

# The Five W's

---

The “Five W’s” is a concept used in journalism, investigation, and research to identify and address essential information about a topic or event. They represent five key questions that help gather comprehensive information.

By addressing each of the Five W’s, journalists, investigators and writers can provide a well-rounded and informative account of the topic they are covering.



## WHO?

“Who” refers to the people, groups or individuals involved in the topic being discussed. These are usually the key people who are central to the story.

## WHAT?

“What” focuses on the specific action, event, or topic that you are writing about. To put it simply - what’s happening? Thinking about ‘what’ will help you determine the nature, details, or description of what occurred.

## WHEN?

“When” addresses the time that the story takes place. This will help determine the timeline of the story. It can refer to the past, present or future, and give context as to why the story is relevant.

## WHERE?

“Where” considers the location(s) or place(s) where events took place and how these may be relevant to the story.

## WHY?

“Why” explores the reasons, motivations, or causes behind the story. Asking “why” helps us to understand the purpose, intention, or factors that led to something happening.

# Media Literacy

champions

Name:	
Class:	
Teacher:	



Use this space for your research, notes, and drawings:

Who:	What:	Where:	When:	Why:



