** must be within **750 to 1000 words**
  - **Press statements** must be within **900 to 1000 words**
  - **Instagram captions** must be **150 to 200 words**
- Journalists may format their work as they see fit, however, each member must ensure that the following points are taken into consideration:
  - o Full stops should not be used to separate abbreviations (such as COMUN, UN, UK)
  - o Journalists must mimic their respective news agency's article style and format (example: font style, font colour, article layout, subheadings, inclusion of advertisements etc.)

- o All writing pieces are expected to be submitted via email
- o A byline must be present if applicable as per the agency mandate.
- o Ensure that articles and editorials are concise and focused, not exceeding 1000 words.

### Evidence and Quotations

- o **Articles** should give **priority to primary information** (70%) and should give less priority to secondary information (30%)
- o **Editorials** should give **priority to the analysis of the writer (primary information)** (60% - 80%) and use secondary information (40% - 20%) to substantiate their argument.
- o **Press statements** should give **priority to secondary information entirely** since it will not be based on committee proceedings.

### **Referencing in Articles:**

When using quotations, IPC delegates must ensure they integrate them accurately into their writing. For partial quotations, journalists must use square brackets and ellipses to indicate any omitted sections.

Plagiarism, unauthorized use of other delegates' work, and reliance on Artificial Intelligence are strictly prohibited and will result in disqualification from awards.

### **How to Conduct Interviews for Articles**

To write your articles, gathering quotes and information from sources is essential. Conducting interviews with individual delegates is one effective method. Focus on delegates who are knowledgeable about the committee and are relevant to your angle..

Since delegates cannot spend much time away from their committees, keep the interviews brief. The ideal time for interviews is during lunch breaks or unmoderated caucus sessions.

Before the interview, know exactly what information you need and prepare a list of targeted questions. Recording the conversation with permission can aid in your article-writing process and make it easier to incorporate quotes into your article.

It is important to include quotes only when necessary and use it to substantiate it to your argument. Make sure to connect the quote to your paragraph. Furthermore, it is mandatory to mention which delegate/authority states the quote, however, please note that you cannot refer to the delegate by their name. E.g: "In an exclusive interview with CNN, the delegate of Sudan stated that ..."

### **Citation**

- **Quoting Conference Statements:**

Quotes from the conference must be incorporated into the article body and properly attributed. For example:

- “XXX” was said by the Ambassador of India.
- The delegate of Japan questioned the delegate of Sri Lanka, asking “XXX.”
- The Ambassador of the United States of America stated in an interview, “XXX.”

- **Citing Definitions:**

Definitions must also be cited within the article body. For example:

- The International Monetary Fund describes inflation as “the rate at which the general level of prices for goods and services is rising, and, subsequently, purchasing power is falling.”
- Inflation is the rate at which the general level of prices for goods and services is rising and, subsequently, purchasing power is falling, as defined by the International Monetary Fund.

- **Citations Section:**

Any additional information, questions posed to committee members, or interviews conducted must be included at the end of the article or editorial.

Websites used for sourcing information must be included as per agency mandate as well.

- **Diplomatic Courtesy:**

Maintain diplomatic and respectful language throughout your writing and when conducting interviews. Avoid using derogatory, offensive, or profane terms to describe any nation or delegate. Any such language will be excluded from publication, and the journalist may be required to revise their work.

**GUIDELINES FOR MEDIA USED IN ARTICLES/EDITORIALS:**

- All photos/external sources must be cited.
- Any photos and videos used must be credited.
- All work submitted to the IPC is the official property of COMUN XXXI and will be accessible to the Heads of the IPC.
- The Heads of the IPC retain the right to edit or remove any photos after consulting the author.
- Journalists are not allowed to censor information in their published works.

**Any content with over 15% plagiarism and the use of Artificial Intelligence will result in immediate disqualification from awards.** Please note that there are numerous software tools readily available to detect and quantify plagiarism and AI in written texts.

To maintain journalistic integrity, we strongly encourage you to engage in original writing and thorough research. Producing your own work will not only help you become a more authentic journalist but also ensure your articles are more reliable and credible.

## **Crisis & Media Journalism**

With the rise of social media, the role of journalists has evolved to adapt to these new platforms. Journalists frequently use platforms like Instagram and X to share breaking news quickly and efficiently, making it an invaluable tool for live reporting during crises.

However, journalists must recognize the responsibility that comes with the trust placed in the information they share. Therefore, it is crucial to avoid disseminating inaccurate or unverified news and ensure only confirmed information is released.

## **Media Guidelines**

- Journalists are encouraged to emulate their news agency's typical post style on Instagram. This includes replicating elements such as font style, size, colour, layout, subheadings, and captions. While creative liberty is allowed, it must remain within the boundaries set by the Heads of the International Press Corps.
- IPC delegates are strongly encouraged to coordinate and align their media posts with fellow members of their news agency for agency activities to create cohesive content. However, this is not necessary for the individual Instagram post.
- Failure to meet deadlines will result in a deduction of marks.

## **GENERAL STRUCTURE FOR INSTAGRAM POSTS**

- Captions should be as per agency mandate and provide essential information about the topic.
- Include a summary that clearly explains the event or issue being discussed.
- Use relevant and effective hashtags to increase reach and engagement.
- Attach an image directly related to the topic to enhance the visual appeal and context of the post.

## **INSTAGRAM REELS**

At COMUN 2025, you will be tasked with collaboratively designing Instagram reels with your fellow news agency members. The reel may highlight an interesting aspect of the crisis committee that your agency believes will resonate with an external audience. Delegates are encouraged to adopt a dynamic, engaging style that aligns with how their news agencies present content using Instagram reels, leveraging visual storytelling techniques to capture attention quickly and creatively.

## **GUIDELINES FOR INSTAGRAM REELS**

- Journalists must ensure that their Instagram reels are between 60 - 90 seconds.
- The respective news agency's format must be followed when making the Instagram reel.

## **GUIDELINES FOR THE NEWSPAPER SPREAD**

- The newspaper spread must consist of the front-page (cover-page) of the newspaper of the journalists' respective agency along with the news article section of the paper.
- The form, structure and mandate of the respective agency must be followed. However, if the agency does not have a newspaper the design may be improvised while still adhering to the styles of the agency.
- The Newspaper Spread must be based on day 3 of COMUN and articles may be written as per committee proceedings of the crisis simulation.
- A clear format must be followed as newspapers ensure that important stories are prioritized, information is accessible, and readers remain engaged throughout.

### **Submission of pieces**

#### **Editorials, Articles, and Press Statements:**

- All editorials, articles, and press statements must be submitted via email in **PDF format**.

#### **Instagram Posts:**

- Instagram posts should be submitted in **PNG or JPG file format**.
- Alternatively, a **PDF document** containing both the image and the corresponding description for the post is also acceptable.